

# Partnering with You to Achieve Success:

## Introduction to Your Technical Assistance Providers

New Community  
Webinar Series

November 30, 2010



# Welcome to Today's Webinar

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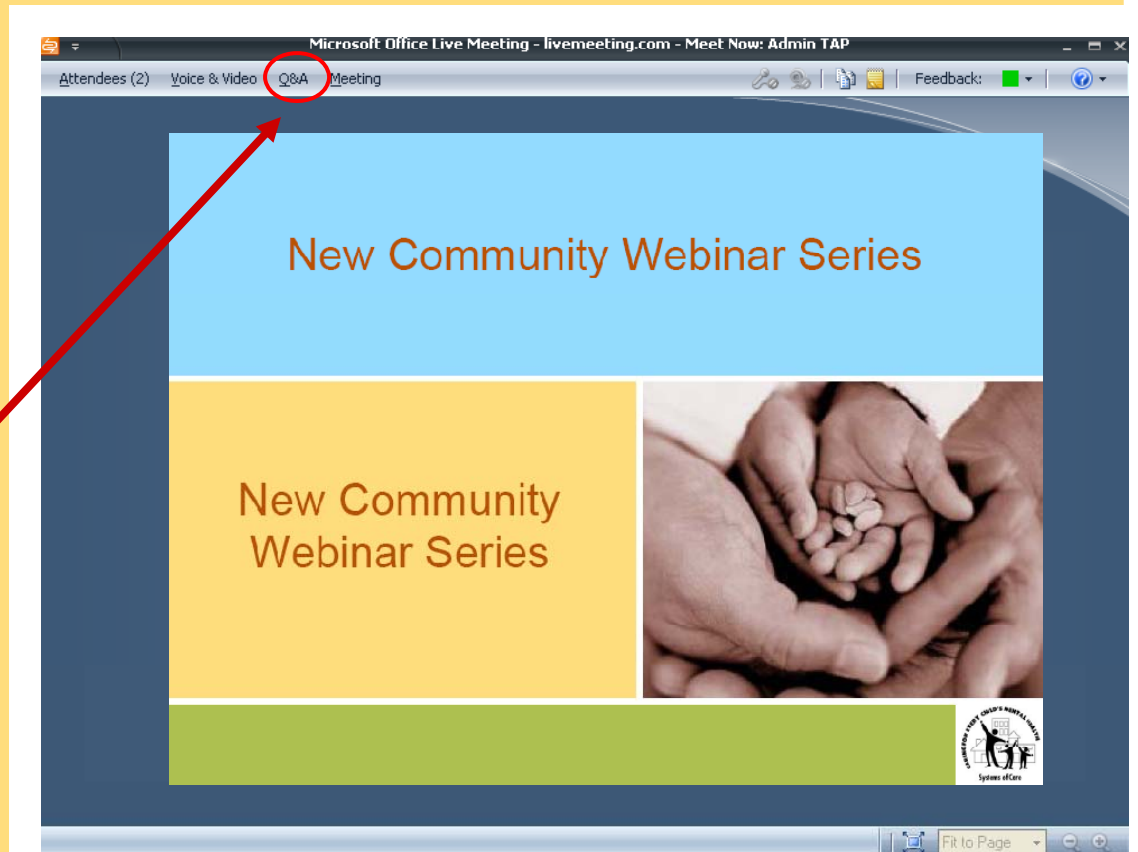
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# Partnering with You to Achieve Success: Introduction to Your Technical Assistance Providers

## Presenters:

**Regenia Hicks**, Technical Assistance Partnership  
for Child and Family Mental Health, American  
Institutes for Research

**Terry Cross**, Tribal TA, National Indian Child  
Welfare Association

**Juanita Panlener** and **Leah Holmes-Bonilla** ,  
Social Marketing, Vanguard Communications

**Brigitte Manteuffel**, National Evaluation, ICF  
Macro



# Presenters

- Technical Assistance Partnership for Child and Family Mental Health  
*Regenia Hicks, American Institutes for Research*
- Tribal Technical Assistance  
*Terry Cross, National Indian Child Welfare Association*
- Social Marketing  
*Juanita Panlener and Leah Holmes-Bonilla, Vanguard Communications*
- National Evaluation  
*Brigitte Manteuffel, ICF Macro*



