



Advocacy Mapping Workshop

Behavioral Health Recruitment and Retention

March 19, 2024 | 11:00-12:30 p.m. PT



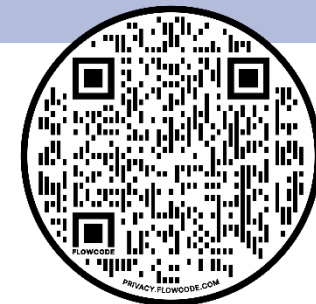
Indigenous Land Acknowledgement

- We respectfully acknowledge that we live and work in territories where indigenous nations and Tribal groups are traditional stewards of the land. Our California office resides in Tongva territory.
- Please join us in supporting efforts to affirm Tribal sovereignty across what is now known as California and in displaying respect, honor, and gratitude for all Indigenous people.

Whose land are you on?

Option 1: Enter your location at <https://native-land.ca>

Option 2: Access Native Land website via QR Code





Advocates for Human Potential, Inc. (AHP) Behavioral Health Recruitment and Retention (BHRR) Team



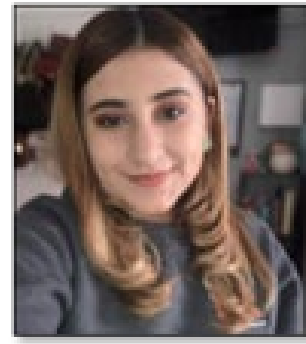
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This project would not be possible without the many amazing people who work in the background but are not on this slide.

AHP Workforce Development (WFD) Subject Matter Expert (SME) Team



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Agenda

Advocacy Strategies

Guest Speaker and Q&A

Breakout Room Activity

Large Group Discussion

Closing Remarks



Advocacy Strategies

- **Community Organizing and Mobilization:**

This strategy involves gathering individuals and communities together to address common issues or concerns. By mobilizing community members, organizations can amplify their voices and exert collective pressure on policymakers and stakeholders. Tactics include organizing rallies, public meetings, and awareness campaigns to draw attention to social issues.

- **Coalition Building and Partnerships:**

By forming alliances with other organizations, groups, and stakeholders, organizations can pool resources, share expertise, and strengthen their advocacy efforts. Coalitions and partnerships allow for a more unified approach to addressing complex social issues, increasing the potential for policy change.

- **Media Advocacy:**

This strategy leverages various forms of media to influence public opinion and policymakers. By writing op-eds, participating in interviews, or utilizing social media platforms, organizations can raise awareness about issues they care about, share stories of those affected, and advocate for policy changes. Effective media advocacy requires clear messaging and engagement with both traditional and new media outlets.

- **Use of Technology and Social Media:**

In the digital age, leveraging technology and social media platforms is a vital strategy for advocacy. Organizations can use online platforms to reach a wider audience, share information quickly, and mobilize support for causes. Online petitions, social media campaigns, virtual town halls, and webinars can be effective ways to engage both policymakers and the public. This strategy allows for real-time engagement and the ability to quickly respond to emerging issues or opportunities for advocacy.

(Hoefler, 2019)

Advocacy Strategies

- **Direct Service and Empowerment:**

While direct service is often seen as separate from advocacy, empowering individuals through services and support can be a form of advocacy. Organizations can use their roles in direct service to educate clients about their rights, assist them in navigating systems, and encourage self-advocacy. This approach not only addresses immediate needs but also helps build the capacity of individuals and communities to advocate for themselves.

- **Public Education and Awareness Campaigns:**

Educating the public about social issues, rights, and policies is crucial for building support for social change. Through workshops, seminars, informational campaigns, and educational materials, organizations can demystify complex issues, highlight the real-life impacts of policies, and mobilize public opinion. Engaging and informative campaigns can also inspire community members to take action, whether through volunteering, advocating for policy changes, or supporting affected individuals and groups.

- **Grassroots Advocacy:**

This strategy focuses on mobilizing individuals at the local or community level to push for change from the bottom up. It relies on the power of community members' voices to influence decision-makers. Activities might include door-to-door canvassing, community forums, and local awareness events. Grassroots advocacy emphasizes the strength that comes from the collective action of individuals directly affected by the issues at hand, making it a powerful tool for social change.

