

Partnering with You to Achieve Success:

Introduction to Your Technical Assistance Providers

New Community
Webinar Series

November 18, 2009



Welcome to Today's Webinar

Audio Information:

Dial Into: 877-326-2337

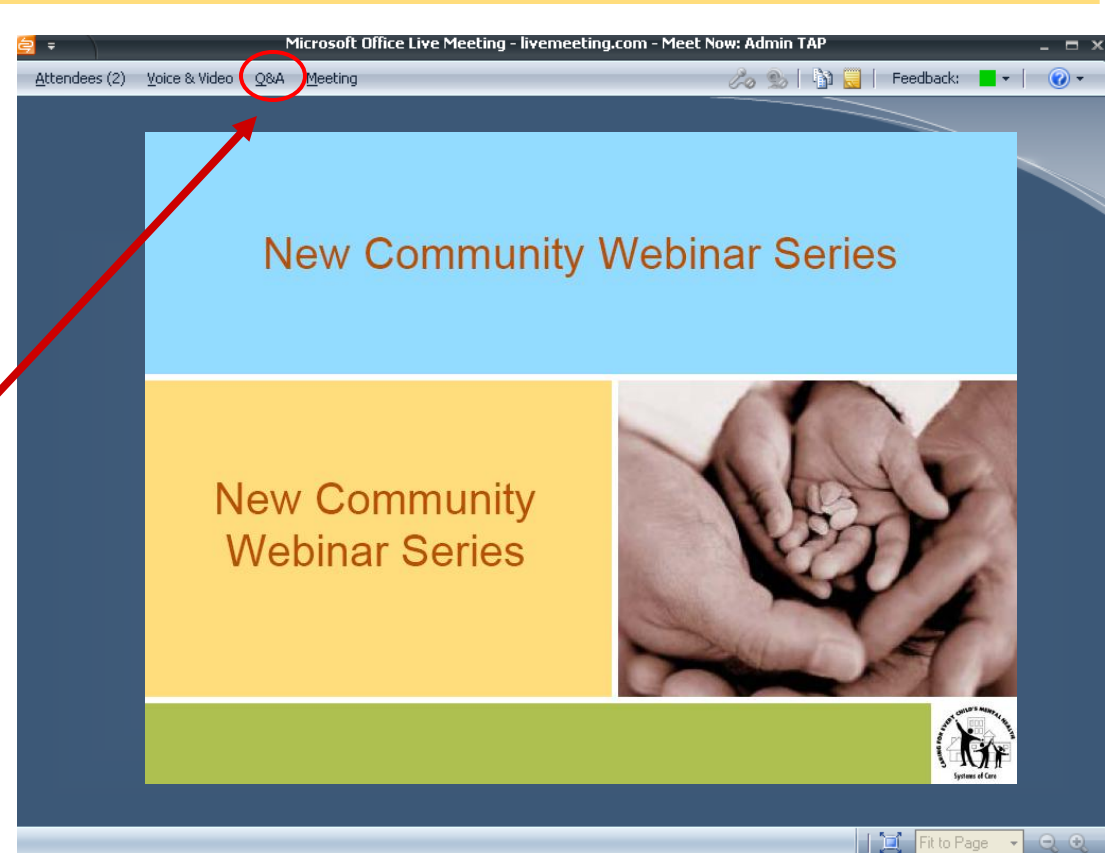
Conference ID: 5314165

For Technical Assistance:

Dial: 1-866-493-2825

To Submit Questions:

Use the Q&A button
at the top of your screen



Presenters

- Technical Assistance Partnership for Child and Family Mental Health
Regenia Hicks, American Institutes for Research
- Social Marketing
Jane Tobler, Vanguard Communications
Leah Holmes-Bonilla, Vanguard Communications
- National Evaluation
Brigitte Manteuffel, ICF Macro
- Tribal TA
Maria Griffin, Kauffman & Associates, Inc.