# Technical Assistance Partnership for Child and Family Mental Health

*Regenia Hicks*

*Director, Technical Assistance Partnership  
American Institutes for Research*



**Evaluation**  
*ICF Macro*

**System of Care  
Development**  
*TA Partnership*

**Social  
Marketing &  
Communications**  
*Caring for Every Child's  
Mental Health  
Campaign*

**Family Driven**  
*National FFCMH*

**Technical  
Assistance  
Resources**

**Youth Guided**  
*TA Partnership*  
*Youth MOVE/National  
FFCMH*

**Native  
American Needs**  
*NICWA*

**Cultural  
Competency**  
*TA Partnership*

# Technical Assistance Partnership for Child and Family Mental Health (TA Partnership)

## *Guiding Principles*

- Be customer directed
- Promote fidelity to system of care values and principles
- Collaborate with the Program Partners of the Comprehensive Community Mental Health Services for Children and Their Families Program to provide seamless support for communities
- Provide a wide range of training and TA
- Ensure continuous quality improvement and accountability within all TA Partnership work

# Technical Assistance Partnership for Child and Family Mental Health

American Institutes for Research and  
National Federation of Families for Children's Mental Health

## *How Technical Assistance (TA) is Organized*

- Thirteen Content Specialists
- Four Technical Assistance Coordinators
- Consulting pool
- Mentoring communities





# Technical Assistance Partnership for Child and Family Mental Health

## *How TA is Provided*

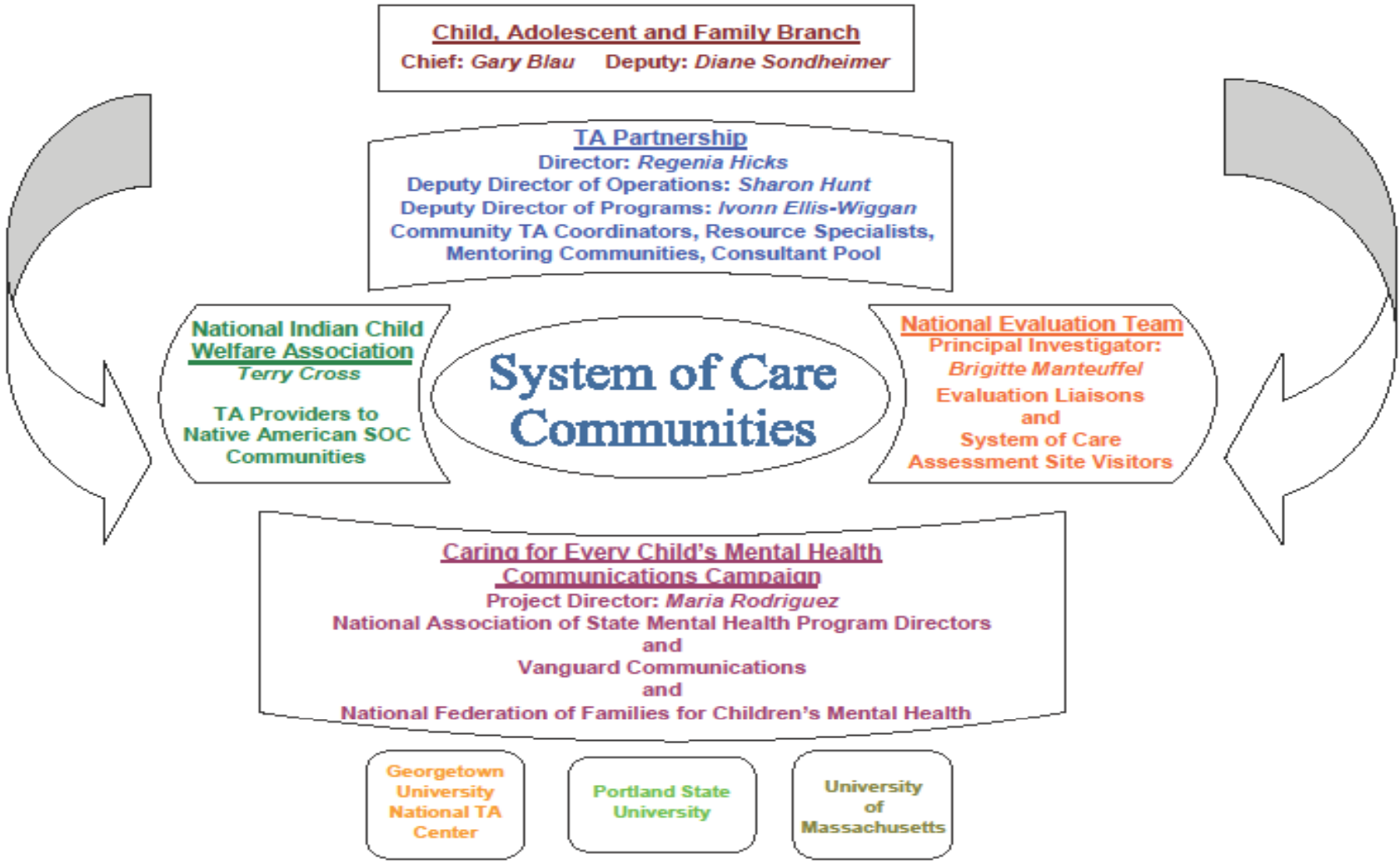
- Dynamic website ([www.tapartnership.org](http://www.tapartnership.org))
- Web-based distance learning (Webinars)
- TA products
- National and topical meetings
- Consultation and coaching
- Peer-to-peer TA including community of practices and learning communities
- Community visits
- Listservs