(Hoefler, 2019)

Advocacy Strategies

- **Strategic Use of Data and Evidence:**

Collecting and presenting data and evidence to support advocacy efforts can be compelling, especially when trying to influence policy decisions or public opinion. This strategy involves conducting surveys, compiling statistics, and gathering personal stories to illustrate the need for change. Presenting this data in accessible and impactful ways, such as through infographics or interactive presentations, can make a strong case for the advocacy objectives.

- **Policy Analysis and Research:**

Conducting in-depth research and analysis on social policies and their impacts is crucial for effective advocacy. Organizations can use evidence-based research to advocate for policy changes that are informed by data and best practices. This involves producing policy briefs, reports, and recommendations that highlight the need for policy interventions and outline potential solutions.

- **Legislative Advocacy:**

This involves working directly with legislators and government officials to enact or change laws that affect the well-being of individuals and communities. Organizations can engage in legislative advocacy by providing testimony at government hearings and collaborating with advocacy groups to support or oppose legislation. **It is important to maintain the line between advocacy and lobbying.**

- **Strategic Litigation:**

Sometimes referred to as impact litigation, this strategy uses the court system to bring about significant changes in the law that have broad implications for a particular issue or population. By challenging existing laws or practices that are discriminatory or unjust, organizations and legal advocates can set new legal precedents that promote social justice and protect the rights of vulnerable groups.

(Hoefler, 2019)

Grantee Spotlight

Schrank's Clubhouse

Gwen Schrank, Executive Director
gwen@schranksclubhouse.org

Schrank's Clubhouse (SC) is a community-based nonprofit organization that provides outpatient and residential programs and services for children and families in crisis.

SC is a **peer-led** and **peer-run** organization that provides a place where youth and families who suffer from mental illness or substance use can have supportive services and resources to help them lead productive lives where they play a role in their recovery process and can become integral parts of society healing, growth, and change.

Black, Indigenous, and person of color (BIPOC) individuals make up SC's board of directors and the Peer Support staff that manage day-to-day programs and services to meet the needs in an underserved area of California in Tulare County.

Agenda

1. Identifying the needs and barriers we all faced as peer leaders in community-based organizations.
2. Providing the opportunity for people to come together to problem-solve, using their connections, experiences, and willingness to engage and participate to help create change and solutions.
3. Creating a mission statement and a set of core values to operate under.
4. Holding a Strategic Planning Retreat to plan out action items to focus on, key measurement tools, avenues for communication, and meeting schedules.
5. Recruiting people, because we believe every voice matters and that no matter how large or small of a contribution a person can make to the cause, it all helps.



Creating a Coalition for Peer Workforce Expansion and Sustainability

Conducting a Needs Assessment for Coalition



Having a clear set of goals to work on is important for the coalition to stay on track.



During a CAMHPRO Connect and Collaborate Leadership Meeting, we noticed the same barriers kept coming up for Peer Organizations. In October 2023, the group determined that we need to create a coalition and work to tackle these concerns together.



We met twice a month from October through February to determine the important items that we were going to focus on.



We also did surveys to get feedback from organizations and stakeholders to determine what was most important to them.

Providing the Time and Opportunity for Coalition to Meet



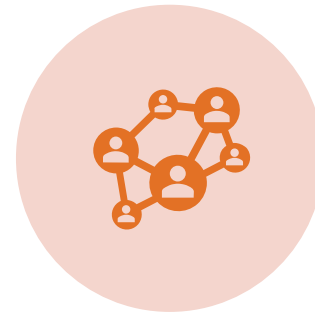
We provided two meetings a month to work on the needs assessment, mission, and values; conduct surveys; and invite people to join.



We invited key stakeholders such as peer organizations, peers, community partners, local policy makers and state government leaders from multiple counties in California, other advocacy groups, AHP leaders, and for-profit organizations.



We began meeting in October, and by November we had over 200 participants statewide representing 22 counties in California.



These meetings also helped us determine who our leaders were and who our volunteer supporters were.

Holding a Strategic Planning Retreat

We hosted a hybrid Strategic Planning Retreat (in person and via Zoom) to bring in key stakeholders, county leaders, organizations, and other advocacy groups to connect and collaborate on action plans and responsibilities.

