



1/15/2021

CRDP EOA Webinar:  
Close-out TA +  
Updates on EOA  
deliverables

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# EOA Goals

- Strategic Narrative and Materials Development
  - Strategic Education and Outreach
  - Mass Communication Outreach
  - Capacity Building and Training
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# Webinar objectives

- Final EOA Collateral Materials + EOA Tools for Advocacy
  - Review of all the EOA Webinars, topics covered, and learning competencies
  - EOA Contract Aftercare
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# Final EOA Collateral Materials + EOA Tools for Advocacy

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# EOA Collateral Materials- Outreach Materials

Collateral Material	Description	Purpose	Link
<b>1. CRDP Brochure_FINAL</b>	<ul style="list-style-type: none"><li>• CRDP Description</li><li>• Problem Definition</li><li>• List/Map of IPPs</li></ul>	<ul style="list-style-type: none"><li>✓ General Outreach</li><li>✓ Representing yourself as a collective</li></ul>	<ul style="list-style-type: none"><li>• <a href="https://app.box.com/s/ojt352zvkeaeqwt35v1zxul068vmd9b">https://app.box.com/s/ojt352zvkeaeqwt35v1zxul068vmd9b</a></li></ul>
<b><u>2. CRDP Hub One-Pager</u></b>	<ul style="list-style-type: none"><li>• CDEP Description</li><li>• Outcome Data</li></ul>	<ul style="list-style-type: none"><li>✓ Talking to Funders</li><li>✓ Promoting Outcome for your CDEP</li><li>✓ Representing yourself as a collective</li></ul>	<ul style="list-style-type: none"><li>• <a href="https://app.box.com/s/e7o669ybqn9syitdr9unc8zj76snn1p0">https://app.box.com/s/e7o669ybqn9syitdr9unc8zj76snn1p0</a></li></ul>
<b>3. CRDP PowerPoint Presentation Template</b>	<ul style="list-style-type: none"><li>• CRDP PowerPoint Template</li></ul>	<ul style="list-style-type: none"><li>✓ Representing yourself as a collective</li></ul>	<ul style="list-style-type: none"><li>• <a href="https://app.box.com/s/xt5cbnegnkt9w7fakjmjolyeuhce9kdi">https://app.box.com/s/xt5cbnegnkt9w7fakjmjolyeuhce9kdi</a></li></ul>
<b>4. CRDP Letterhead</b>	<ul style="list-style-type: none"><li>• CRDP Letterhead Template</li></ul>	<ul style="list-style-type: none"><li>✓ Representing yourself as a collective</li></ul>	<ul style="list-style-type: none"><li>• <a href="https://app.box.com/s/rmbov6g2ho5x4d4xro62jh7ixdr7alse">https://app.box.com/s/rmbov6g2ho5x4d4xro62jh7ixdr7alse</a></li></ul>

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# EOA Collateral Materials- Talking Points

Collateral Material	Description	Purpose	Link
<b>1. Email Templates for Elected Official, County BH Directors, Funders</b>	<ul style="list-style-type: none"><li>• Template to be customized</li><li>• Outreach Letter</li></ul>	<ul style="list-style-type: none"><li>✓ Talking to Funders</li><li>✓ Easy Copy + Paste, insert your CDEP info</li><li>✓ Requesting a mtg</li></ul>	<ul style="list-style-type: none"><li>• <a href="https://app.box.com/s/j1mx586col3fk60r417f2q3wxu4z26s3">https://app.box.com/s/j1mx586col3fk60r417f2q3wxu4z26s3</a></li></ul>
<b><u>2. Talking Points for Data + Evaluation</u></b>	<ul style="list-style-type: none"><li>• Selected talking points when asked about CRDP Data + Evaluation</li></ul>	<ul style="list-style-type: none"><li>✓ Talking to Funders</li><li>✓ Resource when asked about CRDP Data + Evaluation</li></ul>	<ul style="list-style-type: none"><li>• <a href="https://app.box.com/s/tlxh2geoanbngqujd1ejn021rtiwolx8">https://app.box.com/s/tlxh2geoanbngqujd1ejn021rtiwolx8</a></li></ul>
<b>3. Strategic Messaging Toolkit</b>	<ul style="list-style-type: none"><li>• Selected talking points for IPPs to use for Elected Officials, County BH Directors, Funders</li></ul>	<ul style="list-style-type: none"><li>✓ Talking to Funders</li><li>✓ Representing yourself as a collective</li></ul>	<ul style="list-style-type: none"><li>• <a href="https://app.box.com/s/frfwd18tels7v17y8zsd473bkl7pn7">https://app.box.com/s/frfwd18tels7v17y8zsd473bkl7pn7</a></li></ul>