# Technical Assistance Partnership for Child and Family Mental Health

## *How TA is Accessed*

- TA Coordinators
- Content Specialists
- Telephone and email

**OVERVIEW OF FEDERALLY FUNDED SYSTEM OF CARE COMMUNITIES AND TA PROVIDERS**  
U.S. Congress Legislated: Comprehensive Community Mental Health Program for Children and Their Families  
Federal Dept of Health and Human Services: Substance Abuse, Mental Health Services Administration (SAMHSA)  
Center for Mental Health Services



## Introduction and Purpose of the System of Care Implementation Self-Assessment

- **Short-term goals:**
  - Review cooperative agreement requirements for Year One.
  - Understand community's current progress toward completing Year One activities.
  - Identify Year One priority TA needs.
- **Long-term goals:**
  - Open community dialogue about development and implementation activities.
  - Provide TA team with information to develop an individualized TA plan to facilitate access to resources.
  - Support community with first-year implementation activities.

# Where Did These Questions Come From?

## Request for Applications (RFA):

- The RFA lists requirements for the development and implementation of your system of care.

## Crosswalk to Implementing Your Cooperative Agreement:

- A TA tool developed by the TA Partnership and our partners, which offers information to guide first-year implementation, including:
  - Key questions
  - Points of focus
  - Action items to consider
  - Community examples
  - Resources
- It has 17 theme areas
- Available on the TA Partnership Web site:

[http://www.tapartnership.org/docs/crosswalkCooperativeAgreement\\_20090424.pdf](http://www.tapartnership.org/docs/crosswalkCooperativeAgreement_20090424.pdf)



# System of Care Implementation Self-Assessment

The tool outlines requirements for the planning year of your cooperative agreement and includes questions related to the following themes:

## Section 1: Start-Up and Core Values

- Start-Up, Relationship-Building, and Introduction to Systems of Care
- Staff Structure and Retention
- Family Driven
- Youth Guided
- Cultural and Linguistic Competence

## Section 2: Planning

- Logic Model
- Social Marketing
- Strategic Planning
- Sustainability
- System of Care Financing/Financial Operations

## Section 3: Data Use

- Evaluation
- Management Information System
- Continuous Quality Improvement

## Section 4: Implementation

- Effective Collaboration
- Governance
- Clinical Services and Supports
- Ongoing Technical Assistance and Training



# Questions?

Please press **\*7** on your phone to unmute your line.

When you are finished, please press **\*6** to remute.

# Tribal Technical Assistance

*Terry Cross, Executive Director,  
National Indian Child Welfare Association  
(NICWA)*





# NICWA Mission

NICWA is dedicated  
to the well-being of  
American Indian/  
Alaska Native  
children and families.

