



Charting Your Course: Asset Mapping Toward a Workforce Pipeline and Collaborative Partnerships

Behavioral Health Recruitment and Retention

April 2, 2024 | 12 p.m. - 1 p.m. PT



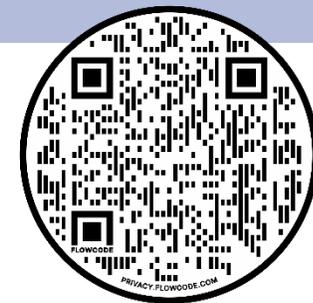
Indigenous Land Acknowledgement

- 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



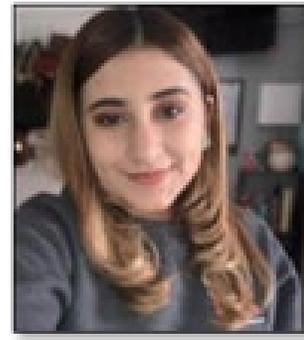
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This project would not be possible without the many amazing people who work in the background but are not on this slide.

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Agenda

1. Overview of Asset Mapping
2. Example Tools for Asset Mapping
3. Stakeholder Mapping
4. Example Tool for Stakeholder Mapping
5. Building Collaborative Partnerships



Five Steps to Building a Stronger Behavioral Health Workforce

BH Workforce Development Network:



Industry/Employers provide insights into the current and future workforce needs of the sector.



Public Workforce System shares information about available workforce development services and resources for job seekers, workers, and employers in the behavioral health industry.



Educators and Training Providers offer information on degree and certificate programs, internships, and other experiential learning opportunities for individuals pursuing careers in the field.



Other Stakeholders such as community organizations, advocacy groups, and government agencies, play a crucial role in addressing the workforce needs of underserved populations and identifying barriers that may hinder their access to education, training, and job placement services.





Asset Mapping



What Is Asset Mapping?

A means to

- **Develop a collaborative community.**
- **Gather and assess other organizations' services and resources.**
- **Create a visual representation of community resources as they relate to BHRR strategies and the BH workforce pipeline.**
- **Involve key stakeholders to promote equity within your organization and workforce pipeline.**
- **Tailor outreach strategies specific to your organization's workforce needs.**



(Halsey, K., et al., 2021)



**Poll: How would you rate
the current state of
your community
partnerships?**

5 Categories of Assets



(Behavioral Health Workforce Development, 2021)

Physical: Spaces that support the BH workforce strategies/pipeline

Workplaces: Spaces within your organization designed for meetings, collaborative work, and employee recognition events

Market and branding: Local marketing agencies, workforce boards, chambers of commerce

Wellness resources: Gyms, health care organizations, faith-based organizations, local peer recovery groups

DEI resources: Consultants and training centers and social justice-focused organizations

(Behavioral Health Workforce Development, 2021)

Economic: Sources of financial support and stability

Grants, earned income, Medi-Cal billing



Other funding sources such as donor contributions



Strategies such as braided funding (combining smaller grants and donations to cover a larger expenditure)



Targeted funding campaigns with a specific one-time goal or expense in mind

Narrative: Telling Your Story

Mission

- History, Vision, and Values
- Populations Served

Data

- How Many Clients/Patients
- Who Walks Through Your Doors?

Successes

- Client, Patient, and Staff Achievements
- Community Involvement

News

- Press Releases and Articles
- Initiatives and Ribbon Cutting

Partners

- Who Are They?
- What Work Are You Doing Together?

(Behavioral Health Workforce Development, 2021)

Institutional: Structures Supporting BHRR Strategy and Pipeline Development

Educational System
(high school through
postgraduate)

Career Centers and
Workforce Boards

Social Service
Organizations

Other BH
Organizations

(Behavioral Health Workforce Development, 2021)

Support Networks: Volunteer Opportunities, Support Groups, and BH Associations

1	Cultural groups such as BIPOC associations
2	Mentoring/peer support groups
3	Social support groups
4	Professional organizations



(Behavioral Health Workforce Development, 2021)

Mapping Tools



Map My Community (Youth.gov)

