



The Power of Partnership: A Path to Advocacy and Equity Behavioral Health Recruitment and Retention

March 6, 2024 | 12:00–1:00 p.m. PT



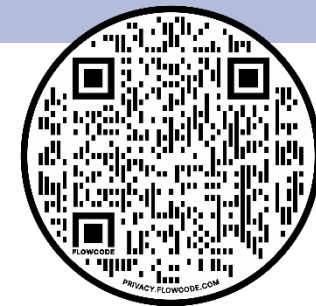
Indigenous Land Acknowledgement

- 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 [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



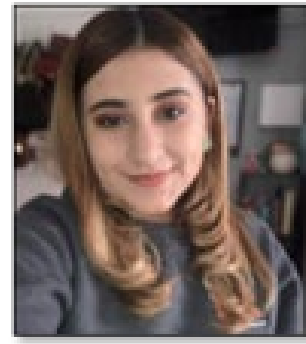
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This project would not be possible without the many amazing people who work in the background but are not on this slide.

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



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Special thank you to Carlie Chandler
for supporting the BHRR Team on this
webinar!



Carlie Chandler
M.S.W. Intern

Agenda



Introducing a Framework



Guest Speaker



Q&A



Call to Action



In this webinar, attendees will:

- **Learn about the fundamental principles behind forming partnerships and coalitions, including the increased impact, shared resources, and amplified voices that collaborative efforts can bring to equity advocacy.**
- **Learn from an expert subject matter expert on best practices and practical strategies for equity advocacy.**
- **Have an opportunity to ask questions and identify needed resources to engage in effective equity advocacy.**

Poll:

Does your organization have experience advocating for change or partnering with other organizations for a cause?



These concepts are new to me.



I am learning but have not engaged in activities related to either.



I have experience with only advocacy.



I have experience with only partnerships.



I have experience with both.

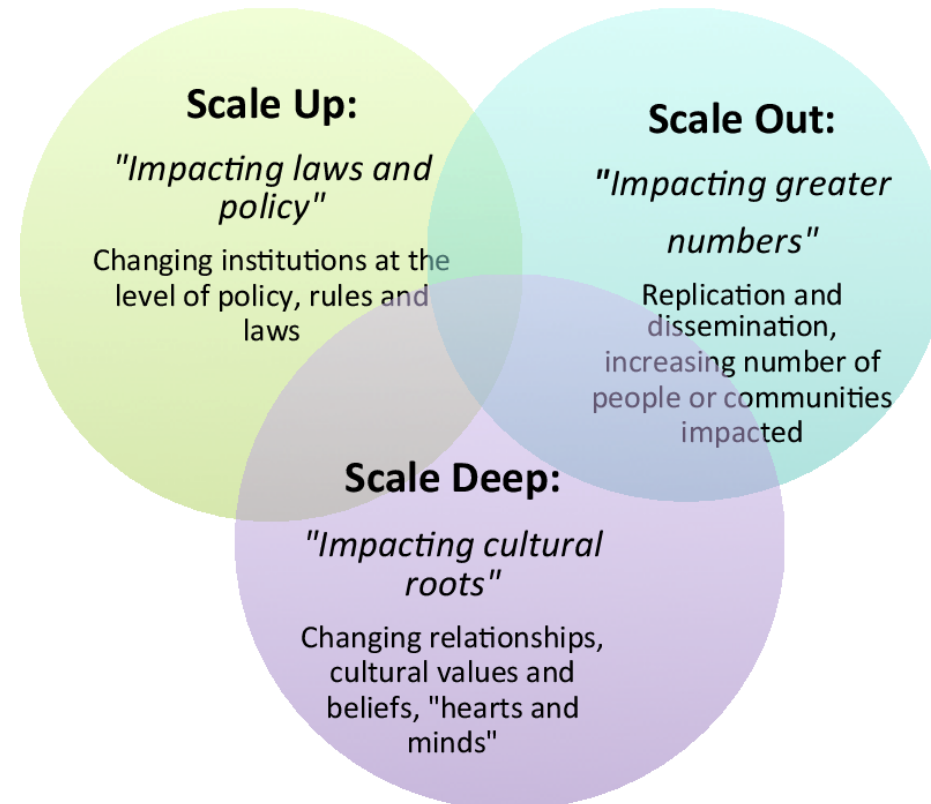
Systemic Challenges for the Behavioral Health Workforce