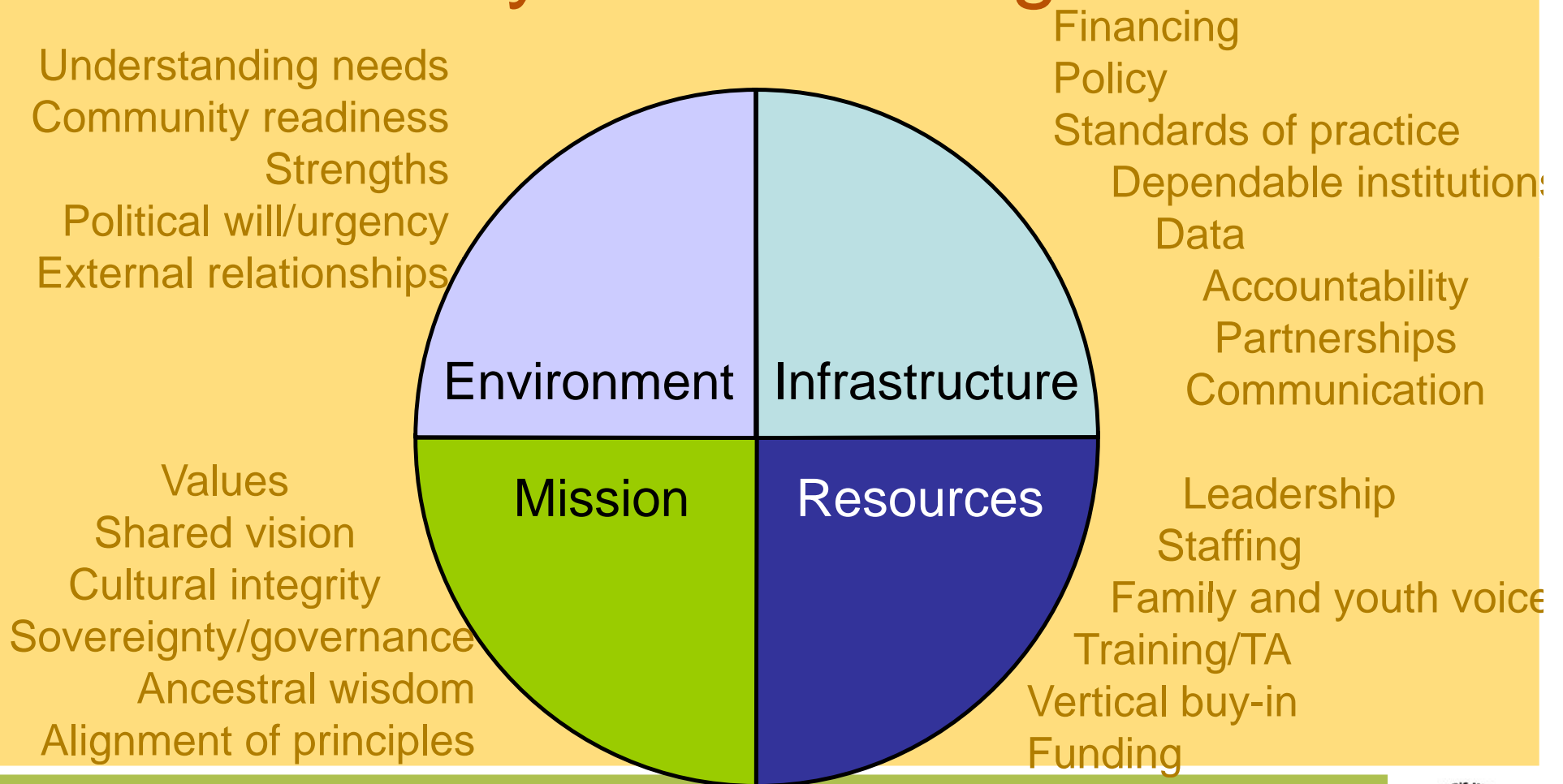




### *How TA is Organized*

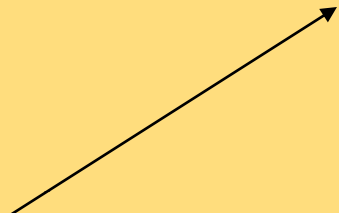
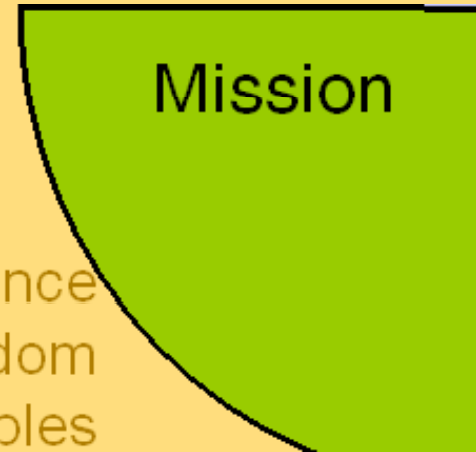
- Community Development Specialists
- Technical Assistance Leads
- Consulting pool (NICWA and FNBHA)
- Peer-to-peer learning (current and alumni)