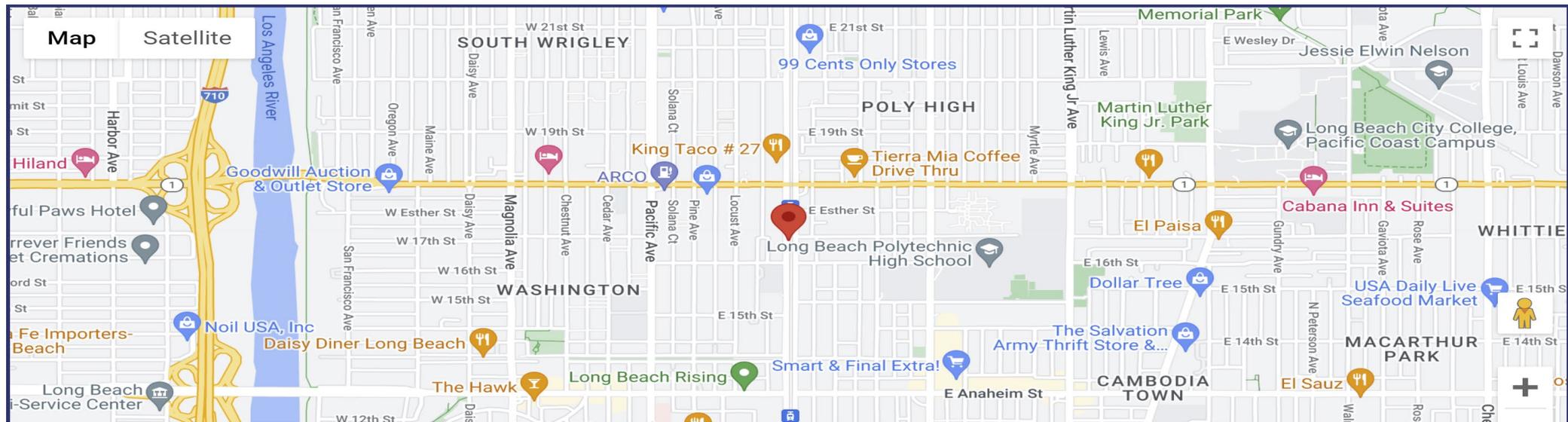
Keywords: long beach 5 Miles Hide Filters Find Programs

Topics

- Afterschool
- Bullying
- Community Development
- Disabilities
- Education, Training and Employment
- Health and Nutrition
- Homelessness and housing
- Mental Health
- Mentoring
- Parenting
- Positive Youth Development
- Substance Abuse
- Transition-Age Youth
- Violence and Victimization

Departments

- Dept. of Agriculture
- Dept. of Defense
- Dept. of Education
- Dept. of Health and Human Services
- Dept. of Homeland Security
- Dept. of Housing and Urban Dev.
- Dept. of Justice
- Dept. of Labor
- Dept. of Interior
- Dept. of Transportation
- National Endowment for the Arts
- Social Security Administration
- All other agencies



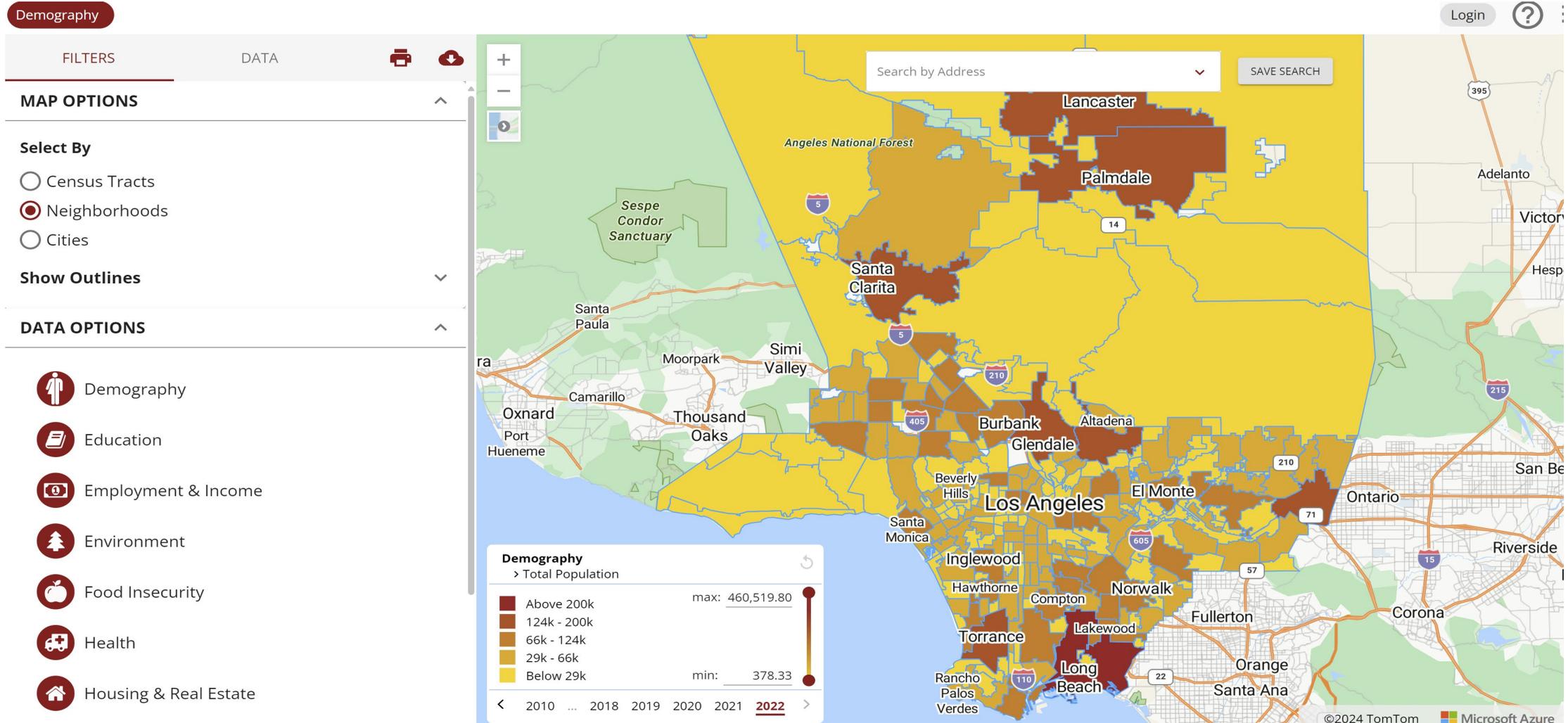
(USASpending.gov, 2012)

