



STAFF ANALYSIS— MONTEREY COUNTY

Name of Innovative (INN) Project:	Micro-Innovation Grant Activities for Increasing Latino Engagement
Total INN Funding Requested for Project:	\$1,240,000
Duration of Innovative Project:	Three (3) Years

Review History:

Approved by the County Board of Supervisors:	June 12, 2018
County submitted Innovation (INN Project):	July 10, 2018
MHSOAC consideration of INN Project:	August 23, 2018

Project Introduction:

Monterey County proposes to provide mini grants to any constituency who meets the requirements of the granting process to increase Latino engagement with mental health services. The county proposes to utilize the services of a fiscal administrator to award and distribute the grant funds and will establish a review committee to ensure that the proposed mini grants meet various criteria discussed further in this analysis.

In the balance of this brief we address specific criteria that the MHSOAC looks for when evaluating Innovation Plans, including:

- *What is the unmet need that the county is trying to address?*
- *Does the proposed project address the need?*
- *Are there clear learning objectives that link to the need?*
- *Will the proposed evaluation allow the county to make any conclusions regarding their learning objectives?*

In addition, the MHSOAC checks to see that the Innovation meets regulatory requirements, that the proposed project aligns with the core MHSA principles, promotes learning, funds exploration of a new and/or locally adapted mental health approach/practice, and targets one of the four (4) allowable primary purposes: increases access to mental health services to underserved groups; increases the quality of mental health services, including better outcomes; promotes interagency collaboration; and

increases access to services, including, but not limited to, services provided through permanent supportive housing.

The Need

The County reports that while Medi-Cal eligible Latinos make up 75% of the County's population, there are only 53% documented as requesting or receiving behavioral health services. Further the County indicates that over the last four years, the number of Latinos being served has decreased slightly. During the community engagement processes for both the Three Year Program and Expenditure Plan as well as solicitation for Innovation proposals, the County reports that Latino engagement has been a priority. In fact, the County indicates that the Behavioral Health Commission as well as the County Board of Supervisors has set the goal of increasing services to Latinos and increasing services to the South County. The Commission has set the goal of increasing Latino participation by 7% by the end of fiscal year 2020.

The Response

The County reports that despite utilizing liaison services through the Promotores de Salud program to perform outreach services as well as providing translations services, the impact in terms of Latino penetration has not been significantly impacted. It is now anticipating that by providing micro-innovation grants to design locally specific activities that due to their community/regional/cultural specific nature, will generate more Latino involvement.

The County will first establish a Micro-Innovation Grant Review Board comprised of behavioral health administrative staff, the cultural competency oversight staff from the public health department and stakeholders (who will not be eligible to apply for grants). This Board will be charged with reviewing proposals.

Proposals must demonstrate that the projects meets the minimum qualifications of meeting the innovation criteria, (new practice or approach, change to an existing practice, or apply a promising practice that has been successful in a non-mental health setting and address the following:

- Demonstrate the activities and staffing for the proposal
- Show a budget for implement and evaluating the activities
- Show a timeline for the activity
- Identify the characteristics of the population it is intending to serve
- Provide a hypothesis for why the community is not currently engaged and how this activity will address the need
- Provide a plan for sustaining or growing this proposal to a larger population/region
- Demonstrate how participant will be recorded, how referrals will be recoded and how other information will be recorded (INN proposal page 6)

The opportunity to submit a grant proposal will be “advertised” throughout the County to reach as many cultural communities as possible, and through various standing committees (I.e. The recovery Taskforce, the Cultural Relevancy and Humility Committee, etc.). Proposals will be for six months, and if successful, may be extended for another six months. Service agreements will be established for those awarded grants and timelines for deliverables, reporting, evaluation methodology and communication requirements will be negotiated with awardees. It is anticipated that grants will be awarded in \$1K to \$5K amounts to allow for as many opportunities as possible so that the County can begin to get a feel for most needed services or best way to address this population .

A community-based organization will serve as the fiscal manager for distribution of the funds and will allow a 15% administrative fee. **The County may wish to clarify if the 15% administrative costs are calculated per grant or for the entire grant amount.**

Like on-line “go fund me” accounts, project specific micro/mini grants are increasingly used by numerous governmental, private and public entities. Cities and counties have used them for specific neighborhoods, schools have used them for faculty as well as students for various purposes (tuition costs, project costs). What remains common for all of these types of grants is that they are short term and project specific. They are used to engender new and innovative thinking for an identified problem. As part of its research, the County looked into the grant awards process established by Alameda County. Because Alameda’s mini grant awards are for establishing any innovative idea, Monterey County believes that its culture/population specific micro/mini granting process is innovative.