# Essential Elements for Balanced Systems Change



**TA self-assessment  
adapted for  
Native American sites**

Values  
 Shared Vision  
 Cultural Integrity  
 Sovereignty/Governance  
 Ancestral wisdom  
 Alignment of principles



**Shared Vision and Values**

1. All community stakeholders (e.g., family members, youth, partnering agency leaders, tribal officials, community activists) demonstrate a genuine understanding of:	Unsure	Yes	Somewhat	No
Community needs that our initiative can address.				
Our proposed activities and outcomes.				
The systems transformation intended through our cooperative agreement.				
The sustainability of the system of care.				
Alignment of services with cultural teachings.				
Systems change that respects ancestral wisdom.				

# NICWA TA

- Assessment of readiness, strengths, and challenges
- Identification of high leverage actions to achieve balance
- Coaching on leading change
- Developing coordinated TA plan

# NICWA TA Philosophy

- Reflect system of care principles
- Apply the Relational World View
- Enhance local natural helping systems
- Honor diversity among Indian people
- Respect each community's unique culture and strengths
- Build an ongoing relationship

# NICWA TA Practices

- Expand the range of vision of strengths and needs
- Facilitate strategic/adaptive TA plan for organizational balance
- Contribute resources and expertise to accomplish goals
- Align systems, structure, and services with mission, vision, needs, and resources

# NICWA TA Practices (continued)

- Provide and arrange on-site TA
- Encourage cross-system relationships
- Build allies outside of tribal community
- Sensitive to tribal traditions and protocol for visitors
- Model trustworthiness
- Communicate vision



# NICWA TA Activities

- Convening
- Teaching, training, and coaching
- Consulting and linking
- Peer-to-peer networking
- “How-to” resources (toolkits)
- Policy support
- Implementation support

# Contact Information

- **Terry Cross, Executive Director, NICWA (Co-project Director)**  
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- **Melissa Clyde, Senior Program Director, NICWA**  
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- **Mark Anaruk, Community Development Specialist, NICWA,**  
[manaruk@nicwa.org](mailto:manaruk@nicwa.org)
- **Jill Erickson, Executive Director, FNBHA**  
[ejillshepard@hotmail.com](mailto:ejillshepard@hotmail.com)



# Questions?

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# Social Marketing/Communications: The Caring for Every Child's Mental Health Campaign

*Juanita Panlener and Leah Holmes-Bonilla  
Vanguard Communications*



# The Caring for Every Child's Mental Health Campaign Team:

- National Association of State Mental Health Program Directors
- Vanguard Communications
- National Federation of Families for Children's Mental Health



# What is Social Marketing?

- Using traditional marketing strategies to change behaviors and/or attitudes
- Like consumer marketing, social marketing focuses on the “selling” of a product = a concept, an idea, or a way of thinking

# What Are We Selling?

- Mental health is fundamental to children's overall health and well-being
- Systems of care meet the needs of children with serious emotional disturbances and their families

# Caring for Every Child's Mental Health Communications Campaign

- Helps achieve support for SOC
- Promotes awareness around children's mental health
- Builds social marketing capacity within SOC communities to sustain services
- Leads to overall system of care sustainability





# Who is a Social Marketer?

- Project Director
- Family Member
- Youth
- Evaluator
- Social Marketer

# Campaign's Training and TA Includes:

- Site-specific TA
- May 3, 2011 - Children's Mental Health Awareness Day
- Excellence in Community Communications and Outreach (ECCO) Recognition Program
- Conference calls and Webinars
- Trainings, workshops, meetings, and institutes
- The Caring for Every Child's Mental Health Campaign Communication Listserv:

To subscribe, e-mail: [4-THE-CHILD-subscribe@yahoogroups.com](mailto:4-THE-CHILD-subscribe@yahoogroups.com)

To post, e-mail [4-THE-CHILD@yahoogroups.com](mailto:4-THE-CHILD@yahoogroups.com)



## Social Marketing

Systems of care must develop a social marketing plan based upon the overall strategic plan. The social marketing plan should identify the appropriate audiences, strategies, and tactics, including National Children's Mental Health Awareness Day activities, to address the effective development and sustainability of the system of care.