# EOA Collateral Materials- Advocacy Tools

Collateral Material	Description	Purpose	Link
<b>1. Administrative Channel - <i>need constant updating</i></b>	<ul style="list-style-type: none"> <li>List of key California Agencies, such as CHHS, DHCS, OHE.</li> <li>List of key leaders</li> <li>Analysis of existing stakeholder mechanism</li> </ul>	<ul style="list-style-type: none"> <li>✓ A tool to start building relationships with agency heads.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="https://app.box.com/s/3zllgbsqwajxy5oakoxirfki42pbw9tb">https://app.box.com/s/3zllgbsqwajxy5oakoxirfki42pbw9tb</a></li> </ul>
<b>2. Legislative Channel</b>	<ul style="list-style-type: none"> <li>Explanation of a hearing, briefing, and a caucus when to hold one</li> </ul>	<ul style="list-style-type: none"> <li>✓ A tool to utilize when trying to decide which legislative strategies you'd like to use to advance CRDP agenda</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="https://app.box.com/s/924pxywe5v96ct86ib83ilvrk5qdkylk">https://app.box.com/s/924pxywe5v96ct86ib83ilvrk5qdkylk</a></li> </ul>
<b>3. Power Analysis* - <i>need constant updating</i></b>	<ul style="list-style-type: none"> <li>Key legislators that hold power at the legislature, their channel of influence + how to leverage</li> </ul>	<ul style="list-style-type: none"> <li>✓ A tool to start building relationship with key policymakers</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="https://app.box.com/s/dzv2ben910mgwflblu75qlwq5bll33gx">https://app.box.com/s/dzv2ben910mgwflblu75qlwq5bll33gx</a></li> </ul>
<b>4. <u>CIAG Concept Paper</u></b>	<ul style="list-style-type: none"> <li>Menu of policy options for sustaining and integrating CDEPs</li> </ul>	<ul style="list-style-type: none"> <li>✓ A tool for policy advocacy</li> <li>✓ Leave-behind for policymakers</li> </ul>	[TO BE UPLOADED AFTER THE LAST CIAG MTG ON JAN 22 <sup>ND</sup> ]

# EOA Collateral Materials- Video links for social media promotion + Pitching resource

Collateral Material	Description	Purpose	Link
<b>1. Media Forums</b>	<ul style="list-style-type: none"><li>Recorded videos of the Oakland Forum and Fresno Forum</li></ul>	✓ Social Media- twitter, facebook, or to be posted on your website	<ul style="list-style-type: none"><li><a href="https://app.box.com/s/xfcvskl9rwasfik0wdjy8gz4ng2dzvco">https://app.box.com/s/xfcvskl9rwasfik0wdjy8gz4ng2dzvco</a></li></ul>
<b><u>2. IPP Videos</u></b>	<ul style="list-style-type: none"><li>Recorded IPP videos</li></ul>	✓ Social Media- twitter, facebook, or to be posted on your website	<ul style="list-style-type: none"><li><a href="https://drive.google.com/drive/folders/1gKWK9wyDJuFV8uClngYVA26pFL5B5Q-C?usp=sharing">https://drive.google.com/drive/folders/1gKWK9wyDJuFV8uClngYVA26pFL5B5Q-C?usp=sharing</a></li></ul>
<b><u>3. IPP Pitching Toolkit</u></b>	<ul style="list-style-type: none"><li>How to pitch your story to media (step by step)</li></ul>	✓ Social Media- twitter, facebook, or to be posted on your website	<ul style="list-style-type: none"><li><a href="https://app.box.com/s/af1bkm2f09x89a7syy0m57xi4d3ndbjq">https://app.box.com/s/af1bkm2f09x89a7syy0m57xi4d3ndbjq</a></li></ul>
<b><u>4. CRDP Website [to be updated!]</u></b>	<ul style="list-style-type: none"><li>CRDP's "home" on the internet</li></ul>	✓ A readily accessible platform to highlight the work and impact of the CRDP as an initiative.	



