



Work Plan 2015 - 2018

The mission of the Greater Bay Area Mental Health & Education Workforce Collaborative is to promote the growth and support of a public mental health workforce in the Bay Area that is wellness, recovery and resiliency-oriented and culturally and linguistically competent; and employs consumers, family members, and people of ethnic and cultural diversity at all levels of the public mental health system.

Goals	Desired Outcome
<p>I Develop regional training resources that integrate MHSA philosophy and values: promoting education and training of the mental health/behavioral health workforce to increase the practice of culturally competent, recovery oriented services along the mental health/behavioral health career pipeline</p>	<p>A. Coordinate training resources and information that meet local needs—increasing knowledge of wellness and recovery, consumer employment, and cultural competency—and leverages regional expertise and resources.</p> <p>B. Engage existing workforce in local and regional training events that promote practice and system change in service delivery and increase trainee satisfaction with learning process and opportunities.</p> <p>Ongoing Activities:</p> <ul style="list-style-type: none"> ▪ Convene meetings of Training Coordinators/WET Staff. ▪ Continue to employ and educate Collaborative on electronic/distributed education learning techniques. ▪ Promote/grow participation in Southern Bay Regional Partnership. ▪ Plan/coordinate regional training events as recommended by Steering Committee, Greater Bay Area Mental Health Directors, and County Training Staff, with an emphasis on evidence based practices. ▪ Identify and disseminate successful County/CBO/post secondary education workforce development activities on a regional level. ▪ Develop/disseminate Mental Health Core Competencies Project. ▪ Support regional Behavioral Health/Primary Care Integration /“whole health” efforts.

New/Proposed Activities:

- Create and use evaluation tools and processes to determine the effectiveness of training and workforce initiatives, such as behavioral health pipeline processes.
 - Use the Collaborative website to publicize and promote best practices in training and workforce development.
- Support regional Behavioral Health/Primary Care Integration efforts, including substance use disorder (SUD) treatment, through providing access to integrated care skills training and conferences.
- Assist in identifying trainers from diverse ethnic and cultural backgrounds to provide both training and technical assistance to faculty teaching behavioral health disciplines.
- Plan/coordinate regional training events as recommended by Steering Committee, Greater Bay Area Mental Health Directors, and County Training Staff, with an emphasis on evidence based practices and cultural responsiveness/humility, including community-defined practices.
- Develop and disseminate a list of training topics and regional trainers with expertise in public mental health settings.

Greater Bay Area Behavioral Health Directors, County Training Staff, Greater Bay Area Workforce Steering Committee, and consumers/family members will participate in developing a regional training program that will be provided both in-person and also online with an emphasis on the following:

- Community-Defined Practices
- Evidence Based Practices
- Cultural responsiveness/humility (in the broadest sense, including client culture)
- Leadership and management skills
- Integrated care – essentials of providing behavioral health care in primary care as well as addressing SUD issues in behavioral health locations
- Trauma informed care
- Recovery-oriented care including self management/whole health

<p>II Increase Human Resources/Civil Service responsiveness and operational support of public mental health/behavioral health employment needs</p>	<p>C. Engage County/CBO Human Resources staff and behavioral/mental health personnel in learning processes, problem solving, and implementation.</p> <p>D. Identify and promote recruitment and retention of consumers and family members and diverse populations in the public behavioral health workforce.</p> <p>E. Develop career pathways inclusive of direct services as well as management and leadership roles.</p> <p>Ongoing Activities:</p> <ul style="list-style-type: none"> ▪ Disseminate/promote findings and materials from Human Resources Convening. <p>New/Proposed Activities:</p> <ul style="list-style-type: none"> ▪ Expand social media and web tools to highlight and promote access to ongoing resources identified in human resources convenings – e.g. best practices, job descriptions, updated hiring/retention strategies and policies, and networking opportunities (including financial incentive practices and flexible work practices, such as job sharing and part-time work). ▪ Identify opportunities to engage community-based organizations as well as counties in identifying/sharing effective human resources and behavioral health policies and practices and resources.
<p>III Strengthen and expand educational partnerships to increase the viability and accessibility of mental health/behavioral health workforce pipelines</p>	<p>F. Engage strategic partners including county mental/behavioral health systems, providers, education, CalMHSA, and OSHPD to develop the public behavioral/mental health workforce.</p> <p>G. Increase middle and high school students’ knowledge of behavioral/mental health service careers.</p> <p>H. Increase the numbers of consumers, family members, and culturally diverse students participating in career pathways and promote specific educational strategies and supports to recruit, support and retain these students.</p> <p>Ongoing Activities:</p> <ul style="list-style-type: none"> ▪ Offer technical assistance for middle and high school academy/pathway development. ▪ Convene Community Colleges to share resources on curriculum development and increase opportunities for entry-level employment and transition to 4-year and

