



Community Planning Process

INNOVATION PLAN ANNUAL UPDATE

FY 2019-2020.



Department of
Behavioral Health

Fresno County Department of Behavioral Health

Innovation Plan Annual Update

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Intro

The Fresno County Department of Behavioral Health (Fresno County) proposal for Community Planning to support the County's Innovation Community Planning was approved by the Mental Health Services Oversight and Accountability Commission (MHSOAC) in June of 2019. The funds used in the plan were funds that were subject to reversion at the close of Fiscal Year (FY) 2018-2019. The Plan, which is funded for \$750,000 over five years, will utilize these funds to obtain greater community input into Fresno County DBH programming.

The Mental Health Services Act specifies that each county may spend up to five percent of their respective, total MHSOAC allocations on the Community Planning Process (CPP). MHSOAC and regulations further *require* every county to ensure that the CPP process is adequately staffed, that a diverse set of stakeholders participate in the process - including persons with lived experience, and that appropriate training is provided to participants to enable more meaningful participation. Additionally, authority to spend INN funds on INN-related CPP has precedence. The former California Department of Mental Health previously advised counties as to the maximum amount of INN funds they could apply to INN-related CPP during the initial (2008-09 and 2009-10) roll-out of the Innovation Component. The Department of Health Care Services has not opposed to counties using INN funds for the CPP if the Commission approves budget authority for that purpose.

Fresno County's proposal sought to conduct community forums as well as paper and online surveys; however, we had struggled in obtaining adequate attendance or substantial community input despite these modified approaches.

Fresno's annual INN funding for 2019-20 and future years was projected at approximately \$2.5 million to \$2.6 million; \$150,000 per year equates to approximately 5.8-6.0 percent of that annual INN revenue.

Community program planning for Innovation is more difficult than community planning in other areas. Budgeting more than the 5 percent was deemed justifiable by the MHSOAC.

Upon review of past MHSOAC revenue expenditure reports (RER), staff discovered that Fresno County had not dedicated funding to its CPP. Fresno County understands that Innovations plans often require a great deal of community planning to both facilitate ideas and follow up with community discussions for development of innovation plan ideas and design of potential projects. A large amount of additional work may be required to design a viable, community-driven Innovation program.

Fresno County sought to use this INN plan to fund efforts for community engagement and facilitate opportunities for Fresno County's diverse and also underserved or inappropriately served communities to provide input that can assist Fresno in developing INN plans which can help inform more appropriate responses to the community needs based on those stakeholder's input.

Fresno County's plan provides an overview for community planning efforts but does not have set or established projects or efforts for the CPP. This flexibility allows for Fresno to adapt to changing needs in its community. Examples of this flexibility can be seen in efforts that were planned for this year to understand the impact of COVID 19, communities of Black, Indigenous and Persons of Color (BIPOC), and subsequent calls for more inclusive and culturally responsive services. Fresno County can now conduct

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community planning with our communities to address and explore options related to COVID-19 and/or the impacts of racism on an individuals mental and emotional well-being.

Initial Projects

The Third Annual Asian Pacific Islander Mental Health Empowerment Conference.

Fresno County utilized \$1,226.25 to sponsor a portion of the Third Annual Statewide Asian Pacific Islander Mental Health Empowerment Conference, which was held in Fresno County. As part of the sponsorship, Fresno County would be able to hear and learn about needs and services geared toward API communities. Additionally, Fresno County conducted a survey of the attendees, many of whom were members of local API communities, to evaluate the API Conference and gain general insights such as understanding of mental health, risk factors, and cultural supportive services.

The surveys were translated into one of the County's threshold language Hmong, as well as two other languages based on registration info: Punjabi and Vietnamese. Copy included as Exhibit A (attached).

Fresno County was able to collect 108 surveys. These results are now being used in the Department's MHSA CPP to inform options for future community engagement.



Figure 1 API Professionals Panel at 3rd Annual API Mental Health Empowerment Conference

Youth Lead Project Development

In the initial year of the project, Fresno County sought to act on earlier community and stakeholder interest for more youth-focused efforts. Specifically, some stakeholders called for more

youth-involved services, that were not only geared to serve the youth, but that were also developed with the input and involvement of youth.

By working with counterparts in San Diego as well as the MHSAAC, we learned of some work performed by the Social Policy Health Institute at San Diego State University (SDSU) around youth innovation projects. Fresno County met with SDSU's team to discuss the types of projects and work they have performed, as well as their experience with MHSA, youth lead project development, and the MHSAAC. Fresno County had a particular interest in projects that utilized human-centered design principles with youth to develop several possible viable innovation ideas.

