

Outreach & Education Work Group - Facilitators Agenda

1) Introductions and Overview

- Introduce everyone
 - Marti Rosenberg – Facilitator
 - Ashley O’Shea – Director of Strategic Communications at EOHHS, works with Marti
 - Amie Ashegh – Stakeholder for families we are supporting in my program
 - Nicole Saunders – Providence Center for 15 years – clinical director for DCYF programs. I want a better continuum of care for all youth
 - Maggie Slane – VP of Advancement Family Service of RI – a provider of care, a coordinator, a partner – thankful to be here (*Note: messaged Ashley to say she is willing to share notetaking duties on a bi-monthly basis*)
 - Kristin Petraca – RIDE – federal funding through SAMSHA for Project Aware – gap between mental health needs and mental health services in schools – want to make sure schools, parents, communities get
 - Russ Cooney – Neighborhood Health Plan – 40 years – Grandson with Autism (he lives in TX) who needs a lot of services – I am always looking to advocate
 - Susan Jewel – Manager of Family Support at Autism Project of RI – I have two young adults daughters with autism – I provide parent support, teaching advocacy skills and helping parents know what resources are available in RI. There are a lot of BH diagnoses that come with our kids.
 - Marcia Tryon – Manager Newport Mental Health – Service Provider – looking to increase the continuum of care services to children and families in Aquidneck Island. Want to bridge the gap in our county.
 - Jessica Waugh – Groden Center Clinical Director - oversee many programs
 - Denise Achin – Oversee Healthy transitions grant at BHDDH – two sites in RI.
 - Ashlee Gray – Oversee homebased services at my agencies
 - Kelly Brennan – PIO at DCYF
 - Randy Edgar – PIO at BHDDH
 - Charlotte Kreger – work on EOHHS on Marti’s team, lead for the ensuring equity group – I will see you on May 20th if you are on that group. M - EOHHS looks at everything with a race equity lens.
 - Naiommy Baret – Statewide Family Leadership Coordinator/BH Education Specialist at Parent Support Network RI
 - Tina Spears – Executive Director of organization that supports adults and children with disabilities
 - Patricia Holiday – I work with Child and Family Services – VP of HR

Marti - Quick refresher overview of the system, from the last meeting - We have a planning component now and when we get to more of the implementation piece – we are going to be involved in how to best be involved in communications of implementation. We have a lot of

similar systems of cares we can look to across the country. We hear loud and clear that the rates are not good enough. But we know there are other issues we need to address.

Scope and goals for our group - Here are our things we are thinking about:

- Ensuring that the people who want to know about the SOC organizing know about it.
- Recruiting other community participants for the system development
- Sharing the work of the other work groups to ensure people see the progress
 - This is particularly important for the Ensuring Equity Work group, because it is not just their role to ensure that the work is being accomplished with a race equity lens.
- Developing a communications plan for the System of Care itself, with families and caregivers at the center
 - We are lucky to have Ashley O'Shea with us, because her role is to help groups figure out the best way to make news public once we are ready to share.

Specific Goals and Objectives for the next 4 months. We propose:

- Being able to share information from all of the work groups
- Recruiting additional community members to participate in all work groups
 - Keeping up the list of the Interested Parties and recruiting more - what kind of outreach do you think would work? If you have listservs you want us to use, or if you want to share, that would be great
- Reaching out for opportunities to share the evolving System of Care presentation
- Putting the System of Care work in context with other behavioral health work in the state
- What other goals do you want to prioritize?
 - Maggie – Coordinate shared messages across the groups – messaging that would be consistent across organizations and our networks
 - Marti – Great point, and we may want to consider doing focus groups with parents at some point to talk about which words resonate
 - Kristen – **Implementation Goal:** There are new families needing to access services to have the right information – they have no clue about services, don't know how to get them
 - Naiommy – Nothing about us without us
 - Ashley – we have some folks on the line who have self-identified as parents/grandparents
 - **Added GOAL:** Bringing family and youth voice (including young adults who are coming out of the system) to the conversation, recruiting more family members
 - Charlotte – we want to make sure that materials developed are culturally appropriate - we need to be inclusive, write materials at an 8th grade reading level

