Growing a Bilingual Workforce

Cultural Competence Summit XX
March 15, 2017

Presented by:
Wanda Tapia
Musetta Perezarce, RN, BSN, MBA
Amy Faulstich, MSW
Presenter Introductions

- Wanda Tapia - Executive Director, Latino Service Providers
- Musetta Perezarce, RN, BSN, MBA - Kaiser Nursing Supervisor, Santa Rosa Junior College Health Careers Academy and Summer Health Careers Institute Adjunct Faculty
- Amy Faulstich, MSW - Mental Health Services Act Coordinator, Sonoma County Department of Health Services, Behavioral Health Division
Imagine

- Imagine You
- Index Cards
- Write down what you imagine learning from the next 90 min
- When you hear, “Growing a bilingual workforce”, what do you imagine for impact in your county?
Presentation Goals

- Demonstrate a model of how a County can partner with community organizations to implement strategies to recruit bilingual and bicultural candidates to join the behavioral health workforce
- Provide insights and strategies to replicate this model
- How to overcome civil service barriers to hiring and recruiting a diverse workforce
Learning Objectives

- Participants will identify 2 barriers regarding targeted recruitment for governmental organizations.
- Participants will identify ways to leverage resources to support collaboration.
- Participants will identify 1 strategy they can apply in their community.
Importance of Growing a Diverse Workforce

- Current 36 bilingual and bicultural staff at BHD
- Latino Population in Sonoma County growing
- Need to recruit staff that reflect the demographic of the county population
- Need for policy level, regional level, local system level change
- Social justice issue
Barriers to Growing a Diverse Workforce

- Competing with other healthcare organizations
- Small pool of applicants
- Interest in behavioral healthcare as a career
- Institutional barriers
Getting Started: Bringing an Idea into Focus

- Developing Mental Health Service Act contract with Latino Service Providers
- County leveraging established relationship with Latino community based organization
- Utilization of Workforce, Education and Training (WET) resources-statewide, regional and local
Strategies for Growing a Diverse Workforce in Sonoma County

▶ “Community Based Organization”: LSP Workforce Development Program
▶ “Collaboration”: Statewide, Regional, Local
▶ “Behavioral Health Career Pipeline” Projects: Mi Futuro
Strategies for Growing a Diverse Workforce in Sonoma County

Latino Service Providers
Community Based Organization

Our impact in our community

Workforce Development Program
LSP Workforce Development Program

- Demographics
- Cultural barriers
- Mental Health issues faced by Latinos
- Our partnership is to Participate in activities that support bilingual/bicultural applicants to apply to Sonoma County BHD jobs

- Website Development - Maintain website for recruitment of bilingual/bicultural staff for Sonoma County Behavioral Health Division (SC-BHD) Workforce:
  
  http://www.bhworkforcesonoma.com/professional-resources

Our focus areas are:

Community Engagement ● Capacity Building ● Collaboration
Community Engagement

Connecting

- E-Newsletters
- Community presentations
- Outreach booths
- Website
- Social Media
Capacity Building

Bridging opportunities

- Workforce Development Program
- Pipeline Projects- Mi Futuro Symposium
- CRDP/OHE Testimonios YP Program
- Fiscal agent- 6 grass root organizations
- SRJC Health Careers Academy
Collaboration

Collective Impact

- Monthly partner meetings
- 1,400 active members collaborating
- Identify and/or develop culturally appropriate materials for recruitment of bicultural workforce (website)
- Participate in North Bay Collaborative meetings
- Planning meetings with Behavioral Health
  - Strategize
  - Develop measures
  - Connecting our community
Leveraging

Maximize Impact

- Latino Service Providers & Sonoma County Behavioral Health increased services in Sonoma County
  - Funding allowed an increase in services
  - Expansion of outreach services
  - Strategic partnership
- Leveraged initial funding to build new services
- Collective Impact to improve our community’s health
Have you found your Dream Job?

Interested in a career in BEHAVIORAL HEALTH?

Latino Service Providers (LSP) can help. We support job candidates to fulfill workforce needs within the Sonoma County Behavioral Health Division (SCBHD).

START HERE 1

Call us today. A Workforce Development (WFD) Specialist is available to help!
Carolina Ahmad 707-837-9577
www.bhworkforcesonoma.com

Submit your resume for one-on-one guidance.

2

Set up a meeting to review potential positions.

Looking for professional resources?