Review of all the EOA Webinars, topics covered, and learning competencies

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# EOA Webinar Review: [Links](#) to recordings

Webinar Buckets	Goals	Description
<ul style="list-style-type: none"><li>• <b>Mental Health Policy</b></li></ul>	<ul style="list-style-type: none"><li>• Increase knowledge re: mental health funding streams</li><li>• Increase knowledge re: mental health systems</li></ul>	<ul style="list-style-type: none"><li>• Deconstructing CA's public mental health systems</li><li>• Status of MH funding in light of BLM/Pandemic</li><li>• What does it take to be a Medi-Cal Provider</li></ul>
<ul style="list-style-type: none"><li>• <b>Media Training</b></li></ul>	<ul style="list-style-type: none"><li>• Build IPPs capacity to work with media and understand the importance of doing so to meet organizational goals and funding needs</li></ul>	<ul style="list-style-type: none"><li>• Media Training 101</li><li>• Social Media Training with RSE</li><li>• Media Training 201 with Joaquin</li></ul>
<ul style="list-style-type: none"><li>• <b>Other EOA Updates</b></li></ul>	<ul style="list-style-type: none"><li>• Leverage EOA webinar to share key updates with the CRPD Community</li></ul>	<ul style="list-style-type: none"><li>• Updates from NORC</li><li>• Architecting the CRDP Website</li><li>• Closing TA Webinar (today)</li></ul>

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# ADVOCACY – “*crdp is still the best kept secret*”

## Strategic Outreach, 2020-2021

- ❑ CHHS Behavioral Health Secretary
- ❑ OSHPD Acting Director
- ❑ Legislative Budget Committees
- ❑ Briefed DHCS Director Gilbert
- ❑ Connected with a MHSOAC Commissioner
- ❑ Circulated CRDP Executive Summary/Brochure to the Legislative Staff

## Upcoming Opportunities

- ❑ Presentation to Local MH Boards and Commissions – January 29<sup>th</sup>. 1 hr and 30 minutes. IPPs invited by way of CPSSC

## Key Successes

- ❑ CRDP added to Covered CA best practices for quality improvement: [https://hbex.coveredca.com/stakeholders/plan-management/library/coveredca\\_current\\_best\\_evidence\\_and\\_performance\\_measures\\_07-19.pdf](https://hbex.coveredca.com/stakeholders/plan-management/library/coveredca_current_best_evidence_and_performance_measures_07-19.pdf)
  - ❑ CRDP added to DHCS equity strategy: <https://www.dhcs.ca.gov/provgovpart/Documents/PRIME/DRAFT-DHCS-Comprehensive-Quality-Strategy.pdf>
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# ADVOCACY- MHSOAC Diverse Communities Advocacy Contract

## **The goals and objectives of this project are to:**

- ❑ Bring awareness of the challenges and issues facing the Diverse Racial and Ethnic Communities through advocacy, training and education, and outreach and engagement at the local levels.
  - ❑ Drive policy change that leads to service providers increasing services and access to the services that are needed and that government or private entities provide funding to address these unmet needs.
  - ❑ The project has two main components: a local advocacy component, and a statewide advocacy component. These components will target five focus populations: Asian and Pacific Islander, Black, Latinx, Multicultural, and Native American.
  - ❑ The local advocacy component is a joint venture between statewide partners and their respective local level entities, and seeks to engage local mental health stakeholders with advocacy training, support, and opportunities. These local activities will feed into the statewide advocacy component, which seeks to connect local advocates to statewide policymakers to ensure that state policymaking reflects the collective needs of local communities of color.
  - ❑ All of these activities come together with the end goal of building local stakeholder capacity to conduct mental health advocacy, furthering the vision of a mental health system that is responsive to the needs of California's communities of color.
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# MHSOAC Diverse Communities Advocacy Contract- get plugged in to these efforts!

Year 1

Priority Population	Location	Date	Local Level Entity
Project Year 1 (July 2020- September 2021) * 15 month year*			
<b>Multicultural</b>	Los Angeles County Los Angeles, CA	Oct 2020	<ul style="list-style-type: none"><li>California Black Women's Health Project</li></ul>
<b>Black</b>	Alameda County Oakland, CA	Jan 2021	<ul style="list-style-type: none"><li>Restorative Justice for Oakland Youth (RJOY)</li></ul>
<b>Native American</b>	Kern County Bakersfield, CA	Feb 2021	<ul style="list-style-type: none"><li>Bakersfield American Indian Health Project</li></ul>
<b>Asian and Pacific Islander</b>	Butte County Chico, CA	March 2021	<ul style="list-style-type: none"><li>Hmong Cultural Center of Butte County</li></ul>
<b>Latinx</b>	Kern County Bakersfield, CA	April 2021	<ul style="list-style-type: none"><li>Vision y Compromiso</li></ul>

