



BEHAVIORAL  
**HEALTH & RECOVERY**  
SERVICES

THE COMMUNITY PLANNING PROCESS:  
STRATEGIES FOR ENGAGING THE PUBLIC AND KEY STAKEHOLDERS  
SEPTEMBER 2<sup>ND</sup>, 2020

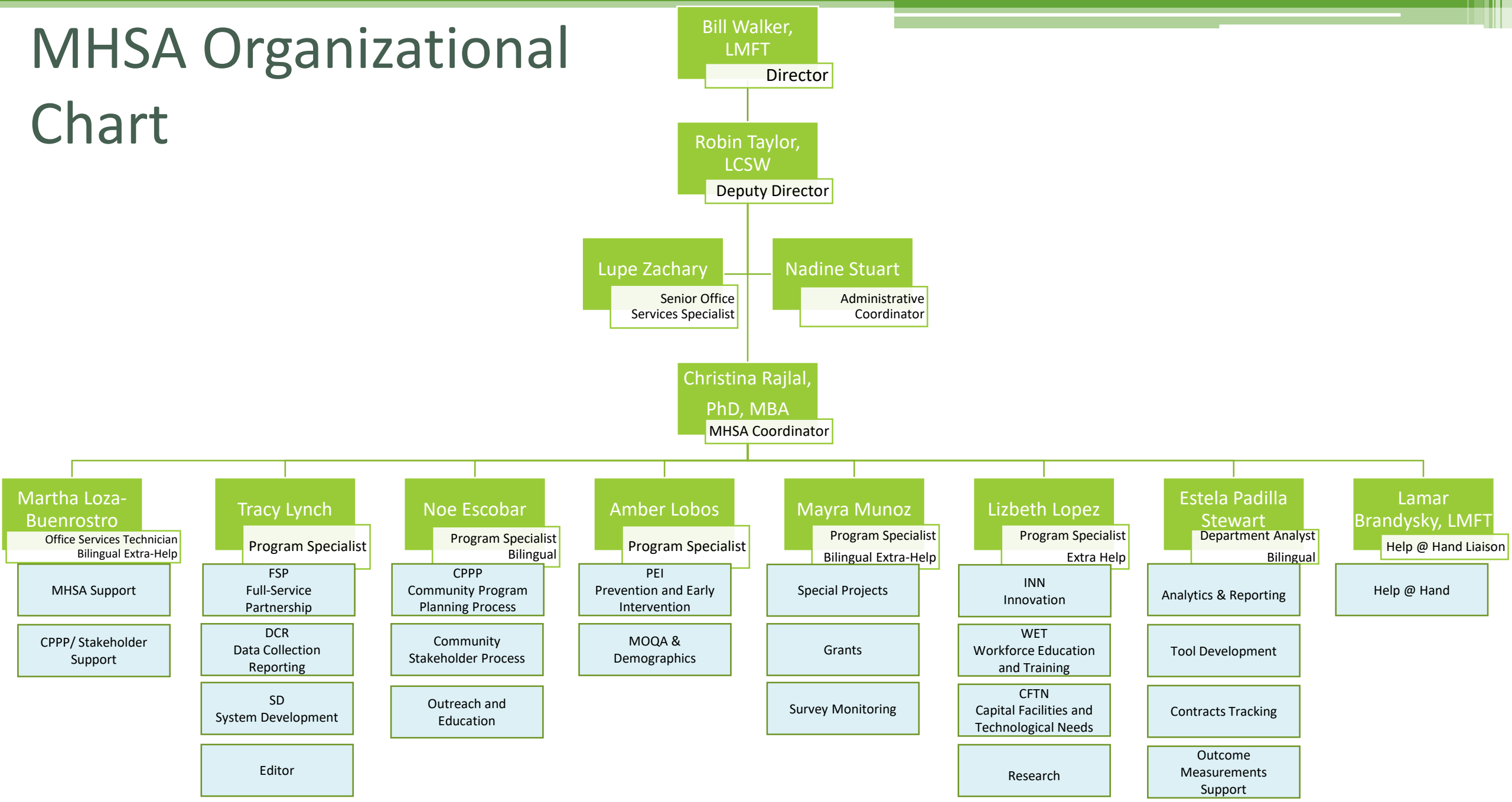
PRESENTED BY: CHRISTINA RAJLAL, PHD, MBA