Purpose:

- Creating a strategic plan makes all the difference for the coalition to stay on task.
- Team-building and collaboration opportunity, because people who participate and engage can move mountains.
- Amplify voices and represent members from many areas of California.

A group of four people are gathered around a whiteboard in a meeting. The whiteboard has handwritten notes in black marker: "hotel", "alcohol", "pool", and "Shopping". The people are looking at the whiteboard with interest. The scene is brightly lit, suggesting an indoor office or meeting room environment.

Participation and Engagement Are Crucial.

Without them, nothing gets done.

Creating the Coalition's Mission Statement and Core Values

- The mission statement and the set of core values for the new coalition were determined and created by members and leaders.
- Each organization has its own agenda, so we identify the things that we have in common to work on together.

Mission Statement:

- Promoting leadership, skill development, and organizational resilience to create a sustainable peer-run community in California

Core Values:

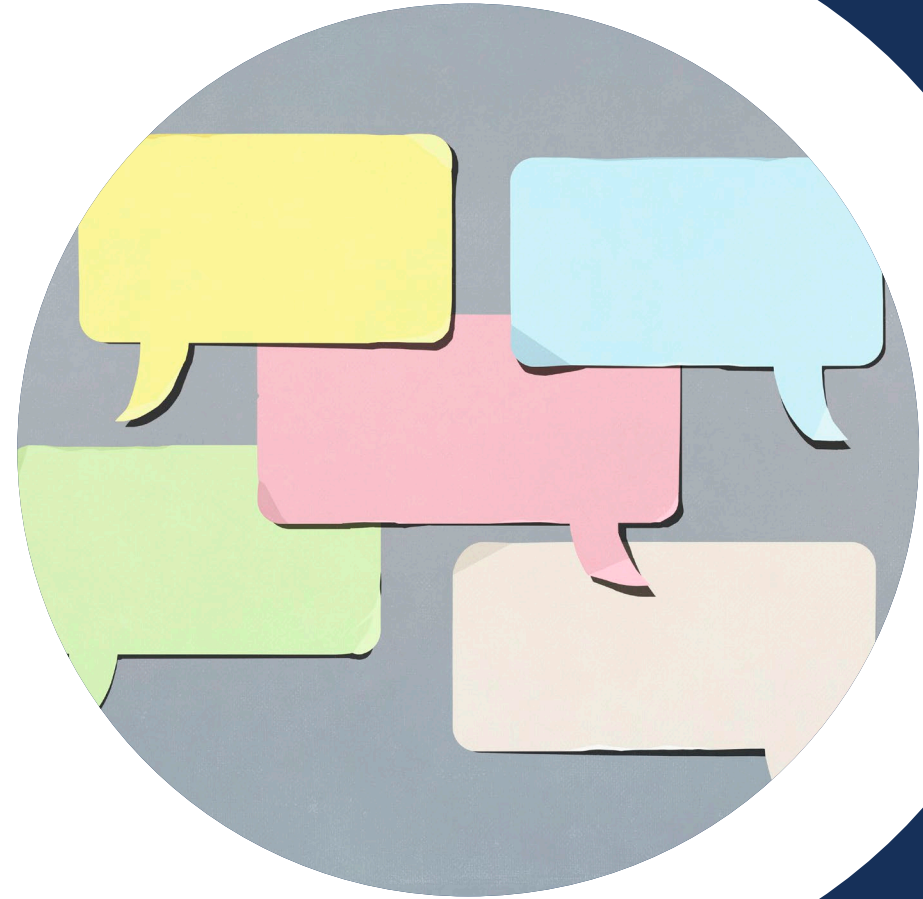
- Accountability, boldness, collaboration, continuous improvement, diversity, excellence, honesty, inclusion, innovation, integrity, making a difference, passion, peer-centricity, persistence, sustainability, teamwork, transparency, trust, vulnerability

Outreach and Recruitment

- Our ability to communicate effectively helps leave a lasting impact on our members.
- Effective communication involves not only delivering a mission, but also resonating with the experiences, values, and emotions of those listening.
- Unifying people for a common cause is how change is made, and it provides a way for people to help create change for the peer support movement.



The Power of Communication



Communication Topics



What steps did you take to reach out to organizations?