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**
*Kauffman &
Associates*

**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 technical assistance
- 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 TA is Organized

- Twelve 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
- Web-based distance learning (Webinars)
- Products
- National and cluster meetings
- Consultation and coaching
- Peer-to-peer learning
- 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

Child, Adolescent and Family Branch
Chief: *Gary Blau* Deputy: *Diane Sondheimer*

TA Partnership
Director: *Regenia Hicks*
Deputy Director of Operations: *Sharon Hunt*
Deputy Director of Programs: *Ivonn Ellis-Wiggan*
Community TA Coordinators, Resource Specialists,
Mentoring Communities, Consultant Pool

Kaufman & Associates Inc.
Maria Griffin

TA Providers to
Native American SOC
Communities

**System of Care
Communities**

National Evaluation Team
Principal Investigator:
Interim Contact
Dr. Sylvia Fisher
Government Project Officer
Director of Evaluation

Caring for Every Child's Mental Health
Communications Campaign
Project Director: *Maria Rodriguez*
National Association of State Mental Health Program Directors
and
Vanguard Communications
and
National Federation of Families for Children's Mental Health

Georgetown
University
National TA
Center

Portland State
University

University
of
Massachusetts



Questions?

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

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

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

Jane Tobler 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 technical assistance
- May 6, 2010 - 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

To post, e-mail 4-THE-CHILD@yahoogroups.com

Questions?

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National Evaluation

Brigitte Manteuffel
ICF Macro

National Evaluation Team

- ICF Macro
- Walter R. McDonald & Associates, Inc.
- Kauffman & 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 technical assistance 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 Technical Assistance Topics

- 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

Technical Assistance Provided in Year 1

- Evaluation training at the February new grantee orientation training
- Introductory Webinars to prepare for implementing the evaluation in Year 2
- Evaluation planning materials and resources
 - Online manuals and materials, evaluation listserv
- Evaluation readiness assessment
- Technical assistance questions in response to national evaluation questions

Questions?

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

Tribal Technical Assistance

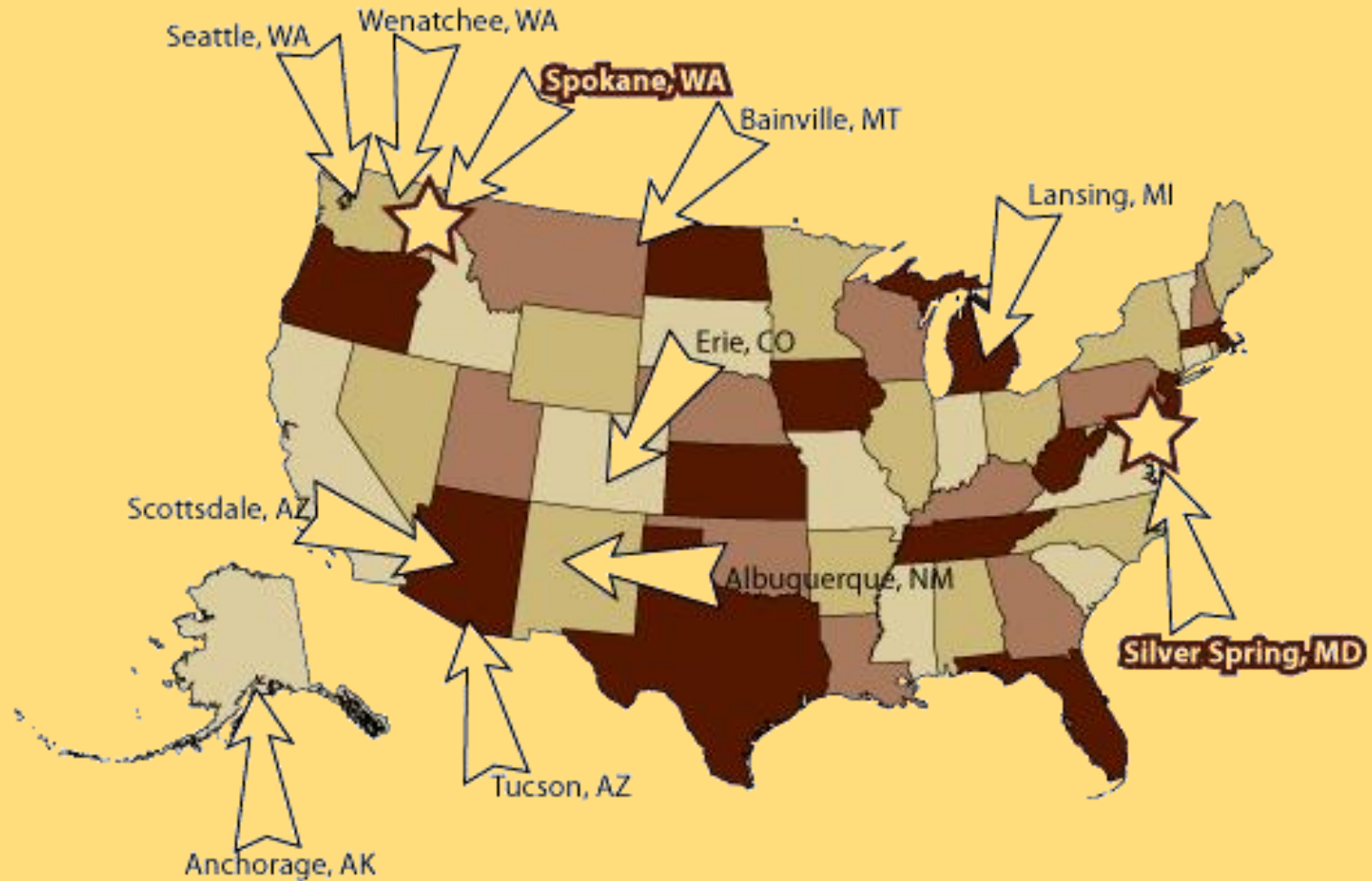
Maria Griffin, Kauffman & Associates, Inc.