California 2-1-1: Get Connected. Get Answers.

The screenshot displays the California 2-1-1 website interface. At the top, there is a navigation bar with a 'MENU' icon, the '2-1-1 Get Connected. Get Help.' logo, the 'United Way' logo, and buttons for 'Give' and 'Volur'. Below the navigation bar, there are two buttons: 'View Binder (0)' and 'New Search'. The main content area shows search results for a location in '90712 California, United States'. The results include a service name 'PSYCHARMOR INSTITUTE', organization name 'PSYCHARMOR INSTITUTE', a service description, and an address: '6215 Ferris Square, Suite 205, San Diego, CA'. There are also 'Add to Binder' and 'View Details' buttons for this result. To the right of the text is a map of California with red location pins indicating the service locations. The map shows major cities like Portland, Sacramento, San Francisco, San Jose, Los Angeles, and San Diego. The map interface includes 'Map' and 'Satellite' tabs.

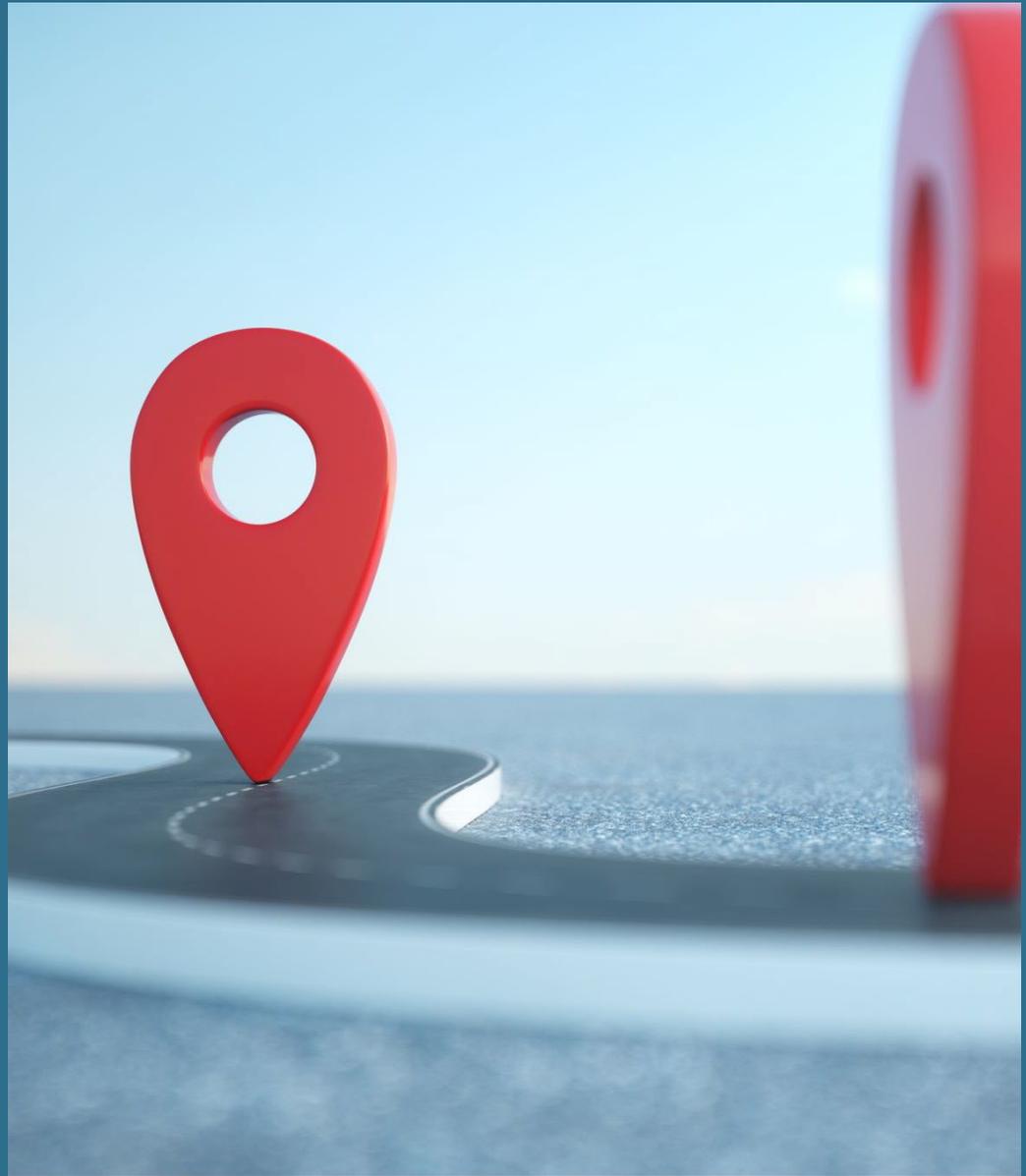
(United Way, 2012)

