

Partnering with You to Achieve Success:

Introduction to Your Technical Assistance Providers

New Community
Webinar Series

November 12 and 13, 2008



Welcome to Today's Webinar

Audio Information:

Dial Into: 877-326-2337

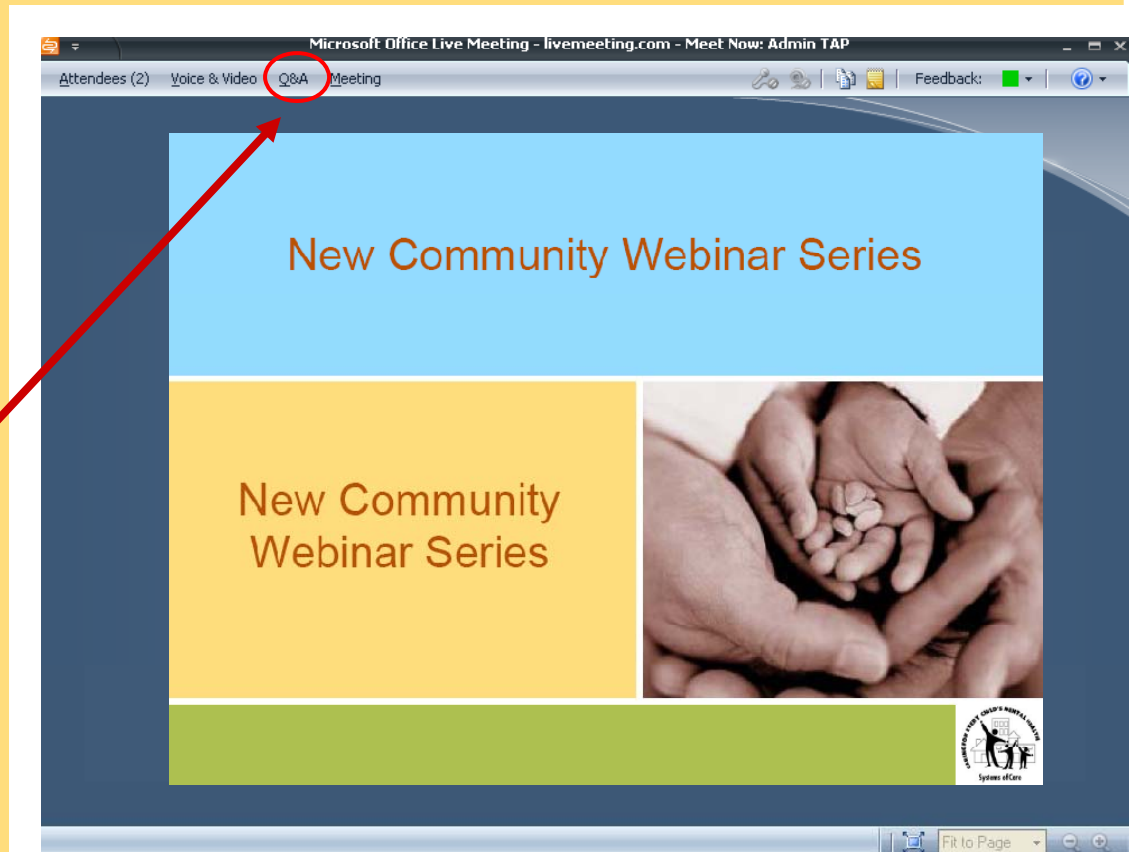
Conference ID: 5314165

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, MACRO International
- Tribal Technical Assistance
Gus Abeita, National Indian Child Welfare Association



Technical Assistance Partnership for Child and Family Mental Health

Regenia Hicks

Director, American Institutes for Research



Evaluation

Macro International

**System of Care
Development
TA Partnership**

**Social
Marketing &
Communications**

*Caring for Every Child's
Mental Health
Campaign*

Family Driven

*National FFCMH
UACF TA Center*

**Technical
Assistance
Resources**

**Youth Guided
TA Partnership**

*Youth MOVE/National
FFCMH*

**Native
American Needs
*National Indian
Child Welfare
Association***

**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

- Eleven Resource Specialists
- Four Technical Assistance Coordinators
- Consulting Pool
- Team Learning Centers



Technical Assistance Partnership for Child and Family Mental Health

How TA is Provided

- Dynamic website
- Web-based distance learning (Webinars)
- Products
- Electronic discussion boards and listservs
- National and cluster meetings
- Consultation and coaching
- Peer-to-peer learning

