



# Community and Stakeholder Outreach and Building Lasting Partnerships

Catherine Lovvorn | September 18, 2023



# Indigenous Land Acknowledgement

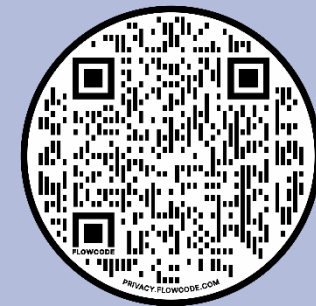
- We respectfully acknowledge that we live and work in territories where indigenous nations and tribal groups are traditional stewards of the land. Our California office resides in Tongva territory.
- Please join us in supporting efforts to affirm tribal sovereignty across what is now known as California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

## Whose land are you on?

Option 1: Text your ZIP code to 1-907-312-5085

Option 2: Enter your location at [Native Land CA](#)

Option 3: Access Native Land website via QR Code





# Advocates for Human Potential, Inc. PWI & EPOC Team



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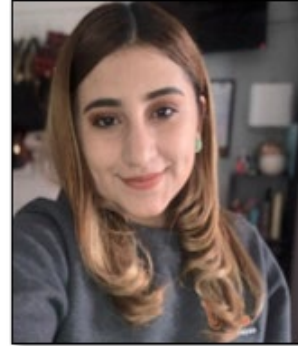
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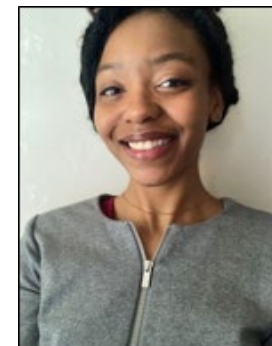
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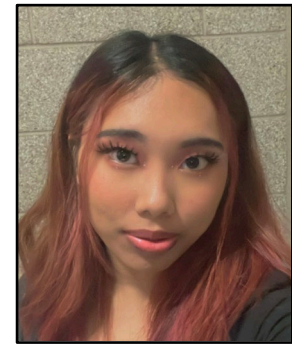
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# Community and Stakeholder Outreach and Building Lasting Partnerships

Catherine Lovvorn



# A Few Suggestions for Safety Agreements

- Keep it confidential
- Actively listen
- Offer grace
- Show respect
- Offer encouragement and gratitude
- Take space/make space
- What else?





# Agenda

- **Introductions**
- **Know your why**
- **Understanding RCOs and RCCs**
- **Resources and needs assessment**
- **Intersectionality**
- **Crafting success stories**
- **Know your community**



## Meet the Presenter

**Catherine Lovvorn is a woman in long-term recovery. She is a Certified Peer Specialist of Addictive Disease and Mental Health, a Forensic Peer Mentor, and a successful reentered citizen. Catherine is a wife and mother who is strong in her faith. She spent 5 years working and leading a Recovery Community Organization (RCO) and is now a consultant, speaker, and trainer for the recovery community across the United States.**

# Introductions

- Name
- Location
- Relationship to recovery
  - Self? Family/friend? Ally?
- Motivation for attending this training





# Learning from the Peer-Recovery Community

- The peer-recovery community has established a model for building community and collaborating to serve that community.
- Behavioral health systems can learn from the recovery community's experience and use a participatory process to do asset mapping, build community, develop stories, and address intersectionality.



“

*Knowing your WHY makes your  
WHAT more IMPACTFUL.*

”

Know your  
community



Understand RCOs  
and RCCs

Craft success  
stories

Resource and  
needs assessment

Intersectionality

# Definitions

## RCOs and RCCs

### Recovery Community Organization (RCO)

“An independent, non-profit organization led and governed by representatives of local communities of recovery.” (Valentine et al., 2007)



### Recovery Community Center (RCC)

“Non-profit centers for the recovery community that offer local networks of non-medical recovery support services.” (Recovery Research Institute, n.d.)



# What Do RCOs Do?

## The Organic Growth of RCOs

- Conduct ongoing local recovery support needs assessment surveys or focus groups.
- Organize recovery-focused policy and advocacy activities.
- Increase recovery workforce capacity and expertise through training and education.
- Carry out recovery-focused outreach programs to engage people seeking recovery, in recovery, or needing recovery-focused support services or events to educate and raise public awareness.
- Conduct recovery-focused public and professional education events.
- Provide peer recovery support services (PRSS).
- Support the development of recovery support institutions (e.g., education-based recovery support programs, recovery community centers, recovery cafes, recovery ministries, recovery-focused employment programs, recovery-focused prison reentry programs, etc.).
- Host local, regional, or national recovery celebration events.
- Collaborate on the integration of recovery-focused activities within local prevention, harm reduction, early intervention, and treatment initiatives.