Our Mission

- Success for every client.
- Rigorous research, excellence in all our products.
- Respectful and meaningful dialogue to achieve common ground from divergent perspectives.
- Honoring the diversity and passion found within each organization or community.
- Belief in the power of teamwork to transform organizations and communities to reach their full potential.

Multiple Locations



At KAI, we do work that matters.



Expertise to Support Your Communities

- Substance abuse prevention and treatment
- Behavioral health
- Children and youth
- Education
- Public health issues
- American Indian and Alaska Native concerns

Training and Technical Assistance Services

- Needs assessment
- Resource identification
- Expert consultant identification and recruitment
- Partnership and collaboration development
- Multimodal information dissemination
- Traditional and virtual training
- Podcasts and webinars
- Training curriculum development
- Inquiry response and information dissemination

Training and Technical Assistance

Substance Abuse and Mental Health Services Administration



Native Aspirations

Strengthening communities to keep kids safe

Training and Technical Assistance

*Substance Abuse and Mental Health Services
Administration*



Native American Center for Excellence

Building capacity for culturally based substance abuse prevention

Training and Technical Assistance

Substance Abuse and Mental Health Services Administration

Systems of Care Tribal Grantees and KAI: Tribal CARE

- KAI is contracted by CMHS to provide technical assistance to all 16 tribally funded Circles of Care and System of Care communities in Alaska and the lower 48 states.
- Currently 8 tribal SOC comprehensive agreements in 7 states OK, CA, SD, MT, AZ, OR and WA.
- KAI collaborates with the TA Partnership to work with non-tribal sites.

Training and Technical Assistance

Substance Abuse and Mental Health Services

Administration

Systems of Care Tribal Grantees and KAI: Tribal CARE

- Technical assistance will be delivered by a team of Community Development Specialists
- Maria Griffin and a TA Manager (TBD) are the leads
- TA is delivered through phone calls, email, Webinars, site visits, and grantee meetings using a project management approach
- TA is provided directly by KAI staff and/or linked with consultants.

Executive Management Team



Jo Ann Kauffman, MPH
President and CEO

Nationally recognized expert on Native American health policy

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Questions?

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Need more information?

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Caring for Every Child's Mental Health Campaign

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