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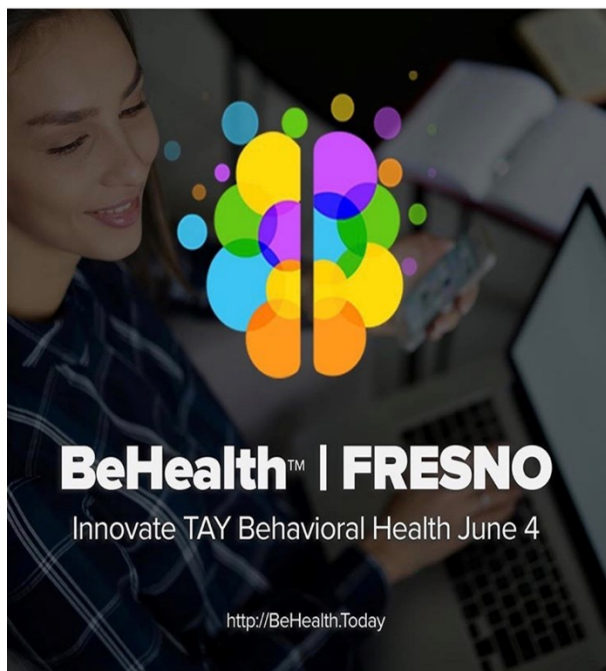


Figure 2 BeHealth Promotion Social Media Ad

Fresno County contracted with SDSU (using the County's approved procurement process) to lead local youth in the development and formulation of youth services envisioned by youth. Cohorts of youth will develop viable ideas for future innovation projects. Then Fresno County will work to move one of the viable options forward as a future INN Plan.

The agreement with SDSU (project name: BeHealth) was executed on February 23, 2020. The agreement was originally written with a project completion date of May 30, 2020 to ensure that any resulting ideas could be included in the County's next MHSA Three Year Plan. The impact of COVID-19 and Shelter-in-Place orders rendered the planned in-person

gatherings and events impossible. While the project activities shifted to virtual engagement opportunities, the impact of COVID-19 increased the probability that the project would not be completed by June 30, 2020. Thus, the agreement, with the Board of Supervisors' (BOS) approval, was extended for 12 months to allow for completion of the project. This approved amendment to the agreement also made provisions for any future changes to project activities due to COVID-19. The project is working with ambassadors and youth to develop virtual options and alternatives for youth-lead program designs. In total, the agreement with SDSU for the project is \$92,001.

Once the youth driven ideas have been completed and presented, Fresno County and stakeholders will identify a project which will be added as part of the annual update to the new MHSA Three Year Plan.

Feedback Session Research

In the latter part of FY 2018-2019, Fresno County had conducted a series of Market Research Focus Group facilitated by existing provider JP Marketing. The intent of the focus groups was to assist the department in the development of its communication plan and marketing plan. However, the findings also provided insights into some community challenges related to mental health, access issues, stigma, and how different groups access and consumed information. This valuable information was used in the Department's annual Cultural Competency Plan and informed the design of the MHSA Three Year Plan CPP. Based on the insights yielded in this process, Fresno County opted to enlist JP Marketing again to conduct a combination of Market Research and Feedback Sessions, that would engage additional target groups from which the information could be used to drive some additional community planning, innovation projects, and learning opportunities.

On February 25, 2020 Fresno County had JP Marketing's agreement amended to include nine additional feedback sessions. The contact modification included an increase of \$70,000 of funds from this plan to

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conduct the work in FY 2019/2020 and 2020/2021 (\$40,000 in the past year and \$30,000 for the coming year).

As a third-party vendor and experts in such focus and feedback groups, JP Marketing was able to elicit greater insight than would be gained from focus groups/feedback sessions conducted by the county.

Thus, in the Spring of 2020, JP Marketing conducted a total of ten feedback sessions with nine homogenous groups, that included 66 participants in all. The focus groups had to be adapted due to COVID-19 which has some impact on participation rates; however, these groups were initially intended to only host six to eight participants. Specifically, the focus was on vulnerable, hard to connect populations which JP and Fresno County had not targeted in the last efforts. Several of the focus group target audiences included youth populations. This focus on youth was intended to provide insights into the development of youth services and possible innovation activities.