	<p>graduate level education. Continue to support Contra Costa College’s Human Services Program.</p> <ul style="list-style-type: none"> ▪ Continue to link with and support graduate level educational partnerships and initiatives including the new MSW Program at California State University, Monterey Bay. ▪ Share internship program strategies and resources among public mental health/behavioral health providers. ▪ Serve on statewide and regional Health Workforce Initiative Advisory Committees and Community College Consortium. ▪ Support development of new MFT curriculum to meet BBS requirements. <p>New/Proposed Activities:</p> <ul style="list-style-type: none"> ▪ Create and promote training for internship program coordinators to foster training and supervision practices that embody MHSA values (wellness and recovery, diversity, collaboration, and integrated care). <ul style="list-style-type: none"> ▪ Identify/promote internships with integrated care focus. ▪ Support educational pipeline strategies: <ul style="list-style-type: none"> ▪ Grade school pipeline/behavioral health career curriculum development. ▪ Additional pipeline programs: e.g. mini grants for pipeline projects, train college students to train/mentor high school students, and offer behavioral health training workshops/exposure at schools. ▪ Encourage youth engagement activities to stimulate awareness/interest in behavioral health and behavioral health careers: <ul style="list-style-type: none"> ▪ Mentoring opportunities with behavioral health staff: <ul style="list-style-type: none"> ▪ Meet and greet career fairs with behavioral health staff and consumers. ▪ Fieldtrips to behavioral health centers. ▪ Promote youth career development: <ul style="list-style-type: none"> ▪ Opportunities to participate in culturally-responsive and community-based behavioral health practices (e.g. drumming circles, rap groups, art projects).
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	<ul style="list-style-type: none"> ▪ Mental Health First Aid (MHFA) for high school students. ▪ Annual high school behavioral health conference. ▪ Create a regional high school behavioral health summer program (e.g. Career Summer Institute in Santa Clara County).
<p>IV Increase the number of consumers and family members hired, retained and supported in career advancement pathways in the public mental health/behavioral health system</p>	<p>I. Engage consumers and family members in leadership roles in The Collaborative including planning activities, work groups, and monthly meetings.</p> <p>J. Provide regional supports and resources to enhance the participation, voice and leadership of consumers and family members.</p> <p>Ongoing Activities:</p> <ul style="list-style-type: none"> ▪ Increase consumer and family member participation in Collaborative meetings and Steering Committee. ▪ Develop/support regional trainings and technical assistance that promote consumer and family member employment. ▪ Support and disseminate information on the roles of peers in Primary Care/Behavioral Health Integration. <p>New/Proposed Activities:</p> <ul style="list-style-type: none"> ▪ Identify employment preparation programs for peers. ▪ Identify and promote strategies for retention and morale building in a diverse workforce (e.g. mentoring and peer support opportunities). ▪ Disseminate outcomes from OSHPD peer employment initiatives.
<p>V Promote and support a diverse and culturally and linguistically competent public mental/behavioral health workforce serving</p>	<p>K. Develop regional outreach strategies and resources to increase the diversity and cultural competency of the behavioral/mental health workforce.</p> <p>Ongoing Activities:</p> <ul style="list-style-type: none"> ▪ Identify regional cultural competency training opportunities. ▪ Participate in the Community College Consortium’s diversity initiatives.

<p>unserved, underserved and inappropriately served consumers and their families</p>	<p>New/Proposed Activities:</p> <ul style="list-style-type: none"> ▪ Develop/promote education and training that addresses the needs of diverse adult learners to increase cultural responsiveness and reduce health disparities—e.g. interpreter training, promotores, and health literacy.
<p>VI Increase public awareness of and interest in pursuing public mental health/behavioral health careers</p>	<p>L. Increase participation in public behavioral/mental health career development activities.</p> <p>Ongoing Activities:</p> <ul style="list-style-type: none"> ▪ Convene regular Collaborative meetings in Oakland as well as the Southern and Northern Bay Regions. ▪ Promote the Collaborative’s website www.mentalhealthworkforce.org for resource sharing and workforce development. ▪ Identify local events/groups to promote public behavioral/mental health career pathways. ▪ Publish quarterly online newsletter through the Collaborative’s website. ▪ Use social marketing techniques to expand the reach of the Collaborative. <p>New/Proposed Activities:</p> <ul style="list-style-type: none"> ▪ Continue to build the Collaborative website as a “resource hub” using website tools and social media forums. Resources to be disseminated include jobs postings, best practices, and training resources. ▪ Use best practices to promote the “resource hub” among counties, community based organizations, colleges/universities, students, consumers/families, and other identified stakeholders. ▪ Educate stakeholders regarding best practices for using social media and outreach tools.