Neighborhood Data for Social Change Platform (Los Angeles)



(USC Lusk, 2012)

Tool: Google Maps



Google Maps

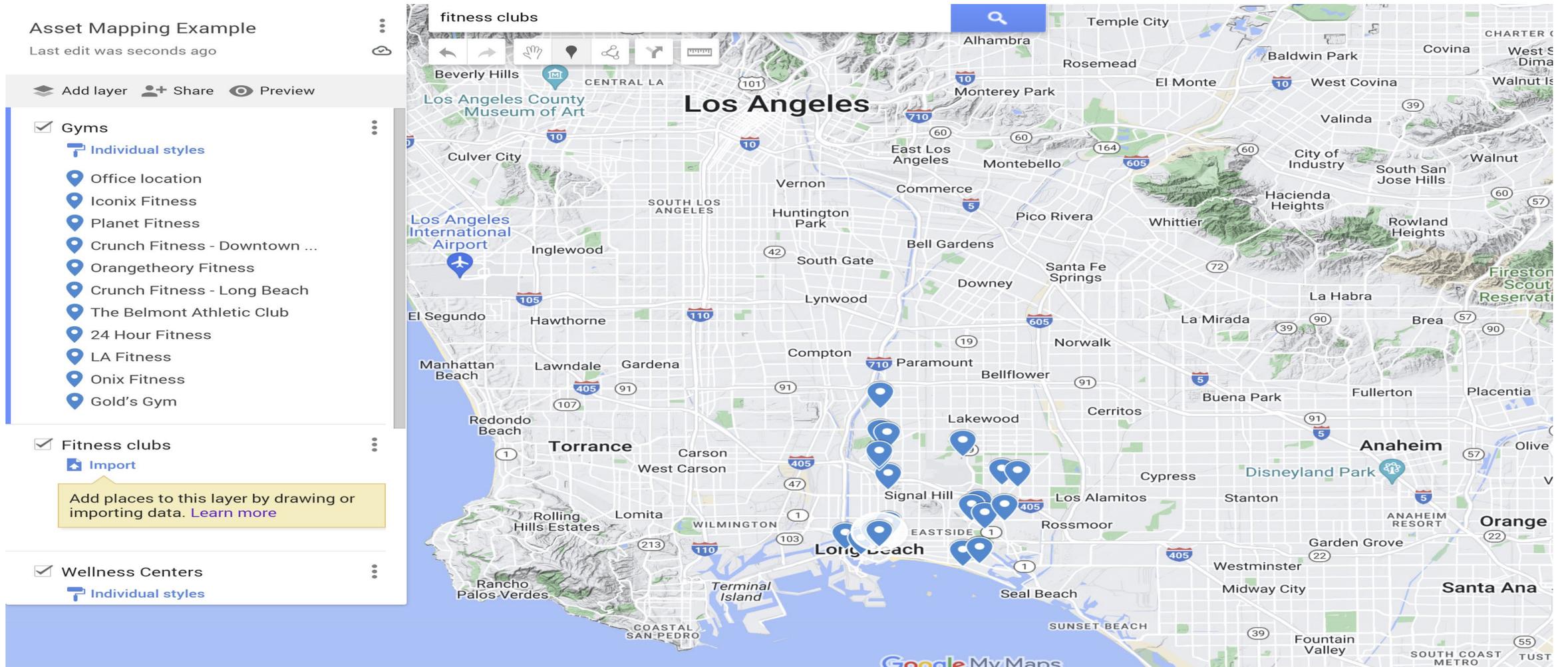


If you already have resources you want to map out yourself, Google Maps is a better way to customize your resources.



A walkthrough on how to customize your own Google Map can be found here: [Asset Map Toolkit.pdf \(case.edu\)](#)

Asset Mapping Example: Gyms, Fitness Clubs, and Wellness Centers



(Google Maps, 2024)

What to do with the results?

Create an Excel spreadsheet of asset map listings, including a description of relevant services provided by the resource, and contact information.