## Resource and Needs Assessment List

# Resource and Needs Assessment

- Identify the recovery assets in your community.
- Identify your organization's needs in terms of existing assets.

# Community Asset Mapping

- Takes a positive approach.
- Substitutes for traditional deficits to focus on needs or problems.
- Provides a process for understanding community resources and individual capacities.
- Promotes connections or relationships between individuals and organizations.
- Prompts community to use assets around a vision and plan to solve the community problem.



# Examples of Community Assets

- Individuals
- Nonprofits (community-based centers and civic groups)
- Faith-based institutions and groups
- Publicly funded colleges, libraries, hospitals, parks, and agencies
- Private organizations

# Questions to Assess Needs

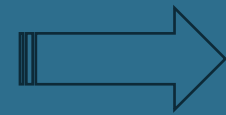
- What programs or services will you offer?
- What do you already have in place?
- What other resources are required?
  - Funding
  - People power
    - Volunteers, staff, etc.
  - In-kind services or products
    - Non-monetary contributions

# Build Your Agenda

- Your RCO's success will depend on your ability to develop and nurture relationships of all kinds.
- The most important relationship is with the recovery community: people in recovery, family members, friends, and allies.
- Build relationships with the community at large and with other organizations.



# Intersectionality



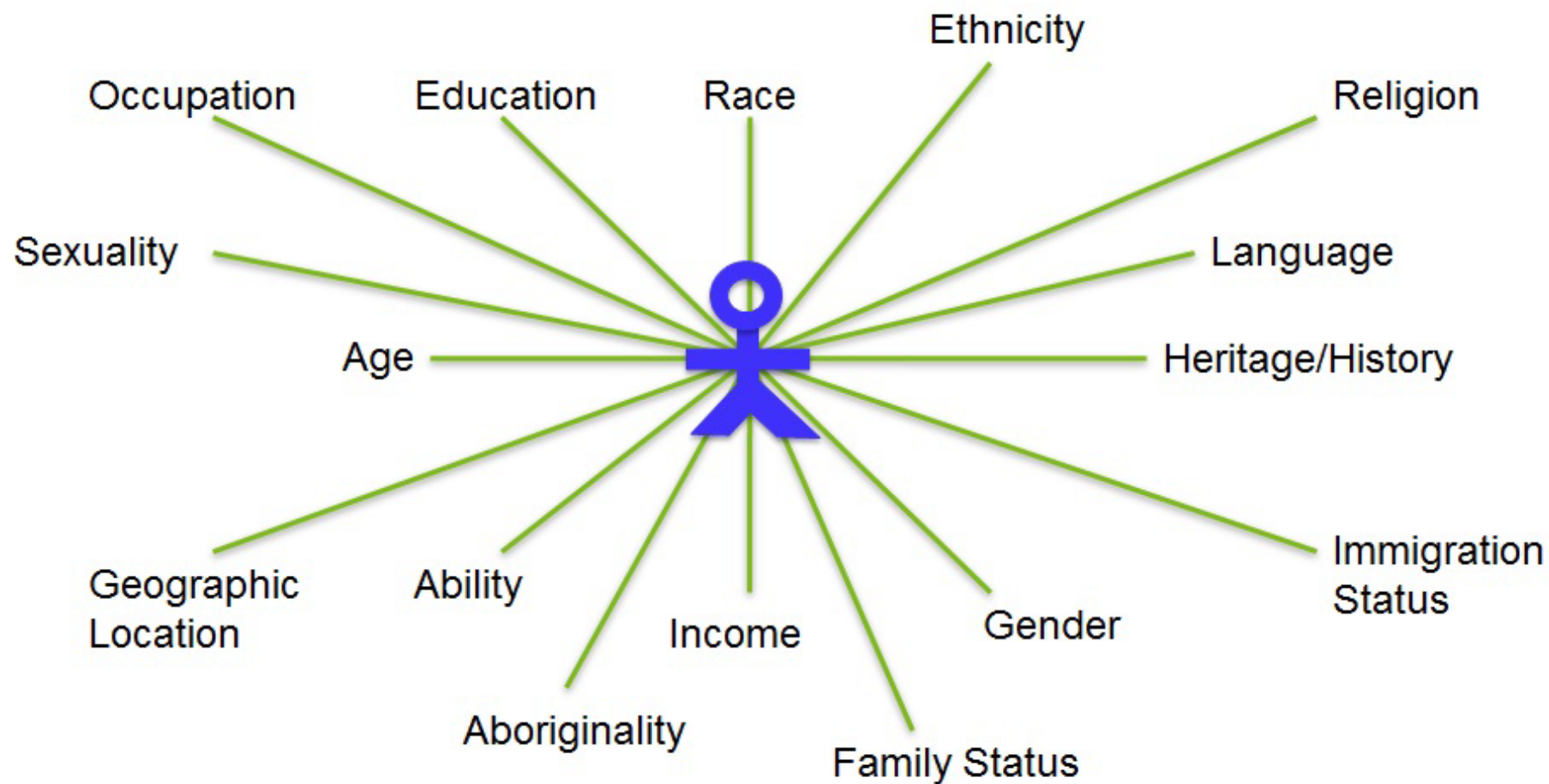


# What Is Intersectionality?

[YouTube Video: What is intersectionality?](#)



# Types of Intersectionality



# Crafting Success Stories



# Activity

- 1. Get a sheet of paper.**
- 2. Take 3 minutes and write 3 things that make you YOU.**

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**Authenticity**



**Storytelling for  
Recovery:  
Impactful Recovery  
Messaging**



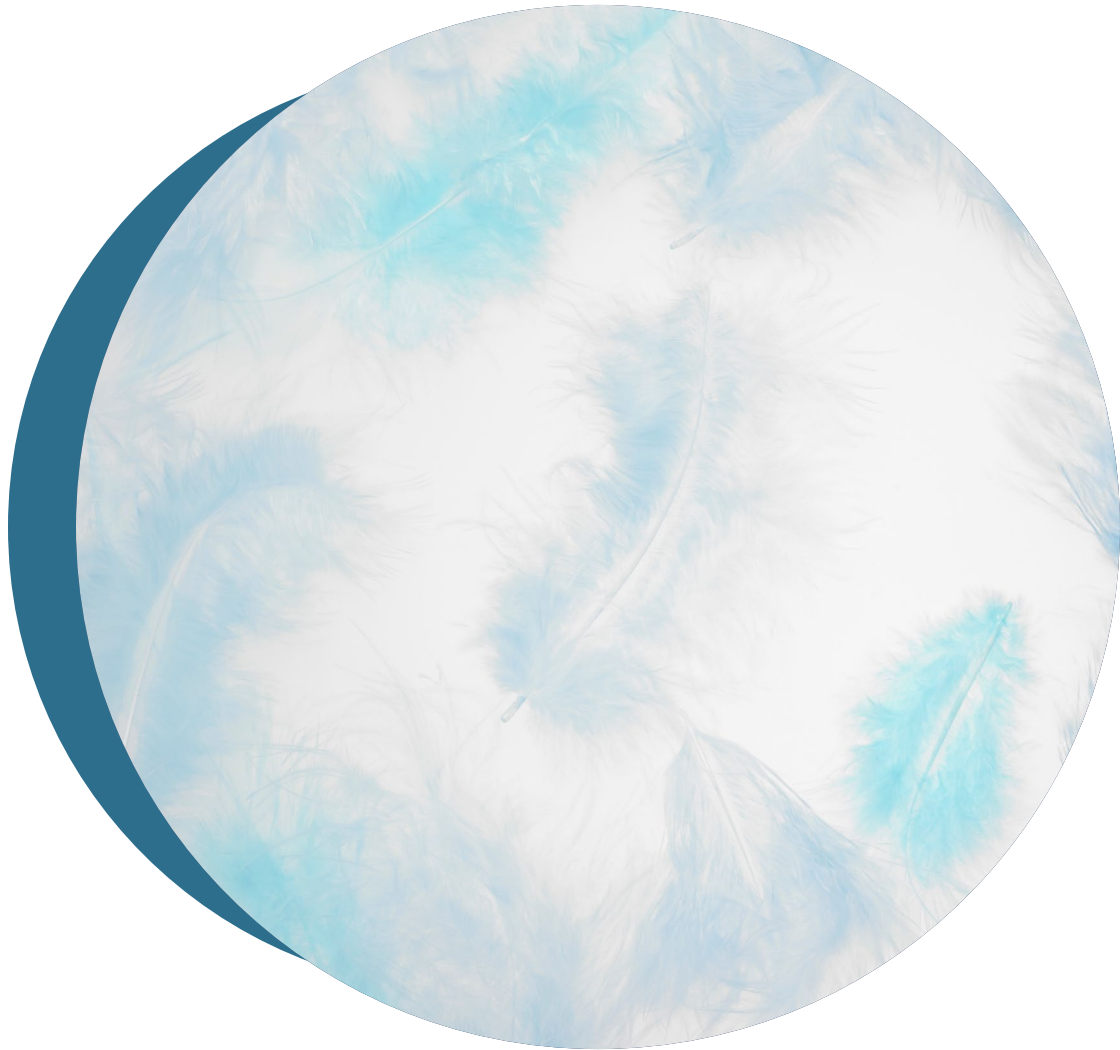
**Representation**

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**Appeal**

**Clarity**

**Impactful messaging  
requires:**



# Authenticity

“To be authentic, we must cultivate the courage to be imperfect—and vulnerable. We have to believe that we are fundamentally worthy of love and acceptance, just as we are. I’ve learned that there is no better way to invite more grace, gratitude and joy into our lives than by mindfully practicing authenticity.”