How have you built trust and commitment among organizations?



How do you manage meetings and discuss shared responsibilities, priorities, and resources?



What were some feedback, challenges, and barriers between organizations, and how were they addressed?



What are some examples of ways the coalition has coordinated to provide better services, increase resources, etc.?

Final Tips & Takeaways

- Ensure messages align with the mission.
- Don't give up—it's not easy, but it's worth it.
- Seek feedback and be courageous.
- Explore new techniques.
- Set personal goals and iterate/adapt.

We do this to save lives.

If not us, then who?

**Make the most of every
opportunity to share
your voice.**

Thank you!



- Gwen Schrank
- 559-809-4355
- gwen@schranksclubhouse.org
- Link to sign up for the coalition will be provided.

Resources

- [Developing Effective Coalitions: An Eight Step Guide](#) (Prevention Institute)
- [Five Principles for Building Powerful Coalitions](#) (Amanda Tattersall)
- [Research-to-Policy Collaboration](#) (TrestleLink)

Questions?

Please enter questions in the Q&A box and/or raise your hand.





Breakout Room Activity:

Creating an Advocacy Map

Activity Instructions



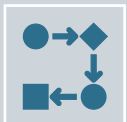
Identify a shared behavioral health workforce issue.



Determine possible changes/improvements that address this issue and desired outcomes.



Identify key decision-makers that have the authority to address the identified issue.



Outline specific objectives, resources, and tools that will engage the identified decision-makers and contribute to the desired outcomes.

Advocacy Map

Advocacy Map

Problem/Issue: _____

Desired Outcome(s) for your workforce: _____

Ultimate Social Justice-Related Outcomes: _____

Resources	Tasks	Short Term Outcomes	Medium Term Outcomes	Long Term Outcomes	Ultimate Social Justice-Related Outcomes

Advocacy Action Plan

Work Plan Template

Purpose: To create a “script” for your improvement effort and support implementation.

Directions:

1. Using this form as a template, develop a work plan for each goal identified through the needs assessment process. Modify the form as needed to fit your unique context.
2. Distribute copies of each work plan to the members of the collaboration.
3. Keep copies handy to bring to meetings to review and update regularly. You may decide to develop new work plans for new phases of your reform effort.

Goal:

Results/Accomplishments:

Action Steps <i>What Will Be Done?</i>	Responsibilities <i>Who Will Do It?</i>	Timeline <i>By When? (Day/Month)</i>	Resources		Potential Barriers <i>A. What individuals or organizations might resist? B. How?</i>	Communications Plan <i>Who is involved? What methods? How often?</i>	
			A. Resources Available	B. Resources Needed (financial, human, political & other)			
Step 1:			A.	B.	A.	B.	
Step 2:			A.	B.	A.	B.	
Step 3:			A.	B.	A.	B.	
Step 4:			A.	B.	A.	B.	
Step 5:			A.	B.	A.	B.	

Evidence Of Success (*How will you know that you are making progress? What are your benchmarks?*)

Evaluation Process (*How will you determine that your goal has been reached? What are your measures?*)

Regional Assignments: SoCal (Los Angeles)

SoCal (Los Angeles)		
Unique ID	Org Name	County
BHRRSBH01	Bienestar Human Services Inc	Los Angeles County
BHRRSCS01	Chinatown Service Center	Los Angeles County
BHRRSCO01	Compatior Counseling Center	Los Angeles County
BHRRSDH01	Didi Hirsch Psychiatric Services dba Didi Hirsch Mental Health Services	Los Angeles County
BHRRSFA01	Five Acres	Los Angeles County
BHRRSFB01	Fred Brown Recovery Services	Los Angeles County
BHRRSGA01	Gateways Hospital And Mental Health Center	Los Angeles County
BHRRSHC01	Health Care Integrated School Based Health SBH	Los Angeles County
BHRRSHH01	Healthy Hearts Medical Association dba Health Care Integrated Services	Los Angeles County
BHRRSHH02	Healthy Hearts Medical Association dba Health Care Integrated Services	Los Angeles County
BHRRSHH03	Healthy Hearts Medical Association dba Health Care Integrated Services	Los Angeles County
BHRRSPA01	Parents Anonymous Inc	Los Angeles County
BHRRSPL01	Penny Lane Centers	Los Angeles County
BHRRSPH01	PHOENIX HOUSES OF CALIFORNIA INC	Los Angeles County
BHRRSSD01	Samuel Dixon Family Health Center Inc	Los Angeles County
BHRRSSD02	Samuel Dixon Family Health Center Inc	Los Angeles County
BHRRSSC01	Southern California Health And Rehabilitation Program	Los Angeles County
BHRRSSJ01	St Johns Community Health	Los Angeles County
BHRRSPC01	The People Concern	Los Angeles County
BHRRSVF01	The Village Family Services	Los Angeles County
BHRRSVE01	Venice Family Clinic	Los Angeles County