Use the results to coordinate and leverage local resources to support your implementation plan, BHRR strategies, and coordinate pipeline development.

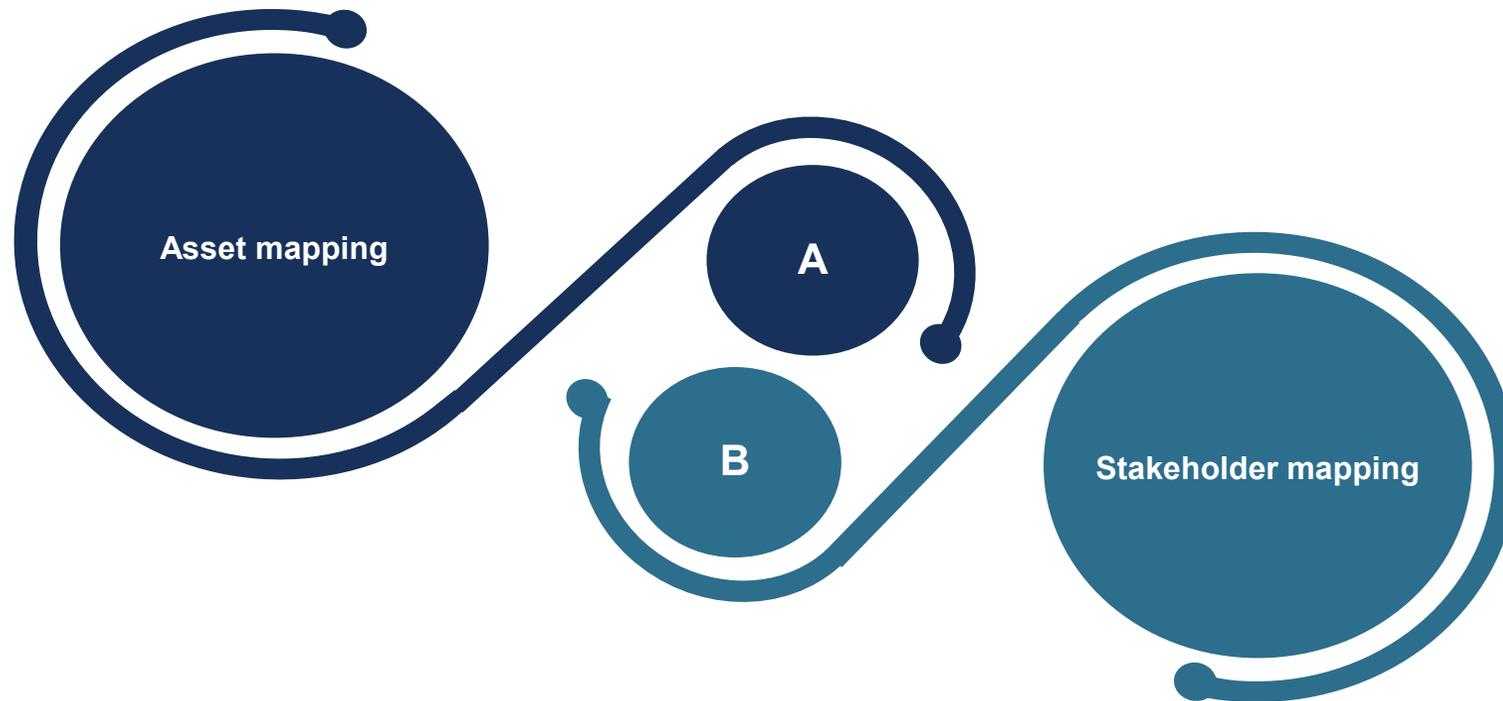
Include the results in reports or presentations that discuss your workforce needs and the local resources to support these needs.

Regularly review and revise this spreadsheet to help sustain your BHRR implementation and workforce pipeline resources.



(Burns, et al., 2012)

Stakeholder Mapping



What Is Stakeholder Mapping?