Technical Assistance Partnership for Child and Family Mental Health

How TA is Accessed

- TA Coordinators
- Resource 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*
Federal Project Officers

TA Partnership
Director: *Regenia Hicks* Deputy Dir: *Sharon Hunt*
Associate Director: *Ivonn Ellis-Wiggan*
Community TA Coordinators, Resource Specialists,
Team Learning Centers, Consultant Pool

National Indian Child Welfare Association
Connie Bear King
TA Providers to
Native American SOC
Communities

**System of Care
Communities**

National Evaluation Team
Principal Investigator:
Brigitte Manteuffel
Evaluation Liaisons
and
System of Care
Assessment Site Visitors

**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
Research/Training
Center on Family
Support

University of South
Florida Research &
Training Center on
Child Mental Health



Systems of Care

Questions?

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

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

Social Marketing/Communications: 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 over all system of care sustainability

Who is a Social Marketer?

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

Campaign Products and Services

- Site-specific technical assistance
- May 7, 2009 - Children's Mental Health Awareness Day
- Excellence in Community Communications and Outreach (ECCO) Recognition Program
- 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*

*Messages e-mailed to be posted over the listserv are approved by the listserv owner, based upon content.



Questions?

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National Evaluation

Brigitte Manteuffel
Macro International Inc.

National Evaluation

Who We Are

- Macro International Inc.
- 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!

National Evaluation

Goals and Objectives

- We have worked with 126 grantees since 1993 to ensure consistent implementation of the national evaluation, and timely, accurate data submission. We . . .
 - Provide training and technical assistance via site visits, meetings/conferences, monthly calls, and ongoing communication
 - Monitor local evaluation progress, data submissions and data quality
 - Disseminate site level and aggregate results

National Evaluation

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
- Supporting materials for data collection
- Developed and maintain an internet-based data input, management and dissemination system
- Quality assurance processes for evaluation data
- Community level data profile and CQI reports
- Author, present, and publish national evaluation findings

National Evaluation

Training & Technical Assistance Topics

Site Liaisons = Primary Resource

- Project Background
- Family Directed
- Youth Guided
- Local Implementation
- Intake and Enrollment
- Data Collection Interview
- Instruments
- Recruitment and Retention
- Participant Tracking
- Data Entry Systems
- Quality Monitoring
- Social Marketing

Questions?

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

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

Tribal Technical Assistance

Gus Abeita

National Indian Child Welfare Association





National Indian Child Welfare Association (NICWA)

Mission Statement:
NICWA is dedicated to the well-being of all American Indian children and families.





Systems of Care and NICWA

- NICWA is contracted by CMHS to provide technical assistance to all 17 tribally funded Circles of Care and System of Care communities in Alaska and the lower 48 states.
- Since the 1990s there have been a total of 16 tribal systems of care, many began with Circles of Care planning.
- There are currently 10 tribal SOC comprehensive agreements in 8 states: AK, OK, CA, SD, MT, AZ, OR and WA.
- NICWA collaborates with the TA Partnership to work with non-tribal sites.



National Indian Child Welfare Association (NICWA)

Technical Assistance

- Technical assistance is delivered by a team of four Community Development Specialists (similar to TA Coordinators at the TA Partnership)
- Connie Bear King and Gus Abeita 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 NICWA staff and/or linked with consultants



National Indian Child Welfare Association (NICWA)

Tribal Considerations

- Indigenous Native American people are in every state
- Go to www.nicwa.org for State Tribal Fact Sheets
- Cultural competency is reflected in your application when you include all residents of your proposed service area – tribes or tribal organizations
- Partnerships with tribes/tribal organizations can be at the city, county, or state level through MOA's or Inter-governmental agreements



National Indian Child Welfare Association (NICWA) *Tribal Considerations*

- Consider how ‘family’ is defined by other cultures
- Youth involvement looks different for tribal cultures-talk about how you will include tribal youth in a culturally respectful way
- Many tribal people possess a relational world view
- Go to www.nicwa.org for resources on the relational world view

Need more information?

Regenia Hicks

Technical Assistance Partnership

rehicks@air.org

Jane Tobler

Vanguard Communications

jtobler@vancomm.com

Leah Holmes-Bonilla

Vanguard Communications

LHolmes-Bonilla@vancomm.com

Brigitte Manteuffel

Macro International Inc.

Brigitte.A.Manteuffel@macrointernational.com

Jennifer Dewey

Macro International Inc.

jennifer.dewey@macrointernational.com

Gus Abeita

NICWA

gus@nicwa.org