Regional Assignments: SoCal 2

Southern CA		
Unique ID	Org Name	County
BHRRSCI01	City Impact	Ventura County
BHRRSCC01	Community Clinics Health Network dba Health Quality Partners of Southern California	San Diego County
BHRRSCR01	County of Riverside Riverside University Health System Behavioral Health	Riverside County
BHRRSGH01	Grandmas House of Hope	Orange County
BHRRSHC02	Health Care Integrated School Based Health SBH	Riverside County
BHRRSHG01	Higher Ground Youth and Family Services	Orange County
BHRRSMS01	Marys Shelter DBA Marys Path	Orange County
BHRRSNC01	Norooz Clinic Foundation	Orange County
BHRRSNO01	North County Health Project Inc dba TrueCare	San Diego County
BHRRSOC01	Orange County Asian and Pacific Islander Community Alliance	Orange County
BHRRSPF01	Palomar Family Counseling Service	San Diego County
BHRRSPV01	Peer Voices of Orange County	Orange County
BHRRSSP01	Serve The People	Orange County
BHRRSHL01	The Happier Life Project	Riverside County
BHRRSPR01	The Purpose of Recovery	Orange County
BHRRSUC01	Unicare Community Health Center	San Bernardino County
BHRRSUP01	Union of Pan Asian Communities	San Diego County
BHRRSVI01	Vista Community Clinic	San Diego County
BHRRSVH01	Vista Hill Foundation	San Diego County
BHRRSWA01	Waymakers	Orange County

Regional Assignments: Bay Area/Mid-State

Bay Area Mid-State

Unique ID	Org Name	County
BHRRBAB01	Aspiranet Behavioral Health Division	San Mateo County
BHRRBAB02	Aspiranet Family and Community Division	San Mateo County
BHRRBAB03	Aspiranet Residential and Education Division	San Mateo County
BHRRBAB04	Aspiranet Resource Family Adoption and Foster Care Division	San Mateo County
BHRRBAB05	Aspiranet Transition Aged Youth Division	San Mateo County
BHRRBAB06	Aspiranet Wraparound and Intensive Home Based Services Division	San Mateo County
BHRRBCH01	Community Health for Asian Americans	Alameda County
BHRRBCS01	Community Solutions	Santa Clara County
BHRRBCU01	Cultivating Culturally Competent Clinicians Inc	Fresno County
BHRRBEB01	East Bay Agency for Children	Alameda County
BHRRBGF01	Gardner Family Health Network Inc DBA Gardner Health Services	Santa Clara County
BHRRBGR01	Greater Fresno Health Organization Inc	Fresno County
BHRRBHS01	Heart and Soul	San Mateo County
BHRRBIF01	Instituto Familiar de la Raza	San Francisco County
BHRRBJS01	Janus of Santa Cruz	Santa Cruz County
BHRRBKV01	Kings View	Fresno County
BHRRBLA01	La Clínica de La Raza	Alameda County
BHRRSLR01	LAGS Recovery Centers Inc	Santa Barbara County
BHRRBLC01	LGBTQ Collaborative	Stanislaus County
BHRRBLM01	LifeLong Medical Care	Alameda County
BHRRSMH01	Mental Health Association of Santa Barbara County DBA Mental Wellness Center	Santa Barbara County
BHRRBNS01	NAMI San Mateo County	San Mateo County
BHRRBPT01	Partnerships for Trauma Recovery	Alameda County
BHRRBRC01	Rebekah Childrens Services	Santa Clara County
BHRRSSB01	Santa Barbara Neighborhood Clinics	Santa Barbara County
BHRRBSC01	Schranks Clubhouse	Tulare County
BHRRSTM01	Transitions Mental Health Association	San Luis Obispo County
BHRRBTR01	Tule River Indian Health Center	Tulare County