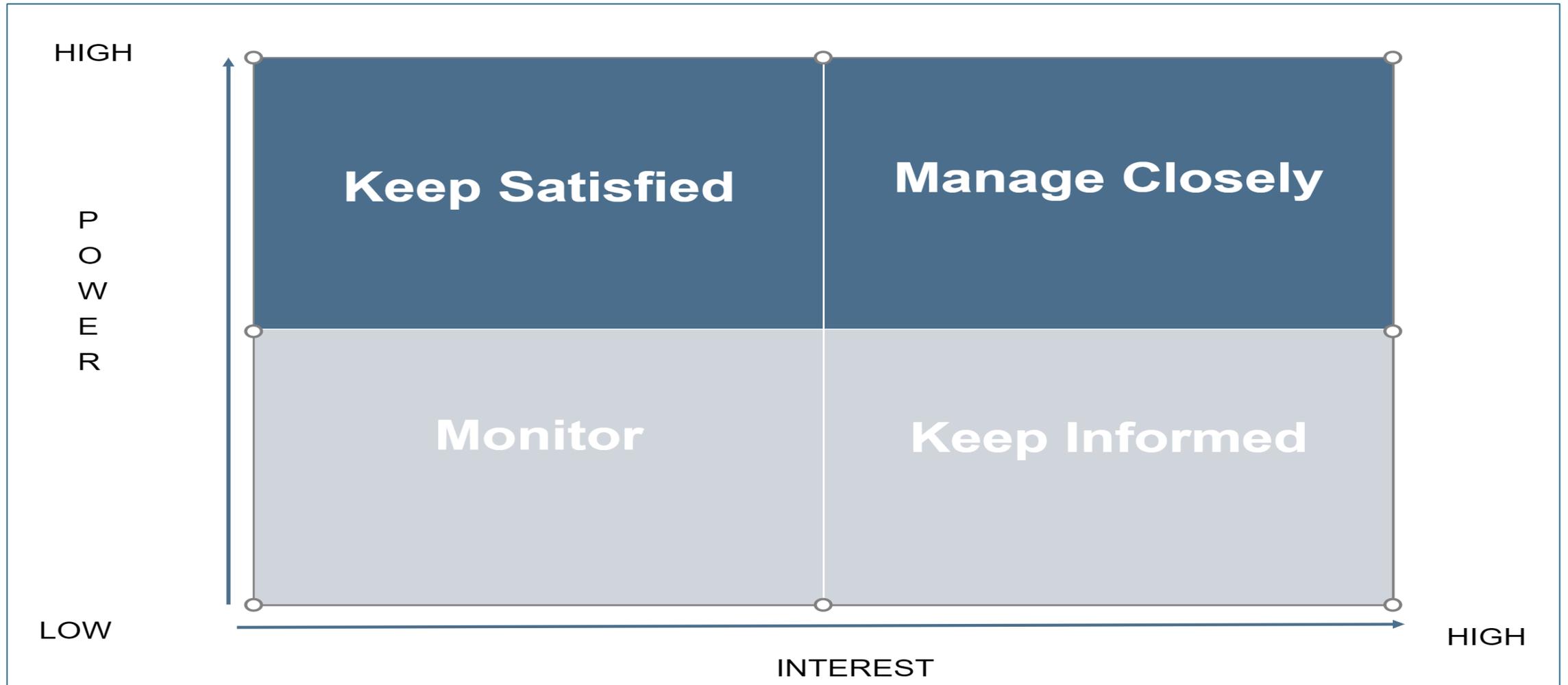
This process identifies, engages, and shapes stakeholder relationships.



After a brainstorming and mapping session, create a communication or outreach plan.

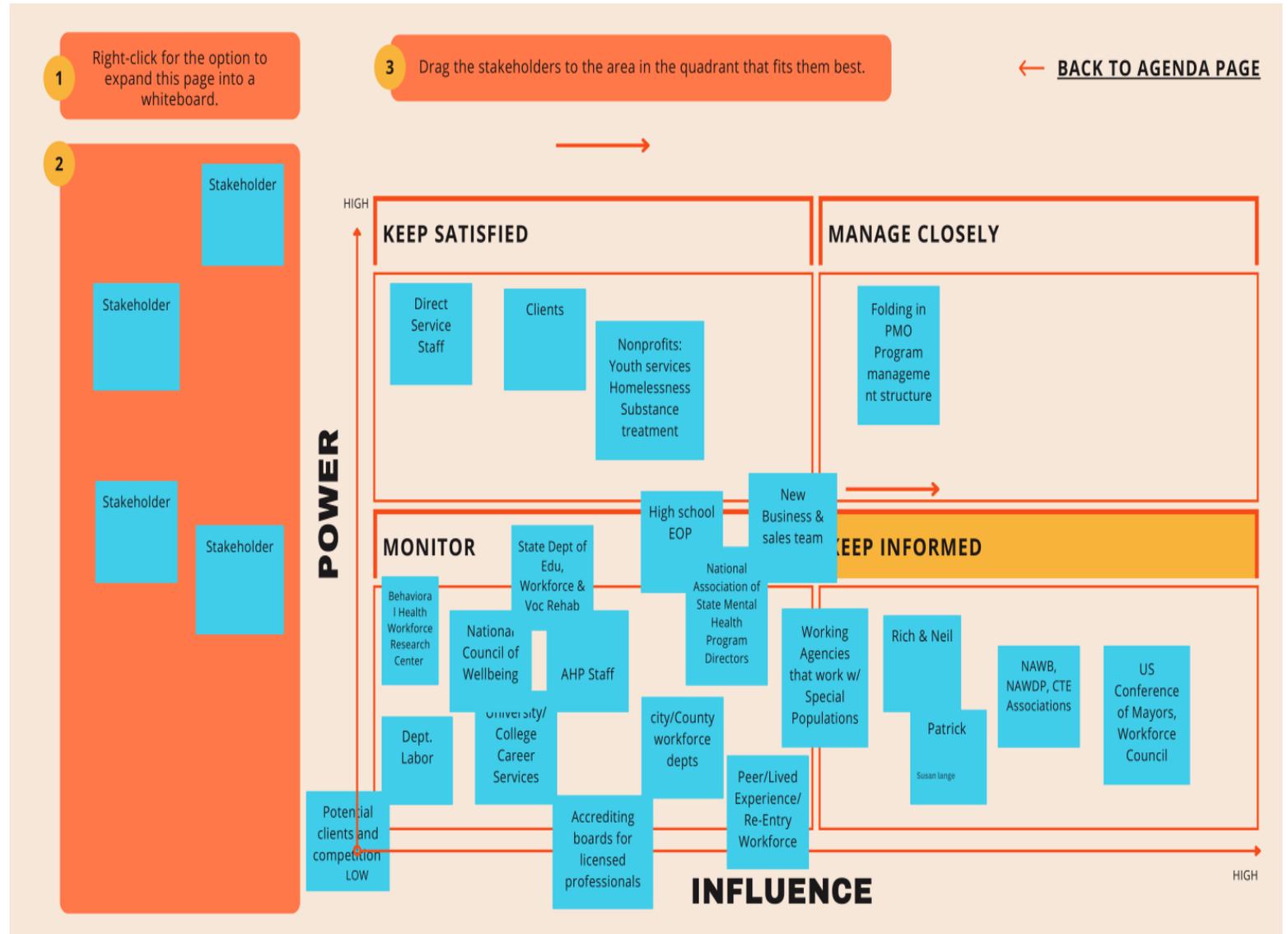
(Waller, 2023)