The Community Program Planning (CPP) Process

The CPP for this Innovation was completed in conjunction with County’s Three Year Program and Expenditure Plan planning process. The County conducted 13 focus groups with 232 participants and distributed a community survey which garnered 214 respondents. Feedback from these groups and surveys indicated that there was a need and desire for more community oriented activities (page 16). Some respondents felt that there was a lack of culturally relevant communication and some respondents felt that due to gang activities they were afraid to go out of their neighborhood.

After this particular proposal was refined, the County held four work group sessions where strategies for implementation and learning goals were better quantified. One of the four work groups was conducted in Spanish. An additional 114 persons participated in the work groups. The project received favorable support from the workgroup and was then presented to the Cultural Relevancy and Humility Committee and the Recovery Task Force. Both of these committees supported the proposal. The County anticipates ongoing community feedback since the grantees will be required to report their activities and that this feedback may help to improve quality of services and other ideas.

Monterey County’s 30-day public comment period was held from March 23-April 22, 2018, and the MHSOAC shared this Innovation Project with stakeholders beginning July 20, 2018. It is unknown if any comments or letter were received at the County; however, no letters of opposition or support were received at MHSOAC in response.

Learning Objectives and Evaluation

Monterey County has proposed implementing a project to determine if micro grants are an effective method in engaging Latino populations with mental health service needs. Specifically, the County will target Hispanic/Latino residents, individuals who have not participated in mental health service activities in Monterey County in the past, Medi-Cal eligible individuals, as well as residents within particular zip codes that correspond to low penetration rates (**see pg. 14 of County plan**). While populations will vary by project, **the County may wish to provide an estimate of the number of individuals that may be served through the project.**

In order to guide their project, six learning goals have been identified, and include determining:

1. How many Latinos have never engaged in or received a referral for mental health services
2. How many Latinos followed through on a referral and received services
3. The total number of Latinos served increased through the Innovation project
4. Whether or not each individual project is sustainable
5. If and how cultural barriers were addressed by each project, and
6. If there were any additional lessons learned that were unique to each project.

The main *outcome* that the County hopes to achieve is increasing the number of Latinos receiving mental health services in Monterey County. In order to determine if this outcome is met, the County will track a number of items to *measure* any increases in Latinos receiving mental health services, such as: (1) total clients served, (2) number of clients that report having never received mental health services, (3) number of referrals, and (4) the number of referrals that led to actual services received.

While exact *methods* will vary by individual project, the County states that these data points will be aggregated in conjunction with the Monterey County Behavioral Health electronic record system in order to assess the overall impact on service penetration rates by Latinos. In order for comparisons to be made, **the County may wish to clarify how baseline data will be established to determine if outcomes are met.** County staff, including the Epidemiologist and Chronic Disease Health Specialist, will provide technical assistance to each individual project relative to data, and also be responsible for data analysis and the completion of the final evaluation report.

At the conclusion of the Micro-Innovations project, the County will use a number of mechanisms to disseminate outcomes and lessons learned, including: an exit summit, through Monterey County MHSA Annual Updates, and made available online.

The Budget

The County proposes to use \$1,240,000 MHSA Innovative funds over three years for this micro-grant proposal. County staff costs average about \$67K (including indirect costs) per year for the salaries of an Epidemiologist and Chronic Disease Health Specialist

assigned to this project. Both of these staff will assist with the overall evaluation of the micro grant project. The balance of the Innovation funds (\$1,009,000) will be used for the grant awards and will be distributed through the county's fiscal agent.

In reference to Assembly Bill 114, the County intends to use funds subject to reversion from the following fiscal year for the following dollar amount:

- FY 10/11 - \$373,737 (half will be applied towards FY 18/19 and the remaining half will be applied towards FY 19/20).

Additional Regulatory Requirements

The proposed project appears to meet the minimum requirements listed under MHSAs Innovation regulations.

References

<http://www.flc.losrios.edu/community/foundation/faculty-and-staff-campaign/faculty-and-staff-mini-grants>

<https://www.vcsu.edu/develop/instructional-technology-innovation-mini-grant-program>

http://www.grassrootsgrantmakers.org/wp-content/uploads/Battle_Creek_CF-How_to_increase_the_success_of_your_grant.pdf

Full project proposal can be accessed here:

<http://mhsoac.ca.gov/document/2018-07/monterey-county-inn-project-plan-micro-innovation-grant-activities-increasing>