- Systemic issues continue to affect organizations and disproportionately impact Black, Indigenous, and people of color providers and communities.
 - Low reimbursement rates and administrative burdens
 - Inconsistent scopes of practices
 - Inability to practice full scope of practice
 - Shifts in service policies
 - Limited training in integrated health
 - Barriers to licensure, clear career pathways, and training opportunities
 - Barriers to upward mobility
 - Smaller organizations competing for funding with county and private organizations
- Resolving systemic issues collectively experienced by organizations requires collective advocacy.

(Bunger et al., 2020; California Alliance of Child and Family Services, 2023; The National Center for Health Workforce Analysis, 2023; SAMHSA, 2022)

A Framework for Community and Systems Change

Institutions, organizations, communities, and individuals are interconnected, and their relation to each other is linked to collective change.



(Moore et al., 2015)

Power in Systems Change

- Power plays an important role in systems change.
- Power is unequally distributed throughout all levels of an organization.
- Understanding your power leads toward purposeful action.
- Collective power creates institutional, systemic, cultural, and sustainable change.

| work together for equity | | | |
|--|---|---|---|
| Power over | Power with ← → | Power to ← → | Power within |
| <ul style="list-style-type: none"> • Power is seen as finite; you have it or you don't • Use coercion, force, intimidation to keep power • Perpetuates injustice, poverty, inequality • <i>Ex: colonialism</i> | <ul style="list-style-type: none"> • Focus on finding common ground, building collective strength • Mutual support, solidarity, collaboration • Builds bridges • <i>Ex: advocacy coalitions</i> | <ul style="list-style-type: none"> • Belief in each individual's potential and their ability to make a difference • <i>Ex: citizen education, leadership development for advocacy</i> | <ul style="list-style-type: none"> • A person's sense of self-worth and self-knowledge • Capacity to imagine and have hope • <i>Ex: grassroots campaigns, storytelling</i> |
| Source: justassociates.org/wp-content/uploads/2020/08/07chap3_power_final.pdf | | | |

Reflection Questions on Power

What are ways you hold power?

What power do your team members hold in relation to each other?

Where does power show up in your life and in the spaces you occupy?

How are you currently using your power to advance equity in the workplace?

How can you leverage power for equity and justice?

How is working together toward a common goal more powerful than individual actions?



The Power of Partnership

Networks and partnerships are critical to the success and growth of organizations and their missions.

- Targeted approaches
- Focused collaboration
- Resource pooling
- Joint learning
- Extension of influence
- Social capital
- Mutual trust

(Moore et al., 2015)

Identifying Partners and Stakeholders



What Is **Advocacy**?

- **Advocacy** involves actively supporting a particular cause or issue with the aim of achieving collective change.
- **Advocacy** often involves raising awareness, mobilizing support, and engaging diverse stakeholders to influence decision-making to drive meaningful change.
- **Organizational advocacy** is guided by the organization's values, goals, and priorities, and it plays a critical role in advancing social justice.
- **Advocacy** is a powerful strategy for pursuing policy and structural change.



Partnerships Lead Toward Collective Change

What is the relationship between partnerships and advocacy?