Awardees will receive support from a communications contractor for the program to implement social marketing and communications activities.

Grantees will be required to:

- Develop a culturally and linguistically competent social marketing strategic plan that addresses the national Caring for Every Child's Mental Health Campaign goals.
- Reduce stigma associated with mental illness and promote mental health.
- Use social marketing strategies to help increase the likelihood that children and youth with serious mental health needs and their families are appropriately served and treated.
- Increase awareness of mental health needs and services for children and youth among primary care providers, system of care communities, intermediary groups/organizations, and the public.
- Demonstrate to communities that the mental health needs of children and youth with serious mental health needs and their families are best met through utilization of a system of care framework.
- Use social marketing strategies to help build capacity within communities to sustain services and supports to children and youth with serious mental health needs and their families.
- Have a plan that is developed by a social marketing committee comprising families, youth, evaluators, system of care staff and partners, and approved by the governance board and that should:
  - o Designate at least a half-time equivalent staff position or contract consultant for a social marketing-communications manager;
  - o Provide support to a family organization associated with the system of care to implement outreach strategies for families of children and youth with serious mental health needs who are from racial and ethnic groups represented in the community to be served;
  - o Implement a social marketing strategy that determines the informational needs of priority audiences and develops messages, materials, and activities that are in compliance with Title VI of the Civil Rights Act, [National Standards on Culturally and Linguistically Appropriate Services \(CLAS\) in Health Care](#), and the standards identified in SAMHSA's [Cultural Competence Standards in Managed Mental Health Care Services](#).



1. The following SOC members understand the value of social marketing:	Unsure	Yes	Somewhat	No
Community-based partners (e.g., community-based and cultural organizations, civic groups, foundations).				
Youth of the communities to be served.				
Families of the communities to be served.				
Required partners (e.g., juvenile justice, child welfare, substance abuse, mental health, public health, education).				
The administrative team.				
	Unsure	Yes	Somewhat	No
2. We have existing social marketing efforts in our community that could be used or expanded upon for the purpose of our SOC.				



# Questions?

Please press **\*7** on your phone to unmute your line.

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# Caring for Every Child's Mental Health Campaign Contact Information

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# National Evaluation

*Brigitte Manteuffel*  
*ICF Macro*

# National Evaluation Team

- ICF Macro
- Walter R. McDonald and Associates, Inc.
- National Federation of Families for Children's Mental Health
- University of South Florida
- Lots of expert consultants!



# What is the National Evaluation?

- The national evaluation is a cross-site assessment of all funded communities using standardized protocols to understand:
  - Program implementation and change over time
  - Characteristics and outcomes of children and families served by each community and the program as a whole
  - Services received, experience with services, and costs of services
  - Sustainability of grantee programs

# National Evaluation Approach

- Incorporates system of care principles
- Promotes family-driven and youth-guided evaluation at the national and local levels
- Promotes culturally and linguistically competent evaluation
- Supports participatory, community-driven, empowerment evaluation
- Encourages local and national data use for data-driven decision-making, CQI, and sustainability

# What Does the National Evaluation Team Do?

- We work to ensure consistent implementation of the national evaluation, and timely, accurate data submission.
- The national evaluation team...
  - Provides training and TA via site visits, meetings/conferences, monthly calls, and ongoing communication
  - Monitors site progress with the national evaluation, data submissions, and data quality
  - Disseminates site level and aggregate results

# National Evaluation Team

## *How Do We Assist Communities?*

- Developed and continually improve the cross-site evaluation protocol
- Assess site readiness and local TA needs
- On-site, conference-based, and virtual training
- Provide supporting materials for data collection
- Developed and maintain an internet-based data input, management, and dissemination system
- Provide quality assurance processes for evaluation data
- Provide community level data profile and CQI reports
- Author, present, and publish national evaluation findings

# National Evaluation

## *Training and TA Topics*

### ***Site Liaisons = Primary Resource***

- Project Background
- Family-Driven, Youth-Guided Evaluation
- Local Implementation
- Data-informed Planning
- Intake and Enrollment
- Data Collection Interview
- Instruments
- Recruitment and Retention
- Participant Tracking
- Data Entry and Management
- Quality Monitoring
- Social Marketing

