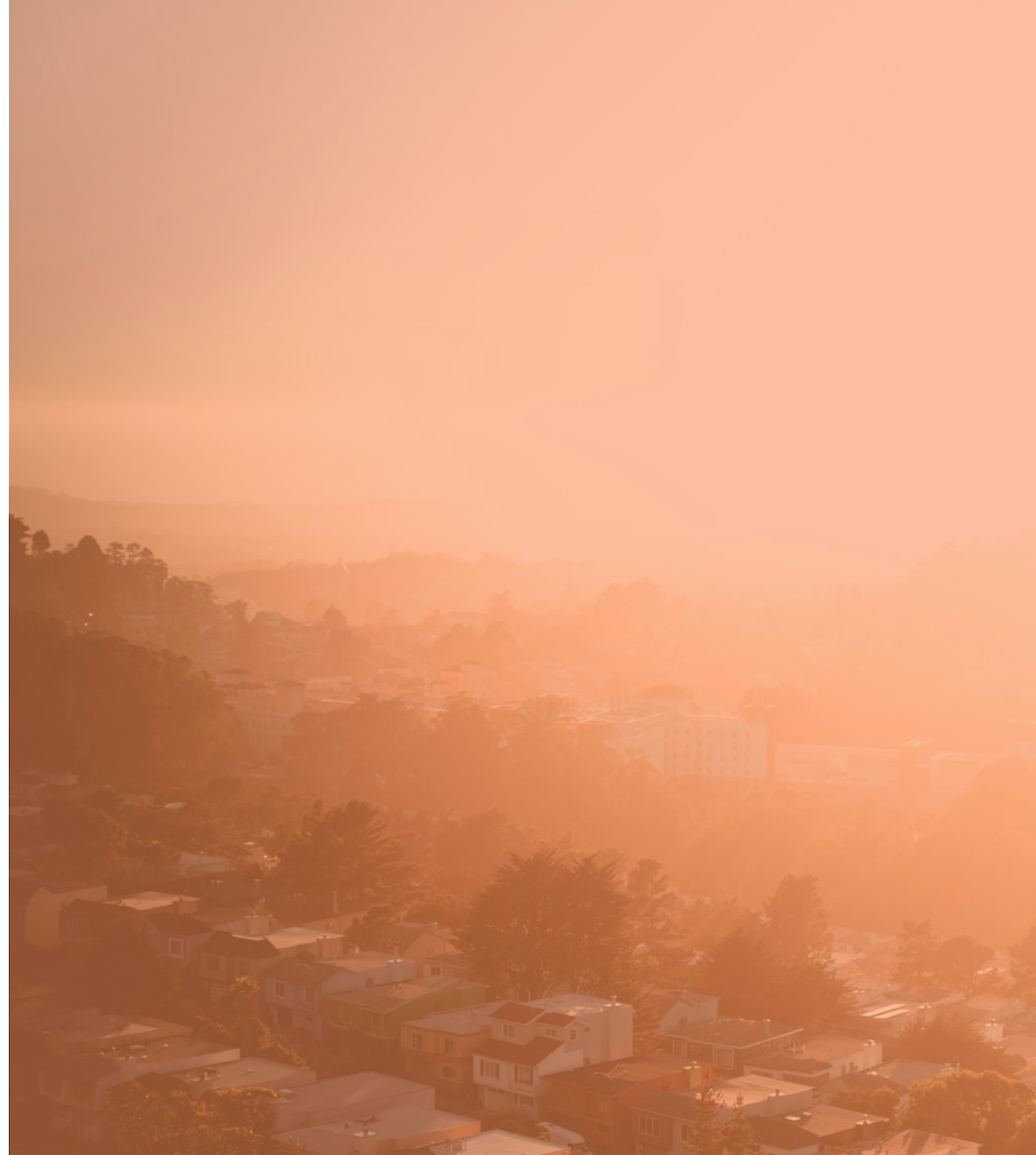


Advocacy Overview and Strategy

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Goals and Future Focus

- 1 Provide an overview of past Advocacy contracts, as well as considerations for the future under the Behavioral Health Services Act (BHSA)
- 2 Define the scope, goals, and strategic focus for future advocacy contracts
- 3 Utilize the Advocacy goals to guide future planning and implementation of Advocacy contracts under the BHSA
- 4 Create and publish a Stakeholder Toolkit to help community members effectively engage in the BHSA Community Planning Process (BHSA-CPP)