Stakeholder Analysis: Power-Interest Grid



(Forbes, 2022)
(Image: Adapted from Forbes, 2022)

Jam board stakeholder mapping exercise



(Image: Waller, 2023)

Stakeholder Analysis Matrix

Stakeholder Analysis Matrix - www.tools4dev.org.



Stakeholder Analysis Matrix

Stakeholder Name	Contact Person <i>Phone, Email, Website, Address</i>	Impact <i>How much does the project impact them? (Low, Medium, High)</i>	Influence <i>How much influence do they have over the project? (Low, Medium, High)</i>	What is important to the stakeholder?	How could the stakeholder contribute to the project?	How could the stakeholder block the project?	Strategy for engaging the stakeholder
EXAMPLE Nurses & Midwives Union	<i>Carlos Davida cdavida@nu.org 0998 765 287</i>	<i>High</i>	<i>High</i>	<i>Maintaining working conditions for nurses</i>	<i>Agree for union members to implement the new reforms</i>	<i>Going on strike</i>	<i>Monthly round-table discussions</i>
Patient Advocacy Group	<i>Viki Chan vchan@pag.org 888 587 101</i>	<i>High</i>	<i>Medium</i>	<i>Maximising quality of care for patients</i>	<i>Communicate with other stakeholders to express their support for reforms</i>	<i>Making complaints about quality of service after the reports</i>	<i>Information and feedback meetings every 6 months</i>
Sunday Times Newspaper	<i>Jane Smith jsmith@stn.com 888 587 101</i>	<i>Low</i>	<i>High</i>	<i>Getting a good story</i>	<i>Print stories that support the new reforms</i>	<i>Printing stories that oppose the new reforms</i>	<i>Quarterly press meetings</i>