- **Advocacy emphasizes collective action to effect systemic change.**
- **Partnerships bring together complementary skills, resources, and networks to amplify advocacy messages, mobilize support, and influence decision-makers.**
- **Strong partnerships foster solidarity, build consensus, and enhance the legitimacy and credibility of advocacy efforts, ultimately increasing the likelihood of achieving meaningful impact.**

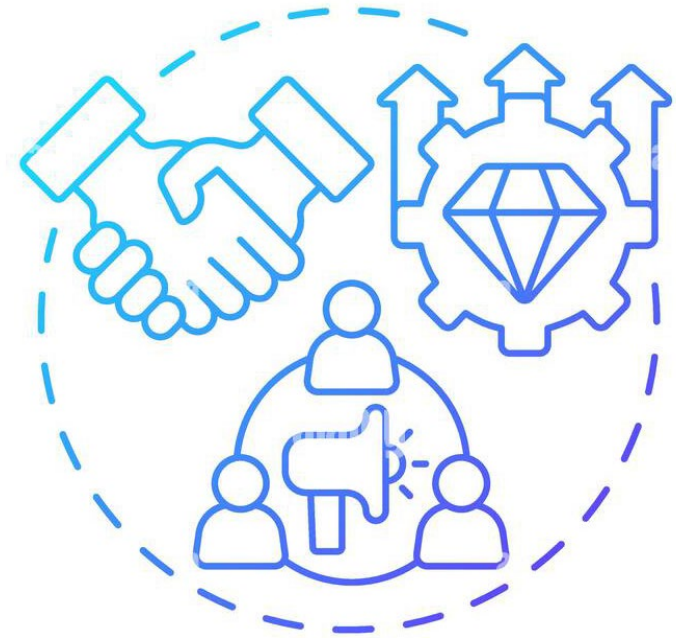
(Almog-Bar & Schmid, 2014)



What are some examples of successful advocacy efforts that you have seen in your experience during your years of working in this field?

What Is Coalition Building?

- **Coalition building involves creating formal alliances or partnerships among individuals or organizations that share common goals.**
- **Coalitions often form in response to issues that are too large and complex for a single individual or organization to address.**
- **Coalitions involve collaborative decision-making, joint planning, and coordinated action among participating organizations.**



**COALITION
BUILDING**

(The Community Tool Box, n.d.)

Alignment Between Organizations and Partners



Mutual understanding of the behavioral health issues the community is facing



Agreement on how partners can contribute and support each other to achieve short- and long-term goals



Purposeful planning and active involvement in the process



Communicating with the community



Guest Speaker

Jaime Garcia, M.P.A.

Director of Government Relations

Jaime Garcia, M.P.A., is the director of government relations for AHP. Mr. Garcia's professional career has focused on public policy and government relations at the federal, state, and local (county and city) levels. This includes providing leadership and oversight in developing and launching projects to positively influence relationships with policymakers and regulatory agencies. He bridges these relations and monitors the political environment that supports the work AHP performs in marketing, communications, and client relations.

Advocacy vs. Lobbying

Advocacy

- Advocacy is an activity by an individual(s) or organization(s) that aims to bring awareness on an issue or influence a general policy or economic issue.
- Focus is on education and awareness to a problem or issue that needs a resolution.
- Advocacy campaigns often employ various strategies.
- Duration of an advocacy campaign can vary (depending on the issue and goal).

Lobbying

- Lobbying is focused on expressing an opinion about a specific piece of legislation or motion (policy, appropriation, or measure).
- Focus is on pressuring government officials to support or oppose a pending or proposed legislation.
- Has registration requirements.
- Lobby resources:
 - Fair Political Practices Commission: [California Fair Political Practices Commission](#)
 - Secretary of State: [California Secretary of State website](#)
 - Counties and cities: Ethics Commissions

Five Types of Advocacy to Address Issues and Promote Change

Community advocacy

- Community advocacy refers to a group or organization representing their local community. It focuses on addressing local issues and working with community members and governments to initiate change and make specific improvements.

Social advocacy

- Social advocacy aims to influence public attitudes, policies, and laws to create a more equal society. This type of advocacy addresses social justice, civil rights, community-building, and human rights violations.

Self-advocacy

- Self-advocacy is the ability to use lived experiences to speak up for oneself and others to achieve better outcomes.

Peer-to-peer advocacy

- Peer-to-peer advocacy involves individuals with similar experiences or disabilities supporting each other.

Legislative advocacy

- Legislative advocacy focuses on influencing policy decisions and laws at various levels of government. Examples include lobbying policymakers, organizing grassroots movements, and raising public awareness about specific issues to drive change in legislation and regulations.

