



National Alliance on Mental Illness

**nami** California

# STAKEHOLDER INVOLVEMENT AND OUTREACH STRATEGIES

**Presented to the Client and Family Leadership Committee**

**MHSOAC**

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**By**

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# Stakeholder Philosophy

- As a grassroots advocacy organization, NAMI California believes in a robust stakeholder process that includes a diverse group of family members and people living with mental illness. We strive to recruit stakeholders 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 (Cont.)

- NAMI California will identify, solicit and recruit a diverse group of consumers and family members to participate competently as delegates in the MHSA Stakeholder process.
  - This includes attending MHSA Stakeholder meetings, conferences and workshops scheduled throughout the state.
- **Recruitment Methods:**
  - 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 call to keep advocates informed
  - Weekly and monthly email notifications and calls to action are sent to 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 in which we:
    - Conduct trainings on advocacy
    - Solicit NAMI stakeholder feedback on critical issues regarding the MHSOAC
    - Provide an opportunity for open dialogue between local county mental health departments and NAMI stakeholders.
  - Meetings will serve as listening sessions to inform NAMI members about advocacy trainings, including various strategies and opportunities to engage in advocacy.

# Strategies to Engage Stakeholders (Cont.)

- **Regional Meetings (cont.):**
  - NAMI California will train stakeholders on how to become more effective advocates through:
    - 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.
- Intended to 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 has begun an pilot program to work with consumers who have participated in the “In Our Own Voice” program in the Sacramento region, with additional NAMI Smarts training, to add their valuable voice to the MHSOAC meetings. Advocates would be trained and ready by January ‘14.
- We plan to offer the same training to family, parents and caregivers after the pilot program has been established. These efforts will bring informed, capable, and independent advocates to the process.

# More New Ideas!

- Leveraging these new networks, NAMI California will develop the “Capitol Coalition,” an advocacy team that will participate in legislative support and contribute to advocacy at state-level agencies.

# Questions?

- **Contact:**

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