



**STAKEHOLDER INVOLVEMENT
AND OUTREACH STRATEGIES**

**PRESENTED TO THE CLIENT AND FAMILY LEADERSHIP
COMMITTEE
MHSOAC
JUNE 19, 2013
PRESENTED BY: JESSICA CRUZ, MPA/HS
NAMI CALIFORNIA EXECUTIVE DIRECTOR**

Stakeholder Philosophy

- **As a grassroots advocacy organization, NAMI California believes in a robust stakeholder process that includes family members and people living with mental illness. NAMI California will ensure that diverse stakeholders are recruited to attend and participate in statewide stakeholder meetings, conferences and workshops.**
- **NAMI California will also focus on outreach to unserved and underserved communities with a focus on developing culturally competent materials.**

Strategies to Engage Stakeholders



- NAMI California will; identify, solicit and recruit a diverse group of clients and family members to participate competently as delegates in the MHSA Stakeholder process and attend MHSA Stakeholder meetings, conferences and workshops scheduled throughout the state.
- Methods in recruitment are:
 - Weekly & monthly newsletter outreach
 - NAMI CAN! Conference calls
 - Special calls to action
 - Personal phone calls to stakeholders
 - Survey stakeholders on specific topics

Strategies to Engage Stakeholders Cont.



- NAMI California Advocacy Network (CAN!)
 - Recruits and maintains a pool of NAMI California advocates
 - Monthly calls
 - Weekly and monthly email notifications and calls to action are sent on specific advocates from the state on MHSOAC and legislative issues.
 - Attend local, state and MHSOAC-specific meetings



Strategies to Engage Stakeholders Cont.



- **Regional Meetings:**
 - NAMI California will conduct at least 6 meetings per year throughout the state of California targeting areas that are underserved or unserved.
 - Conduct trainings on advocacy, solicit NAMI stakeholder feedback on critical issues taken on by the MHSOAC, and provide an opportunity for collaboration between local county mental health departments and NAMI stakeholders.
 - These meetings will serve as listening sessions to help inform NAMI clients and families about advocacy trainings, strategies and opportunities as well as an open forum for dialogue between county staff and NAMI stakeholders to build and reinforce working relationships.

Strategies to Engage Stakeholders



- **Regional Meetings Continued:**
 - NAMI California strives to train advocates on how to become more effective stakeholders by:
 - ✦ Message training
 - ✦ Materials and documentation examples
 - ✦ Letter writing tutorials & examples
 - ✦ Providing opportunities to share message

Strategies to Engage Stakeholders Cont.



- **Dissemination of Information:**
 - **MHSA Information, meeting results, status, outstanding issues, plans and schedules:**
 - ✦ **NAMI California's weekly and monthly e-newsletters** (circ. Approx. 5,400)
 - ✦ **Social media networks** (circ. Approx. 500)
 - ✦ **NAMI California's e-mail list-serve** (circ. Approx. 5,400)
 - ✦ **NAMI California's web site** (648 Hits per day=236,520 hits per year)
 - ✦ **Personal phone calls** (6,900 members/67 NAMI Affiliates)
 - ✦ **Regional meetings**

MHSA Program Report



- **NAMI California will create and distribute a report on the current MHSA funded programs in each county.**
- **This is intended to be used to determine and document the best use of resources throughout the state.**
- **Serves as a way for counties to work together to disseminate and evaluate best practice models.**
- **A tool for Advocates to review and provide meaningful feedback to their county.**
- **Sent to all Counties, NAMI Affiliates, listed on NAMI CA website and Prop 63 site.**



New Ideas



- NAMI California always looks for ways to reach more stakeholders. We are constantly brainstorming and strategically thinking of new ways to outreach and engage people who's voices need to be heard.
- We also value collaboration in reaching the most wide spread and diverse groups of people needing to know and understand important information.

Questions?



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- Contact information:
Jessica Cruz, MPA/HS
Executive Director
NAMI California
Jessica.Cruz@namicalifornia.org
916-567-0163