3

We can connect you to

- Scholarships
- Funding Resources
- Loan Repayments

www.bhworkforcesonoma.com/#/professional-resources/cfra

Once a position becomes available...

WE CAN HELP match you to the right position within Sonoma County Behavioral Health Division...from entry to high-level mgmt.
www.bhworkforcesonoma.com/#/employment/ccw

GET BUSY!!

5

Make an appointment. Go to the website & upload your resume so we can start helping you today!

Stay Connected
LIKE LSP @
facebook.com/
LatinoServiceProviders
FOLLOW us @
LSPCALIFORNIA
FIND us @
LinkedIn.com

Contact us today!
707-837-9577
ecarbajal@latinoserviceproviders.org
www.bhworkforcesonoma.com
Workforce Development Pipeline Projects

- Mi Futuro Annual Symposium
- California Reducing Disparities Program-Youth Promotores and Workforce Development
- Santa Rosa Junior College Health Careers Academy
- Sonoma County Behavioral Health Division- Regional Projects
“Collaboration”: Statewide, Regional, Local

- Participate in North Bay Collaborative meetings and Greater Bay Area Collaborative Meetings
“Mi Futuro esta en Carreras de Salud”
A behavioral health and primary healthcare career symposium for youth

- OSHPD Grant - expanded other opportunities, structure based on research workforce development needs, leveraged local healthcare support (St. Joseph, Sutter, Kaiser)

- Collaborative Partnerships - CIBHS, SRJC, Each Mind Matters campaign, Sonoma County Behavioral Health

- Culturally Competent Leadership - changed name from “My Future is in Healthcare” to “Mi Futuro”

- Pipeline - Summer Health Careers Institute & Health Careers Academy fed into MF, started at 160, now at 300+, expanded BH careers

- Age - entry level vs. re-entry students, need for income at early adulthood, career ladder begins in teen years
Successful Qualities to Accomplish Strategies
Culturally Relevant Content
Bridging the Service and Education Gaps:
Career Pathways into Health Professions for Latino Students
Leadership Representation
Community Trust. Cultural Competence.
Co-Founders: Wanda Tapia & Musetta Perezarce
Leadership Representation

- Engagement supported by leadership that mirrors target audience
- Peer-to-Peer
- Engagement
Lived Experience
Reaching Target Population
Introducing Careers
Resources to achieve professions

Engagement: professionals, target audience
Awareness

Transformational information, community, & experiences
Resources
Hispanic Serving Institute Partner
Establishing Value for Community Partnerships

Understanding values of key stakeholders and creating experiences that fulfill them
Mi Futuro Location: Accessible, value, resources

- Facilities provided in-kind by SRJC
- Accessible location
- Higher-education institution to support pipeline
- Lower cost
- Barriers: systems, competing priorities, capacity, PR
Mi Futuro Attendee
Target Geography (by County)

- Sonoma: 62%
- Humboldt: 13%
- Alameda: 12%
- Contra Costa: 8%
- San Francisco: 1%
- Other: 4%
Mi Futuro
Target Age Range

- 17 yrs: 42%
- 16 yrs: 35%
- 15 yrs: 9%
- 18 yrs: 7%
- 19-29 yrs: 4%
- 14 yrs: 3%
Mi Futuro
Student Gender

- Female: 73%
- Male: 27%
Mi Futuro
Ethnicity

- Latino: 65%
- Caucasian: 15%
- Other: 6%
- Black: 9%
- Asian: 5%
Mi Futuro
Learnings - Competing Priorities

- Transportation
- Professional Schedules
- Room Reservations
- Parking
- Committee Availability
- Surveys
Next Steps: Growing the Bilingual Workforce in Sonoma County

- Testimonios and Youth Promotores in connection with LSP Workforce Development program
- Mi Futuro 501C3
- Youth programs with LSP-community engagement
- SCBH applying for OSHPD for regional pipeline projects
- MHSA tracking opportunities
Resources

- http://www.oshpd.ca.gov
- http://www.mentalhealthworkforce.org/
- http://www.latinoserviceproviders.org/
- https://healthcareers.santarosa.edu/
- http://www.sonoma-county.org/health/about/behavioralhealth_mhsa.asp
- http://www.imcfound.org/
Closing: Now you!

- Index Cards given at beginning
- Imagine You
- What impact stirs in you during presentation
- Collaboration - what are you already doing
- Q & A