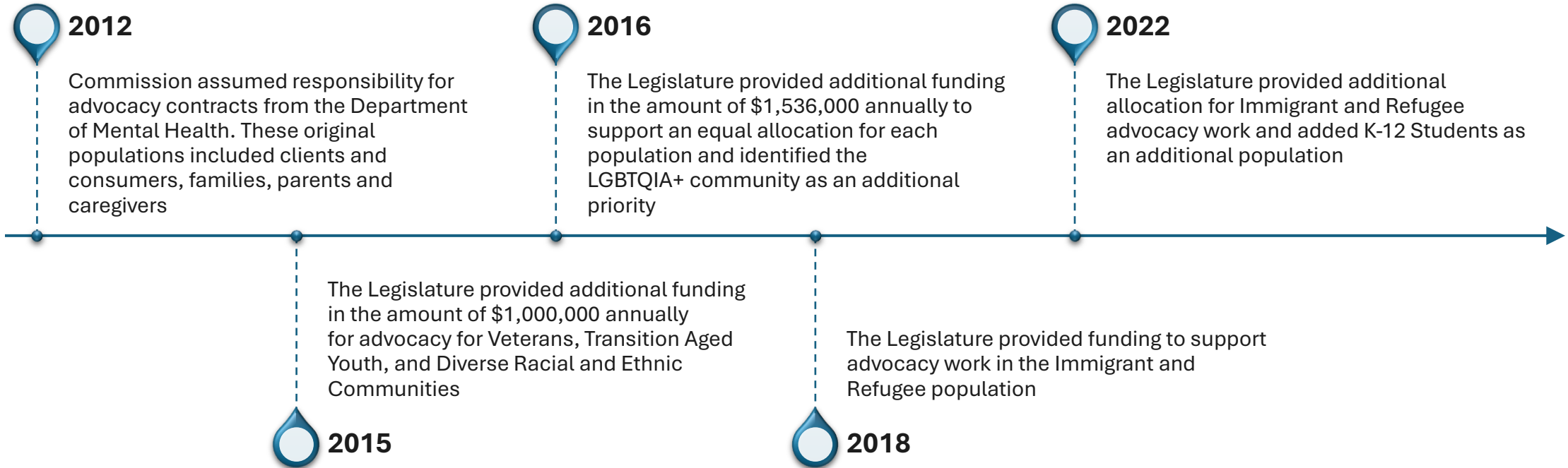
History of Advocacy at CBH

Advocacy Contracts at the Commission originated from the Mental Health Services Act, which prioritized:

- Transparent and collaborative processes to determine the mental health needs, priorities, and services for consumers and their families
- Promoting stakeholder engagement with the goal of informing local and state level policies
- Focus on providing support in advocacy, training and education, and outreach and engagement