Regional Assignments: NorCal/Capital

NorCal & Capital		
Unique ID	Org Name	County
BHRRBAR01	Archway Recovery Services Inc	Solano County
BHRRCED01	El Dorado County Community Health Center	El Dorado County
BHRRCED02	El Dorado County Community Health Center Cameron Park Behavioral Health Site	El Dorado County
BHRRNGM01	Gateway Mountain Center	Nevada County
BHRRNMC01	Mendocino Community Health Center	Mendocino County
BHRRCON01	One New Heartbeat	Sacramento County
BHRRBPH01	Petaluma Health Center	Sonoma County
BHRRNRC01	Redwood Community Services Inc	Mendocino County
BHRRCSY01	Sacramento Youth Center	Sacramento County
BHRRCED03	STEPS Program at El Dorado Community Health Center	El Dorado County
BHRRBWC01	We Care Services for Children	Contra Costa County
BHRRNYT01	Yurok Tribe	Del Norte County

Solutions to Workforce Wellness



Large Group Debrief Activity

Reminders of Resources

- **Grantee Spotlights**

- Spotlights are intended to lift challenges and strategies among peers, GCs, and SMEs.
- Grantees who are featured can benefit from immediate support from peers with various perspectives and approaches.
- Grantees in attendance can benefit by asking relevant questions.

- **Workshop Cohorts**

- Grantees in attendance can benefit from immediate support from peers and GCs/SMEs who are facilitating discussions.

- **Outward Facing Roster**

- Learning from other regions and organizations may be helpful.
- If you would like to be added to the roster, please let us know.

- **The Community Tool Box**

- Free online resource from the Center for Community Health and Development at the University of Kansas.
- Provides more detailed guidance, approaches, and examples on community-building, creating strategic plans, increasing participation, etc.



Please fill out the attendance form and feedback survey in the chat to meet your requirements for today's event.

Upcoming Events and Important Reminders

Phase B Training and Technical Assistance – Quarter 4 of BHRR							
Q	Month	Week 1	Week 2	Week 3	Week 4	Week 5	Total Hours of Live Grantee Attendance per Month
4	April	Webinar: Charting Your Course: Asset Mapping toward a Workforce Pipeline and Collaborative Partnerships (1 hour) 04/02/24 12-1 p.m.		Q2 Data Report and Q2 Invoice Due 01/15/24 Workshop: Connecting to Local Resources and Building Pipeline Sustainability (1.5 hours) 04/18/24 11 a.m.-12:30 p.m.	Update Implementation Plan(s)		2.5 Hours + 1:1 with GCs SMEs as needed
4	May	Learning Collaborative: BHRR Mini-Consultancy Session (2.5 hours) 05/07/24 & 05/08/24 10 a.m.-12:30 p.m.		Administrative Coaching Call (1 hour) 05/22/24 11 a.m.-12 p.m.	Update Implementation Plan(s)		3.5 Hours + 1:1 with GCs SMEs as needed
4	June	Webinar: Working with the Whole Person: Shifting to a Competency-Based Framework (1 hour) 06/05/24 12-1 p.m.		Workshop: Competency-Based Framework in Practice (1.5 hour) 06/18/24 11 a.m.-12:30 p.m.	End of Q4 – Update Implementation Plan(s) Reminder: Q4 Data Report and Q4 Invoice(s) Due 07/15/24		2.5 Hours + 1:1 with GCs SMEs as needed

Note: This document is a tentative plan and is subject to change. You will receive notification about changes to this plan in advance via email and through communication from your GC. Please refer to this plan for a general guideline of what to expect in Quarter 4 (Q4) of BHRR. The BHRR Team may offer optional Open Office Hours if needed. Those dates will be communicated in advance.

Acronyms:

BHRR: Behavioral Health Recruitment and Retention. SME: Subject Matter Expert GC: Grantee Coach TA: Technical Assistance



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Thank you!

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References

Hoefer, R. (2019). *Advocacy practice for social justice* (4th ed.). Oxford University Press.