Building Collaborative Partnerships

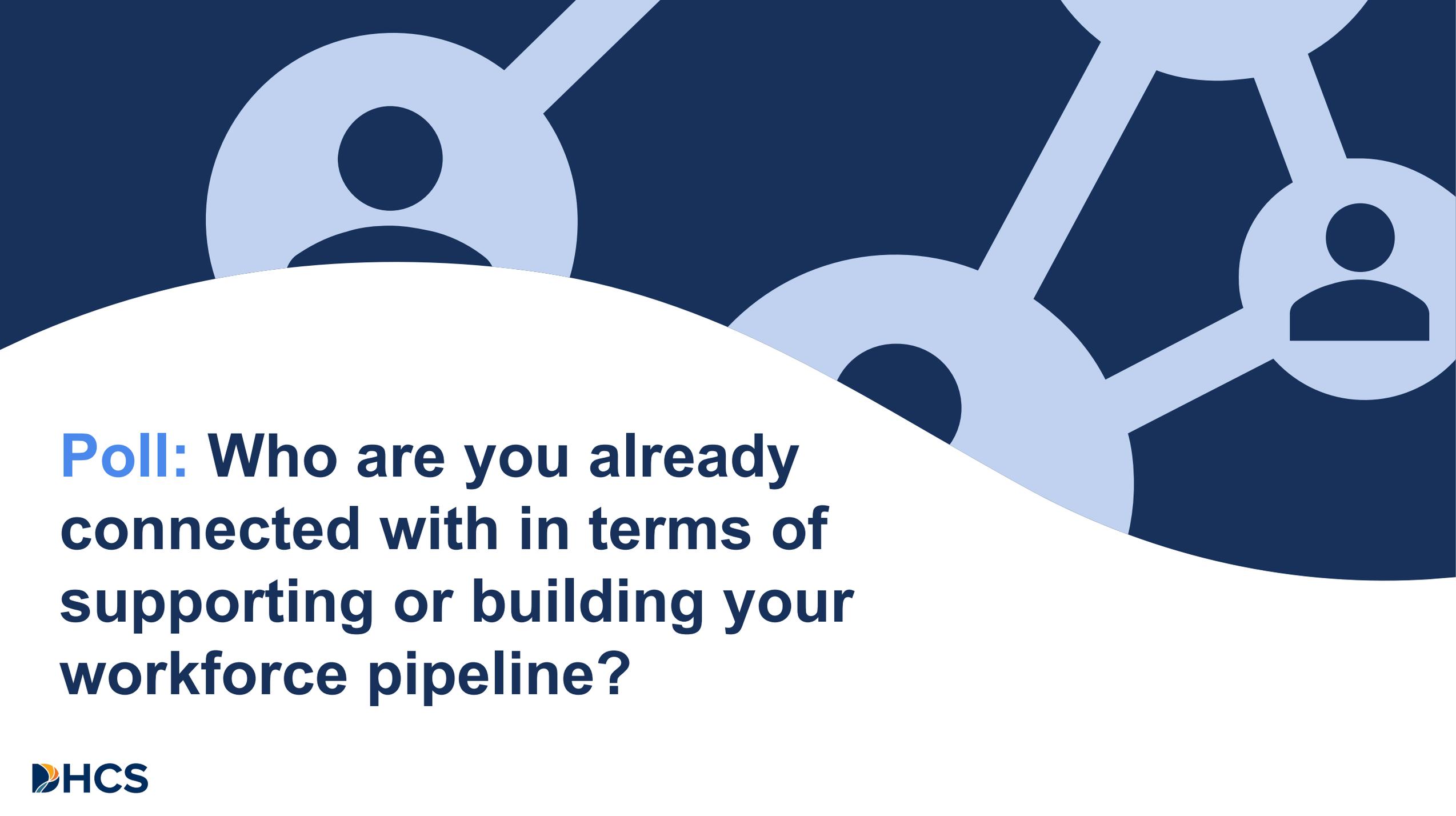
Building Collaborative Partnerships

Overarching goal is long-term sustainability.

Develop partnerships around a common goal such as pipeline creation.

Seek out stakeholders whose mission, vision, and values align with yours.

(Kansas Maternal & Child Health, 2022)



Poll: Who are you already connected with in terms of supporting or building your workforce pipeline?



Maintain regular contact

- Reach out to strengthen relationships.
- Consider regular contact by phone and email.
- Consider setting up regular meetings.

Look for ways to collaborate

- Schedule joint events and trainings.
- Consider joint projects.
- Encourage and be open to innovation.

Establish group structures

- Establish group norms.
- Co-create practices and protocols for how you will work as a team.
- Establish a communication plan.
- Show appreciation and gratitude for your stakeholders.

Resolve conflicts

- Work to resolve conflict productively and professionally.
- Engage in honest communication that seeks to clarify to avoid misunderstandings.
- Look for ways to problem solve, propose solutions, and be open to compromise.

Developing Existing Partnerships

Developing Effective Partnerships

According to the Kansas Department of Health and Environment, the following are needed to create effective partnerships:

Assess needs (asset and stakeholder mapping).

Use targeted outreach to create new relationships.

Make a list of stakeholders, research, and identify points of contact.

Reach out, follow up, and establish agreements.

Proactively maintain relationships.



(Kansas Maternal & Child Health, 2022)

Building a Pipeline Through Partnerships



Leverage funding and training opportunities.



Increase partnerships between schools and businesses.



Increase internships and work-based learning opportunities for students.



Incorporate high school students through summer internship programs.



Grow local funding and training opportunities.



Attend job fairs and career days and offer informational interviews.

(NAF, n.d.)

Strategies to Consider



Continue to look at organizational challenges that do not support workforce development (e.g., workplace culture, onboarding procedures, training programs).



Foster collaborative partnerships among other behavioral health organizations.



Consider referring applicants to other organizations if positions have been filled at your organization or you sense they might be a better fit elsewhere.



Develop a coalition of partners within your area that meets regularly to discuss recruitment obstacles and problem solve solutions.



Tailor your outreach informed by your stakeholder mapping (e.g., high schools, faith-based organizations, career centers).

Questions?

Please enter questions in the Q&A box and/or send them to CA_BHRR@ahpnet.com





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Thank you!

”

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