

MHSOAC Commission Meeting November 17, 2011

Executive Director Report

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Quality Improvement Survey

- The QI Survey of the MHSOAC was requested by Chair Poaster and Vice Chair Van Horn
- Objective: Obtain constructive feedback on what the Commission is doing well, and what could be improved.

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QI Survey Details

- Conducted in April 2011 as an online survey
- Solicited to 1,076 individuals
- Received 210 survey responses
- Composed of 25 questions:
 - Multiple Choice Questions
 - Open-ended Questions
 - Optional Follow-Up Questions

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QI Findings

Ratings of the MHSOAC:

- Positive > Negative
- Both the MHSOAC Staff and Website received high ratings
- MHSOAC Committees received neutral ratings in regards to their effectiveness to serve as a forum of advocacy

Suggested Improvements include:

- Clarification of MHSOAC role
- Strengthened dissemination of information
- Improving advocacy through greater stakeholder inclusion

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QI Survey - Next Steps

- Redesign a second QI Survey for 2012
- Share results with Stakeholders and partners
- Identify methods for improvement
 - Website
 - Send more frequent email updates to members on the MHSOAC distribution list

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Regulations

The first Regulations Meeting between DMH, MHSOAC, CMHDA, and stakeholders took place on October 21, 2011.

- Established criteria to guide decisions regarding current and proposed regulations
- First regulations discussed will be those related to Fiscal and Reporting Requirements
- Plans to examine the impact on DMH Information Notices

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Regulations

Process: To the extent that prior approvals were provided by the Commission, any changes will be brought before the Commission for subsequent approval.

Timeframe: Meetings every other week with DMH, stakeholders, CMHDA and MHSOAC

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Public Information Strategy

- The MHSOAC hired Jennifer Whitney to fill the newly established Public Information Officer (PIO) position
- Jennifer Whitney immediately started developing a MEDIA PLAN /Strategy

Purpose:

- Give Prop 63 an identity in the public sphere.
- Establish value and reliance on Prop 63 among decision makers and taxpayers.

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Public Information Strategy (cont.)

- As part of the Strategy, Jennifer began the facilitation of a Media Workgroup
- Workgroup Members: staff from CalMHSA, Rusty Selix's office, CMHDA and Mike Roth (consultant for CalMHSA and CMHDA)
- Workgroup meets weekly to determine how best to coordinate media efforts, including a website and other campaigns in developing a statewide media strategy.

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Prop 63 Media Strategies

- **Branding Prop 63**
- **Website**
 - Targeting taxpayers, decision makers and media
 - Highlighting the success of Prop 63
-  **Facebook: "Prop 63"**
 - Two Daily Posts – Success Stories and Mental Health Facts
-  **Twitter: "Prop63"**
 - Daily Post – Success Stories and Mental Health Facts

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Prop 63 Media Strategies (cont.)

- **Smart Phone App**
- **Regional Crisis List**
 - MHSOAC is in the process of compiling a list of PIO's from each county for a master list of media contacts
- **Video**
 - Compelling Prop 63 success stories to include on the Prop 63 website and Facebook page
- **Televison/Radio**
 - Identify timely or unique stories to be pitched to media outlets to gain coverage of Prop 63 success stories
- **Op Eds**

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Innovation Reversion Calculation

The Commission passed a motion to support the proposed revised calculation of Innovation Reversion and sought out support from DMH

- Director Allenby offered DMH support of the approach and set a goal to have the issue resolved by December 1, 2011.
- CMHDA, MHSOAC staff and fiscal consultant met with DMH and agreed upon the approach
- DMH drafted a notice to send to counties, which is currently being reviewed by CMHDA and the MHSOAC

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Innovation Trends Report

- MHSOAC's 2011 Report the Governor and Legislature
 - Describes the Commission's role in a Changing Mental Health Environment
 - Highlights efforts to fulfill our statutory responsibilities
 - Includes our first *Innovation Trends Report* which summarizes counties' Innovation programs to date

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Innovation Trends Report Highlights

The Innovation component of the MHSA provides California the opportunity to develop and test new mental health models with the potential to become tomorrow's best practices

- Innovation programs
 - Improve quality and outcomes of services
 - Increase access
 - Increase access to underserved populations
 - Increase collaboration
- The Innovation Trends Report analyzes 86 MHSOAC-approved pilot Innovation programs from 32 counties and 48 Innovation plans from 22 counties approved locally after the passage of AB 100

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Innovation Trends Report Highlights

Some of the significant areas in which new MH approaches are being developed include:

- Treatment approaches for transition-age-youth, including youth exiting the foster care system.
- Alternative responses to mental health crises, including those involving criminal justice systems.
- Comprehensive and integrated approaches for individuals with co-occurring mental health, substance-use, and/or physical health issues.
- Efforts to increase access to treatment, especially for individuals currently underserved by the mental health system.

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Innovation Trends Report Highlights

- Seventy-two percent of MHSOAC-approved Innovation programs include a specific focus on individuals with serious mental illness
- The rest address a broader range of prevention and early intervention, evaluation, collaboration, and funding approaches.

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Innovation Trends Report Highlights

- The MHSOAC supported California Institute for Mental Health's training and technical assistance for counties' Innovation efforts
 - Topic-based learning groups
 - Interactive e-learning curriculum on evaluation for Innovation
- MHSOAC provided technical assistance to 45 counties to support development of their Innovation work plans

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Commissioner Appointments

- Regular contact with the Governor's Office
- Interviews are underway
- Governor's Office is doing more outreach
- MHSOAC staff has reached out to:
 - Association of California School Administrators (ACSA)
 - California Youth Empowerment Network (CAYEN)
 - Both the Black and Hispanic Chamber of Commerce
 - Women Lawyers of Sacramento

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Community Forums

Upcoming Community Forum:

Modesto – December 8, 2011

- **Purpose:** Hear from Stakeholders how MHSA services and supports, funded under Proposition 63, have made a difference to them, their families, or their community.
- **Outreach Efforts:** Staff is soliciting participation from underrepresented communities throughout the Central Valley region, including Stanislaus and neighboring counties.
 - Flyers (available in English, Spanish and Hmong)
 - Calendar Announcements
 - Univision Television 19 and Crossings TV Announcements

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