# MHSOAC Diverse Communities Advocacy Contract

Year 2

Priority Population	Location	Date	Local Level Entity
Project Year 1 (July 2020- September 2021) * 15 month year*			
<b>Native American</b>	Humboldt County Bayside, CA	Oct 2021	<ul style="list-style-type: none"><li>• True North Organizing Network</li></ul>
<b>Black</b>	Sacramento County Sacramento, CA	Oct 2021	<ul style="list-style-type: none"><li>• On Track Program Resources</li></ul>
<b>Multicultural</b>	San Bernardino County San Bernardino, CA	Dec 2021	<ul style="list-style-type: none"><li>• California Black Women's Health Project</li></ul>
<b>Asian and Pacific Islander</b>	Orange County Santa Ana, CA	Nov 2021	<ul style="list-style-type: none"><li>• Cambodian Family of Santa Ana</li></ul>
<b>Latinx</b>	San Diego County Vista, CA	Mar 2022	<ul style="list-style-type: none"><li>• Vista Community Clinic</li></ul>

# MHSOAC Diverse Communities Advocacy Contract

Year 3

Priority Population	Location	Date	Local Level Entity
Project Year 1 (July 2020- September 2021) * 15 month year*			
<b>Asian and Pacific Islander</b>	Fresno County Fresno, CA	Oct 2022	<ul style="list-style-type: none"><li>Fresno Interdenominational Refugee Ministries</li></ul>
<b>Multicultural</b>	Ventura County Ventura, CA	Feb 2023	<ul style="list-style-type: none"><li>Mixteco Indigena Community Organizing Project</li></ul>
<b>Black</b>	San Joaquin County Stockton, CA	Feb 2023	<ul style="list-style-type: none"><li>Valley Ministries Metropolitan Community Church</li></ul>
<b>Native American</b>	Santa Clara County Milpitas, CA	Mar 2023	<ul style="list-style-type: none"><li>Indian Health Center of Santa Clara Valley</li></ul>
<b>Latinx</b>	Los Angeles County Los Angeles, CA	Mar 2023	<ul style="list-style-type: none"><li>AltaMed Health Services Corporation</li></ul>



# Contact information

Name	Email	For what?
Mihae Jung Joel Jenkins	<a href="mailto:mjung@cpehn.org">mjung@cpehn.org</a> <a href="mailto:jjenkins@cpehn.org">jjenkins@cpehn.org</a>	<ul style="list-style-type: none"><li>• CRDP Aftercare, Questions regarding collateral materials, EOA Contract Qs, Website</li></ul>
Carolina Valle	<a href="mailto:cvalle@cpehn.org">cvalle@cpehn.org</a>	<ul style="list-style-type: none"><li>• Concept Paper follow up, state-wide advocacy support, administrative advocacy questions, mental health policy supports</li></ul>
Joaquin Alvarado	<a href="mailto:Joaquin@studiotobe.com">Joaquin@studiotobe.com</a>	<ul style="list-style-type: none"><li>• Media coaching, media outreach, strategic media outlet relationship building/communication, organizational development and capacity building</li></ul>
Stephanie Franco	<a href="mailto:sfranco@cpehn.org">sfranco@cpehn.org</a>	<ul style="list-style-type: none"><li>• MHSOAC Contract Manager</li><li>• Get plugged in with the local events + state events</li></ul>

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- ✓ CPSSC, for guidance + community power
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- ✓ CDEP Integration Advisory Group
- ✓ All IPPs
- ✓ All TAPs
- ✓ PARC
- ✓ Stacie Hiramoto, REMHDCO
- ✓ CPEHN Staff (Joel, Carolina, and Kiran)

Thank you!!



## From Disparities in Disasters to Health Equity: Sonoma County Media Forum

Wednesday, October 21st @ 9am

Learn about local organizations working towards equitable mental health for all!

[WWW.TINYURL.COM/SOCOFORUM](http://WWW.TINYURL.COM/SOCOFORUM)



SONOMA COUNTY  
INDIAN HEALTH PROJECT



HUMANIDAD  
Therapy & Education Services

California Reducing  
Disparities Project  
a culturally responsive mental health initiative

LGBTQ  
CONNECTION  
Napa • Sonoma  
Community Defense Activism





# Thank you!

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-