—*Brené Brown*

(Brown, 2014)





# Representation

“Representation is also important. Addiction does not discriminate, and yet, recovery spaces—social media spaces included—are overwhelmingly white. It’s important for Black folks and other people of color (POC) to see themselves in recovery and be represented in the recovery movement.” (Lara, 2020)

# Audience

## Know Your Audience


**“Knowing your audience helps you figure out what content and messages people care about. Once you have an idea of what to say, knowing your audience also tells you the appropriate tone and voice for your message.” (Elias, 2023)**


## Know That to Be Articulate..

**...Is to know your audience and to authentically speak to them in a way that is familiar and easily understandable.**



# Language

 Recovery Dialects	<i>Mutual Aid Meetings</i>	<i>In Public</i>	<i>With Clients</i>	<i>Medical Settings</i>	<i>Journalists</i>
<b>Addict</b>	✓	STOP	STOP	STOP	STOP
<b>Alcoholic</b>	✓	STOP	STOP	STOP	STOP
<b>Substance Abuser</b>	STOP	STOP	STOP	STOP	STOP
<b>Opioid Addict</b>	✓	STOP	STOP	STOP	STOP
<b>Relapse</b>	✓	STOP	STOP	STOP	STOP
<b>Medication Assisted Treatment</b>	STOP	STOP	STOP	STOP	STOP

 SOURCE: Ashford, R. D., Brown, A. M., & Curtis, B. (2018). Substance use, recovery, and linguistics: The impact of word choice on explicit and implicit bias. *Drug and Alcohol Dependence*, 189, 131–138.

# Knowing Your Community





# What Table Do You Want to Sit At?



## DFACS

Family  
Family  
Resources  
Centers  
Visitation  
locations



## Education

Schools  
Newsletters  
Blogging  
Adult Education  
Centers



## Medical

Hospitals  
Health  
Departments  
Detox Centers  
Treatment  
Centers

# Who Do You Need at the Table?

Do you have...

- Peers with criminal justice involvement?
- Medical affiliates?
- Housing collaboratives?
- Medicine assistance partners?
- Food partners?



# Advocate in Your Community

## How to Prepare Your Organization

**Educate.** Inform your organization about the current policies and problems affecting your community.

**Evaluate.** Evaluate your organization's mission and goals and examine whether current programs involve advocacy to address problems or grievances in the community. If not, how could advocacy play a larger role in your organization's programs?

**Collaborate.** Work in coalitions with groups whose philosophy and goals resonate with yours. Together, pooling staff and resources, all parties involved in the coalition should be better equipped to take on campaigns and work for change.

## Communication

Healthy communication with community partners helps to eliminate barriers.

## Reciprocity

Give a little, get a little.  
Give a lot, get a lot.



## MOU

A memorandum of understanding (MOU) is an agreement that outlines plans for a common line of action between two or more parties.

## Honesty

Being honest and operating with integrity in any relationship helps it flourish.

# Maintaining Healthy Partnerships

# Recommended Resources for Mental Health and Substance Use Disorder

**Who is the community, and who are the stakeholders of behavioral health services? (Patients, caregivers, providers, advocacy organizations, and policy makers, etc.)?**

[NIH: Applying a Model of Stakeholder Engagement to a Pragmatic Trial for People with Mental Disorders](#)  
[The Importance of Partnership and Collaboration in the Non-profit Sector \(rbwstrategy.com\)](#)

**Guidance and framework for community engagement**

[NYC Dept. of Health and Mental Hygiene Community Engagement Framework](#)  
[SAMHSA: Community Engagement: An Essential Component of an Effective and Equitable Substance Use Prevention System](#)

**Partnership challenges and skills: developing and maintaining community partnerships**

[NIH: Skills for Developing and Maintaining Community-Partnerships for Dissemination and Implementation Research in Children's Behavioral Health](#)

**Stakeholder recommendations for mental health and substance use disorder services**

[DHCS: Stakeholder Recommendations for Mental Health and Substance Use Disorder Services](#)  
[AHA: Behavioral Health: Community Partnerships](#)

# Questions







**Thank You**

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