# National Evaluation

## *TA in Year 1*

- National evaluation liaison TA (*Your primary evaluation resource!*)
- Evaluation training Webinars and orientation meetings
- Logic Model/Theory of Change Webinar (January 20, 3:30 p.m. EST) and TA (USF)
- Online evaluation readiness assessment
- Evaluation planning materials and resources
  - Manuals and materials, evaluation listserv

# CMHS Transformation Accountability (TRAC)

- CMHS-TRAC is a Web-based, centralized, data platform that collects and reports outcome measures on CMHS programs for the Government Performance and Results Act (GPRA).
  - TRAC is a strategic imperative for CMHS
  - Driven by:
    - Government-wide requirements: GPRA
    - SAMHSA data strategy
    - Center commitment to performance management
  - Outcome measures targeted at:
    - Consumer services
    - TA
    - Infrastructure development
    - Prevention



# SAMHSA National Outcome Measures (NOMS) for Service Grants *(Consumer Level)*

- SAMHSA is collecting the following data on all consumers of CMHS grantee services:
  - Functioning
  - Stability in Housing
  - Employment and Education
  - Crime and Criminal Justice Status
  - Perception of Care
  - Social Connectedness
  - Access/Capacity
  - Retention



# Where to Get More Information about TRAC

- Visit the TRAC Web site for more information at <https://www.cmhs-gpra.samhsa.gov/index.htm>
  - (Click CMHS TRAC → General Information → Service Programs → Related Links )
- Contact your Government Project Officer with questions about the requirement and your responsibility
- Contact TRAC Help Desk about details technical questions
  - 888-219-0238 or
  - [trachelp@westat.com](mailto:trachelp@westat.com)

## Evaluation

During Year One, your cooperative agreement requires that your system of care create the capacity to implement a cross-site program evaluation that will be used to comply with the requirements described below; this cross-site evaluation is referred to as the National Evaluation.

- All SAMHSA grantees are required to report performance on the following performance measures: mental illness symptomatology; employment/education; crime and criminal justice; stability in housing; access (i.e., number of persons served by age, gender, race, and ethnicity); rate of readmission to psychiatric hospitals; social support/social connectedness; and client perception of care. Data will be collected at baseline, at 3- or 6-month follow-up depending on specific program requirements, and at discharge. Data are to be entered into the TRAC (Transformation Accountability) Web system within seven days of data collection.
- Section 565(c) of the Public Health Service Act requires that evaluations be conducted to assess the effectiveness of systems of care. Specifically, evaluations must include:
  - longitudinal studies of outcomes of services provided through systems of care;
  - other studies regarding service outcomes;
  - studies on the effect of systems of care on the utilization of hospital and other institutional settings;
  - studies on the barriers and achievements that result from interagency collaboration; and
  - studies on parental perceptions of the effectiveness of systems of care.

Each awardee is also encouraged to enhance the National Evaluation with its own local evaluation activities. The assessment should be designed to help you determine whether you are achieving the goals, objectives, and outcomes you intend to achieve and whether adjustments need to be made to your initiative. Grantee will be required to report on progress achieved, barriers encountered, and efforts to overcome these barriers in a performance assessment report to be submitted at least annually.

At least two full-time positions will be filled by Key Evaluation staff that direct and coordinate the implementation of the National Evaluation. These staff will be responsible for developing the procedures for conducting a longitudinal study of children and their families served through the initiative

The evaluators should be knowledgeable of the cultural contexts of the population being served (e.g., social history, language, mental health beliefs and practices, inter-group and intra-group dynamics). Program evaluation methods and instruments should be culturally appropriate to the population/community served. Family, youth, and community should have meaningful participation in the evaluation including design, implementation, interpretation, and dissemination of findings.



1. Our evaluation advisory board includes:	Unsure	Yes	Somewhat	No
Community-based partners (e.g., community-based and cultural organizations, civic groups, foundations).				
Youth of the communities to be served.				
Families of the communities to be served.				
Required partners (e.g., juvenile justice, child welfare, substance abuse, mental health, public health, education).				
2. Our evaluation advisory board has established:	Unsure	Yes	Somewhat	No
A process to meet, discuss, and obtain feedback on issues pertinent to evaluation activities.				
Clearly defined roles and responsibilities for advisory board members.				
A plan to measure progress toward achieving evaluation goals.				



# Questions?

Please press \*7 on your phone to unmute your line.

When you are finished, please press \*6 to remute.

*Reminder: Please fill out the evaluation form!  
It will appear as you exit the Webinar.*



# Need more information?

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