- Marti – we may want to think about some more public meetings – still on Zoom – but perhaps in a regional focus – or in later months – getting together in person.
 - Naiommy – that makes me think that we should bring in the different schools, the community health centers to educate at all levels
- **What is out of scope/in the parking lot?**
 - Policy development– we can certainly talk about them, but they’ll be in the wheelhouse of the other work groups. We can refer them there. We do have folks here in multiple groups – you can help bring information – we will do so as well and will be in touch with the chairs of that group.
- **What resources do we need? For example – we may need a budget at some point for social media outreach.**
 - Charlotte – We may want to put money aside for gift cards for families and young adults who participate in this work.
 - Maggie – I agree we need to figure out a budget for promotion.
 - Charlotte – we should also think about existing national campaigns or other states’ campaigns.
 - Ashley – A reminder that we would need to Rhode Island-ize any content – using RI families, success stories etc. We are jumping ahead here, but this is something I am particularly excited about as we have information to share.
 - Tina – It is hard for me to wrap my brain around what the communication and outreach needs are until we know what the other groups have accomplished.
 - Marti & Ashley – we acknowledge that and know the communications and outreach work will “heat up” as the other work groups have progress they want to share.
- **Potential meeting cadence – For now, monthly, with other meetings as necessary if activities warrant, especially as the other work groups start heating up.**

3) We also want to give you some additional background on what the state is participating in:

- **BHDDH RFI on mobile crisis** – BHDDH just put out questions about what a mobile crisis system should include and got a number of responses.
- **Planning for 988 Mobile Crisis services.**
 - Marti - there is going to be a lot of discussion on mobile crisis soon around this Congressionally created new phone number that is meant to replace 911 for suicide prevention and other BH crises. We want to make sure we are talking about our system of care work and 9-8-8 in the same ways.
 - Denise – We will invite Brenda Amodei if we need more information on this.
 - **ACTION ITEM: Marti to invite Brenda (and Susan?) to attend to the next meeting so we can get a briefing on this and start to think about the comms plan** (*We do have over a year for this – launch is July 2022.*)
- The grant Charlotte is working on was in charge of a **BH System Review**. We will have a related report to share publicly soon – and will share it with the System of Care group.

- **Medicaid Managed Care Organization re-procurement** for new contracts with the managed care providers for Medicaid. As that happens, there will be discussion about BH within managed care.
- There is a lot of money through the **Rescue Act** available to us – OMB, the Governor’s office, the legislature will have discussions throughout the next four months
- There are **other direct grants** that the state is also applying for – so hopefully the state will have the money they will need
- All of the other groups are looking at gaps in care.
- Discussion:
 - Russ brings up housing as an issue. Charlotte – said the service array group that Jason Lyon is leading will look at that.
 - Marti – One of the BHDDH proposals for the Rescue Act was completely focused on housing. And as a reminder, this outreach group can do education but note that we cannot lobby.
 - Tina – As nonprofits, we don’t have a lot of funds for materials development.
 - Ashley – to clarify, we don’t have any specific budgeted funds for communications and marketing here.
 - Tina – Is Department of Health engaged? M – yes, Blythe Berger and her team are engaged.

4) Marti- Next Steps - laying out action items and setting a next meeting

- We will probably invite Brenda to attend re: 9-8-8 and we may ask the other workgroups to attend to give an update.
- We have a list of interested parties for this work. I will send out an email that is “cc’d” so everyone can see everyone’s else’s contact info.
- We may set up a Teams site for shared materials. Please don’t hesitate to reach out to me, Ashley and Charlotte over the next month or so.
- Next meeting: June 1 at 3:00 pm.
- Zoom info:

<https://us02web.zoom.us/j/82359498333>

Meeting ID: 823 5949 8333

One tap mobile

+13017158592,,82359498333# US (Washington DC)

+13126266799,,82359498333# US (Chicago)