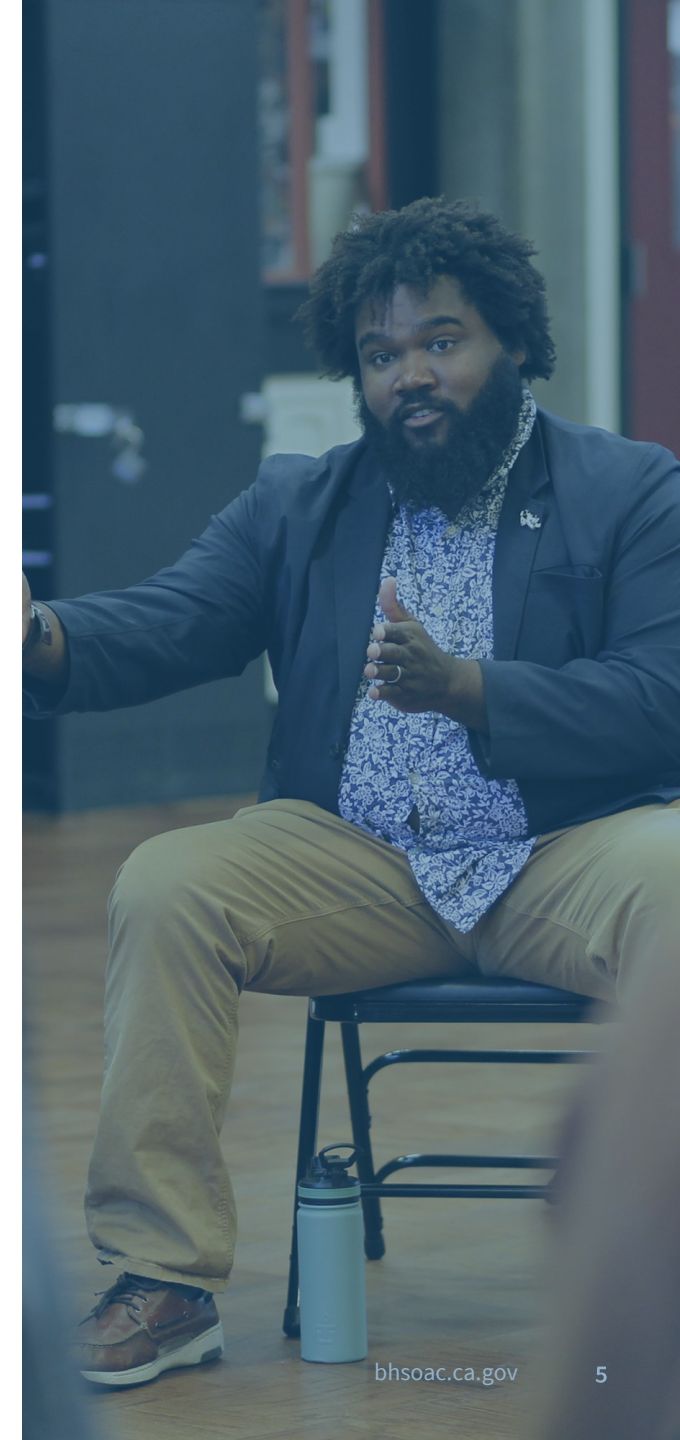


Advocacy Populations Timeline



Changes Under the BHSA-CPP

- **Priority Populations to be targeted in BHSA-CPP programming**
 - Individuals with serious mental illness (SMI)
 - Individuals with Substance Use Disorder (SUD)
 - Individuals with co-occurring SMI and SUD conditions
 - *Emphasis on:*
 - Chronically homeless or are at risk of homelessness
 - Involved in or at risk of entering the criminal justice system
 - Reentering the community from prison or jail
 - In the child welfare system, at risk of conservatorship, or at risk of institutionalism
- **Expanded list of stakeholders who shall participate in the BHSA-CPP**
(full list shown in future slide)
- **Activities that stakeholders will engage in during the BHSA-CPP**
(full list shown in future slide)



Expanded Stakeholder List Under BHSA-CPP

Eligible adults and older adults, as defined in Section 5892

Families of eligible children and youth, eligible adults, and eligible older adults, as defined in Section 5892

Organizations that focus on youth, youth mental health, or substance use disorders.

Providers of mental health services and substance use disorder treatment services

Public safety partners, including county juvenile justice agencies

Local education agencies

Higher education partners

Early Childhood Organizations

Local public health jurisdictions.

County social services and child welfare agencies.

Labor representative organizations

Veterans

Representatives from veterans' organizations.

Health care organizations, including hospitals

Health care service plans, including Medi-Cal managed care plans as defined in subdivision (j) of Section 14184.101.

Disability insurers

Tribal and Indian Health Program designees established for Medi-Cal Tribal consultation purposes

The five most populous cities in counties with a population greater than 200,000.

Area agencies on aging.

Independent living centers

Continuums of care, including representatives from the homeless service provider community

Regional centers

Emergency medical services

Community-based organizations serving culturally and linguistically diverse constituents

Stakeholder Engagement Activities Under BHSA-CPP

Listening sessions	Conference calls	Client advisory meetings	Consumer and family group members
Town hall meetings	Video conferences	Media announcements	Targeted outreach
Public comment	Public Hearings	Stakeholder workgroups and committees	Focus groups
Surveys	Key informant interviews on engaging with subject matter experts	Training, education, and outreach related to community planning	Other strategies that demonstrate meaningful partnership and stakeholders

Proposed Overarching Goal for Advocacy

Ensure Behavioral Health Services Act (BHSA) priority populations have authentic, community-led representation that shapes behavioral health systems through sustainable leadership and ownership.

Proposed Goals for Advocacy: Advocacy

Support the population to identify their priorities, build strategies, and engage directly with decision makers.



Proposed Goals for Advocacy: Training and Education

Build knowledge of behavioral health systems; foster confidence, networks, and abilities to organize; educate peers; and participate in local and state decision-making.



Proposed Goals for Advocacy: Outreach Engagement

Engage and build trust with the widest possible reach of vulnerable individuals; expand participation, foster connection, and reach new voices.



Community Planning Toolkit for Stakeholders

- **In the Works:**

- An accessible, inclusive plain-language guidebook to help community members meaningfully participate

- **Goals:**

- Help stakeholders understand and engage in the Community Planning Process
- Support community voice in planning and oversight
- Promote equity, transparency, and accountability

