



Engagement Strategies: Identified Ideas

Mental Health Services Oversight and Accountability
Commission

Client and Family Leadership Committee
Sacramento, California



WELLNESS • RECOVERY • RESILIENCE

Background

- **What is our goal?** The Client and Family Leadership Committee (CFLC) is focused on developing an engagement strategy to recommend to the Commission in 2020.
- **What will we learn today?** Identify ideas from five reading materials.



Reading Materials

Engagement Strategies reading materials selected for review by the CFLC Chair:

- Promoting Wellness, A Guide to Community Action (SAMHSA)
- Tribal Training and Technical Assistance Center (SAMHSA)
- Inspiring Action, Changing Lives (SAMHSA)
- The Substance Abuse and Mental Health Services Administration Youth Engagement Guidance (SAMHSA)
- County Health Rankings & Roadmaps: Assess Needs and Resources



Promoting Wellness A Guide to Community Action

A guide to inspire communities to promote wellness.

Identified Ideas:

- Create an environment that is socially inclusive
- Integrate wellness year-round
- Communicate consistently about wellness and the health conditions that can be prevented
- Consider partners that share your goals, represent your audience, or can reach the people you want to take action
- Use social media
- Talk to media outlets
- Collaborate with public opinion leaders



Tribal Training and Technical Assistance Center (SAMHSA)

Native American resources webpage for behavioral health issues.

Identified Ideas:

- Gathering of Native Americans (GONA) curriculum (from “***Gathering of Native Americans Fact Sheet***”)
 - A culture-based process where community members gather to address community-identify issues, focusing on four themes: belonging, mastery, interdependence and generosity.



Tribal Training and Technical Assistance Center (SAMHSA)

Native American resources webpage for behavioral health issues.

GONA curriculum (continued):

- Built on the indigenous theoretical framework of:
 - Vision – historical trauma, honoring cultural values, developing a vision of success
 - Circles of Relationships - building quality and authentic relationships for effective work
 - Sense of Hope - focusing on interconnectedness
 - Sacredness of the inner spirit, - balance, and the responsibility to be life-long learners



Tribal Training and Technical Assistance Center (SAMHSA)

Native American resources webpage for behavioral health issues.

Identified Ideas:

- From “***Steps for Conducting Research and Evaluation in Native Communities***”
 - *Establish Relationships*
 - *Appreciate History and Culture*
 - *Demonstrate Respect*
 - *Proceed in Community Time*
 - *Embrace a Strengths Perspective*
 - *Be Aware of Community Readiness*
 - *Be Transparent*
 - *Be Respectful of Research Protocol*
 - *Respect Privacy*
 - *Employ Blended Research Methods*
 - *Conduct “Reality” Checks*
 - *Be Aware of Intellectual and Cultural Property Rights*
 - *Plan for Sustainability*



National Prevention Week - Inspiring Action, Changing Lives

A planning guide and resource calendar for 2019
National Prevention Week.

Identified Ideas:

- Incorporate prevention in your community year-round
- Continue the planning process for events throughout the year
- Observe and promote health and cultural observances with communities throughout the year (i.e. African American History Month, National Eating Disorders Awareness Week, National Men's Health Week, Mental Health Month, etc.)
- Make culturally relevant toolkits and materials available to community partners and other participants



Substance Abuse and Mental Health Services Administration's Youth Engagement Guidance (SAMHSA)

A federal guide for engaging youth in government-sponsored events.

Identified Ideas:

- Prioritize gaining youth perspectives to inform programs, policies, and practices
- Develop an agency-wide culture that is inclusive and respectful of youth
- Adopt best practices for youth engagement in activities, meetings and events



County Health Ranking & Roadmaps

Assess Needs and Resources – Tools to help identify your strengths, assets, and resources.

Identified Ideas:

- Understand your current community strengths, resources, needs, and gaps to help you decide where and how to focus your efforts.
- Key Activities:
 - Review Your County Health Rankings Data
 - Prepare to Assess
 - Generate Questions
 - Mind the Gaps
 - Identify Community Assets and Resources
 - Find Existing Data
 - Collect Your Own Data
 - Analyze the Data to Move to Action
 - Share Results With Your Community
 - Specific Assessment Requirements



Further Discussion

Can we think of any other practices that are successfully used to develop community knowledge?



References

- Promoting Wellness, A Guide to Community Action (SAMHSA)
<https://store.samhsa.gov/product/Promoting-Wellness-A-Guide-to-Community-Action/sma16-4957>

- Tribal Training and Technical Assistance Center (SAMHSA) <https://www.samhsa.gov/tribal-ttac/resources>
 - [The Gathering of Native Americans fact sheet](#)
 - [Steps for Conducting Research in Native Communities](#)

- Inspiring Action, Changing Lives (SAMHSA)
<https://www.usa.gov/features/inspire-action-and-change-lives>



References (continued)

- The Substance Abuse and Mental Health Services Administration Youth Engagement Guidance (SAMHSA) County Health Rankings & Roadmaps: Assess and Resources
<https://store.samhsa.gov/product/The-Substance-Abuse-and-Mental-Health-Services-Administration-s-SAMHSA-Youth-Engagement-Guidance/SMA16-4985>
- County Health Rankings, Assess & Resources
<https://www.countyhealthrankings.org/take-action-improve-health/action-center/assess-needs-resources>