	NAME OF THE TARGET GROUP	NOTES
1	Substance Use Disorder	
2	Homeless Individuals	
3	Domestic Violence Survivors	
4	Persons Impacted By Human Trafficking	
5	LGBTQ Older Adults (+50)	As last time there was just on LGBTQ+ focus group, but results demonstrated a need for assessing needs of older LGBTQ+ and LGBTQ+ youth differently.
6	African Americans	Last time African Americans had been a focus group. This was a follow up with this population who has been historically under and inappropriately served in Fresno County.
7	Rural Youth	Fresno County has a number of rural communities and not all were reflected in the previous efforts. Thus, in the second round youth from rural communities were targeted again.
8	Transitional Aged Youth	Transitional Age Youth are a diverse and often underserved and/or inappropriately served population and thus targeted for feedback sessions.
9	LGBTQ+ Youth	As last time there was just one LGBTQ+ focus group, but results demonstrated a need for assessing needs of older LGBTQ+ and LGBTQ+ youth differently.

Detailed findings for each of the ten groups may be found in Feedback Sessions Research Executive Report (which is attached as Exhibit B).

The information gained during these focus groups will now be shared among various stakeholders (Cultural Humility Committee, Access Committee, Local Behavioral Health Board, and the Public Behavioral Health Division which is working on MHSA plans and community engagement strategies).

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The delay in the completion of the human-centered youth developed innovation ideas will allow for information and insights from the feedback sessions to be used to help inform the development of a Youth Designed Innovation Plan project.

COVID-19

COVID-19 has severely impacted community planning and community participation. COVID-19 has hindered the completion of the MHSA Three Year Plan for Fresno (delayed by several months). That delay has also impacted many current Innovation efforts such as advancement of the Psychiatric Advanced Direct program, as well as some of the direct efforts this plan has sought to support, such as the Youth project. However, COVID-19's delays have not completely stopped efforts around Community Planning, as the department has begun to utilize virtual engagement options. At the same time, Fresno County acknowledges that virtual engagement has its draw backs, such as internet access, Zoom-fatigue, scheduling, technology issues, and interaction limitations in large forums. As Fresno County moves forward with community planning related to MHSA and Innovation, it will be mindful of those limitations and seek to explore how these changes themselves can be used to further county and statewide learning in the area of community planning and engagement.

COVID-19 resulted in extending the Youth project with SDSU (BeHealth), but the focus group/feedback sessions with targeted populations in the current fiscal year were completed.

Next Steps

African American Faith Based Mental Health Promotion

Fresno County is seeking to conduct a pilot project using the results of the study: *Faith-based mental health promotional strategic partnership development of a Black faith community academic pilot* (Blerland-Noble, et al Wong, Harb, Jackson, Williams, and Harding. 2020).

Fresno County is considering using this project as one option to address the stigma around mental illness in the African American community, in order to generate open discussions about mental health and local needs, and subsequently foster discussion and development of services for the community developed with the community's input. This project would engage an underserved community and forge the genuine relationships needed to develop other services and efforts for the community, by the community.

Fresno County will continue to work with JP Marketing in the coming year to facilitate additional market research and feedback groups with additional target populations, to better inform the County and obtain community input into decisions about community needs and project opportunities.

Additional populations may include peers working in our various programs. Focus groups may center on older adults, or assessment of the impact of COVID-19 on services. This investigation into the impact of COVID-19 could provide opportunities to learn about the impact of changed service delivery models such as the effectiveness of tele-care for various populations.

Other considerations that have arisen in the past year where this plan can support some additional community input include:

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- Explore community option and interest on cross-sector shared Electronic Health Record (EHR) for improved care coordination and communication.
 - Example: an EHR with restrictions that still allows Behavioral Health, Public Health, Social Services, or Justice Providers to use one system for care coordination. Stakeholder input would be necessary for any such project consideration.
- Evaluate the impact of COVID-19 trauma on organizational providers and examine if there is a need or benefit to an innovation project to examine how to care for care providers.

Budget

In FY 2019-2020, Fresno County committed \$161,001 to projects under this current INN CPP Plan. Fresno County intends to commit another \$100,000 in the coming year to the African American Engagement Project.

To date Fresno County has a project balance of \$587,772.75 of unencumbered funding for CCP efforts. It plans to commit \$100,000 to a project exploring engagement with African American Faith Communities to drive ideas for community and population specific services and or pilots in the coming year. Additionally, in this coming year Fresno County will explore other possibilities that allow us to engage underserved populations, as well as technology-based options that can improve the experiences of individuals receiving services.

Projects	Project Budget	Total Budget
		\$750,000
Youth Planning (SDSU/BeHealth)	\$91,001	
JP Marketing	\$70,000	
API Mental Health Empowerment Conference	\$1,226	
		Balance: \$587,773