Grassroots Advocacy Planning

Issue Example: Recent study revealed that residents of Dickinson in the County of Newberry (District 1) were 20 percent more likely to have diabetes than a neighboring district. Two concerned residents want to address a growing health disparity.

- Issue identification: Incidence of diabetes compared to other communities/districts
- Community partners (residents, elected officials, religious leaders, community-based organizations)
- Community profile (health data, age range, race and ethnicity, income, education)
- What does the built environment look like?
 - Parks, walk paths, trails
 - Fast food vs. grocery stores/farmers' markets
 - Parks and Recreation programs
- Who are potential community partners (residents, elected officials, clinics/hospitals, religious leaders, schools, community-based organizations)?
- What do we want from the County of Newberry?

Spreading the Message

- Local community service organizations
- Local businesses and chamber of commerce
- TV, newsprint, public service announcement/cable, and social media
- Meet with state elected officials
 - Call or submit an online meeting request ([Find Your California Representative website](#))
 - Create diverse representation of people and/or groups (constituency)
 - Review elected official's biography
 - Prepare talking points (include data or personal story, if possible)
 - State your ask at start of the meeting
 - Leave behind handout(s)

Successful Advocacy Efforts

Advocacy efforts

- Tackling youth obesity in San Gabriel Valley
- Ice Bucket Challenge for ALS research
- Heal the Bay
- Medi-Cal eligibility re-enrollment

Where to network

- In-person or virtual conferences
- Community events / health fairs / job fairs
- Health care publications / educational presentations
- Community colleges ([California Community Colleges website](#))
- Boards/associations that share mission (e.g., Workforce Development Board)
 - Network at meetings with other agencies

Collaboration and Benefits

How to partner

- In-person or virtual conference networking
- Healthcare publications / educational presentations
- Community colleges ([California Community Colleges website](#))
- Boards/associations that share mission (e.g., Workforce Development Board)
- Regional workforce roundtable

Benefits

- Amplifies the advocacy
- Leverages respective networks
- Promotes innovation and problem solution
- Realizes financial savings

Questions from Grantees



How can organizations meet with elected officials?



Other than meeting with elected officials, how can organizations advocate for issues that impact their workforce with different government agencies? (DHCS, etc.)



What are the benefits of partnering with each other (regionally or by issue/population served) when doing advocacy vs. doing it solo?

Questions?

Please enter questions in the Q&A box



Call to Action/Resources

- **Grantee Spotlights**

- Spotlights are used to lift up challenges and strategies among peers, Grantee Coaches (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 service of 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 Reminder

| Phase B Training and Technical Assistance—Quarter 3 of BHRR | | | | | | | |
|---|----------|---|--------|---|--|--------|--|
| Q | Month | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Total Hours of Live Grantee Attendance per Month |
| 3 | January | Webinar: Responsive Leadership: Creating Healing-Centered Workspaces (1 hour) 01/04/24 12 p.m.–1 p.m. | | Q2 Data Report and Q2 Invoice Due 01/15/24 Workshop: Responsive Leadership (1.5 hours) 01/17/24 11 a.m.–12:30 p.m. | Update Implementation Plan(s) | | 2.5 hours + 1:1 with GCs SMEs as needed |
| 3 | February | Webinar: Baselines and Benchmarks: Using Data to Craft a Workforce Plan (1 hour) 02/07/24 12 p.m.–1 p.m. | | Workshop: Using Data to Craft a Workplan (1.5 hours) 02/21/24 11 a.m.–12:30 p.m. | Update Implementation Plan(s) | | 2.5 hours + 1:1 with GCs SMEs as needed |
| 3 | March | Webinar: The Power of Partnership: A Path to Advocacy and Equity (1 hour) 03/06/24 12 p.m.–1 p.m. | | Workshop: Advocacy Roadmaps (1.5 hours) 03/19/24 11 a.m.–12:30 p.m. | End of Q3 Update Implementation Plan(s) Reminder: Q3 Data Report and Q3 Invoice(s) Due 04/15/24 | | 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 3 (Q3) 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

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