# QUICK FACTS ABOUT KERN COUNTY

- Christina Rajlal: PhD, MBA, MHSA Coordinator since Jan 2019
- County Population: 896,764 (2018 count)
- Annual MHSA Funding: \$40m with a \$70m overall budget with additional funding streams
- MHSA dedicated staff: 10 staff including a CPPP Program Specialist

# MHSA Organizational Chart



Bill Walker, LMFT  
Director

Robin Taylor, LCSW  
Deputy Director

Lupe Zachary  
Senior Office Services Specialist

Nadine Stuart  
Administrative Coordinator

Christina Rajlal, PhD, MBA  
MHSA Coordinator

Martha Loza-Buenrostro  
Office Services Technician  
Bilingual Extra-Help

Tracy Lynch  
Program Specialist

Noe Escobar  
Program Specialist  
Bilingual

Amber Lobos  
Program Specialist

Mayra Munoz  
Program Specialist  
Bilingual Extra-Help

Lizbeth Lopez  
Program Specialist  
Extra Help

Estela Padilla Stewart  
Department Analyst  
Bilingual

Lamar Brandysky, LMFT  
Help @ Hand Liaison

MHSa Support

CPPP/Stakeholder Support

FSP Full-Service Partnership

DCR Data Collection Reporting

SD System Development

Editor

CPPP Community Program Planning Process

Community Stakeholder Process

Outreach and Education

PEI Prevention and Early Intervention

MOQA & Demographics

Special Projects

Grants

Survey Monitoring

INN Innovation

WET Workforce Education and Training

CFTN Capital Facilities and Technological Needs

Research

Analytics & Reporting

Tool Development

Contracts Tracking

Outcome Measurements Support

Help @ Hand

# MHSA CPPP PROGRESS REPORT FY 19/20

Expansion to 10 team members supporting MHSA CPPP & O&E



## WHAT HAS THE MHSA TEAM COMPLETED SO FAR...



Improving the CPPP process by:

- CPPP Survey & Demo
- Increasing CPPP visibility
- Interactive Approach
- Enhancing Marketing

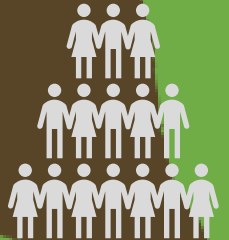
# 1,801

Staff, Contractors, Stakeholders, BHB, & BOS have been trained on MHSA

Expanded to include focus groups for: Clients & Families, Highest Need Group, KernBHRS/ Providers, First Responders, Faith-Based, Spanish Speaking, Youth and School Districts, & LGBTIQ+



Top 5 Underserved Populations: Homeless or at-risk, People in Rural Areas, Children with Families, Older Adults, & TAY



### ADDITIONAL NEEDS

- Supports for the Homeless
- Substance use support
- Services for Youth and Families
- Outreach and services for LatinX
- Specialty services













# KERN COUNTY'S FACTORS

- Reworking infrastructure since 1/2019
- CPPP Policy
- Townhalls vs Forums
- Scheduling
  - Day, Evenings & Weekends
  - Virtual Platforms
  - Bilingual Meetings



# CPPP DATA FROM FY 19-20



STAKEHOLDER CATEGORIES REPRESENTED					
KERNBHRS STAFF 	EDUCATION/ SCHOOL 	MEDICAL PROVIDER 	COUNTY AGENCY (NOT BHRS) 	DECLINED 	FAMILY MEMBERS OF A CLIENT 
79	61	41	38	32	28
CLIENT/ CONSUMER/ PERSON WITH MENTAL ILLNESS 	BEHAVIORAL HEALTH PROVIDER (NOT BHRS) 	SENIOR SERVICES 	LAW ENFORCEMENT 	OTHER 	VETERAN SERVICES 
24	23	16	14	10	6



# 2019-2020 MHSA STAKEHOLDER MEETING LOCATIONS



2 Via digital platforms

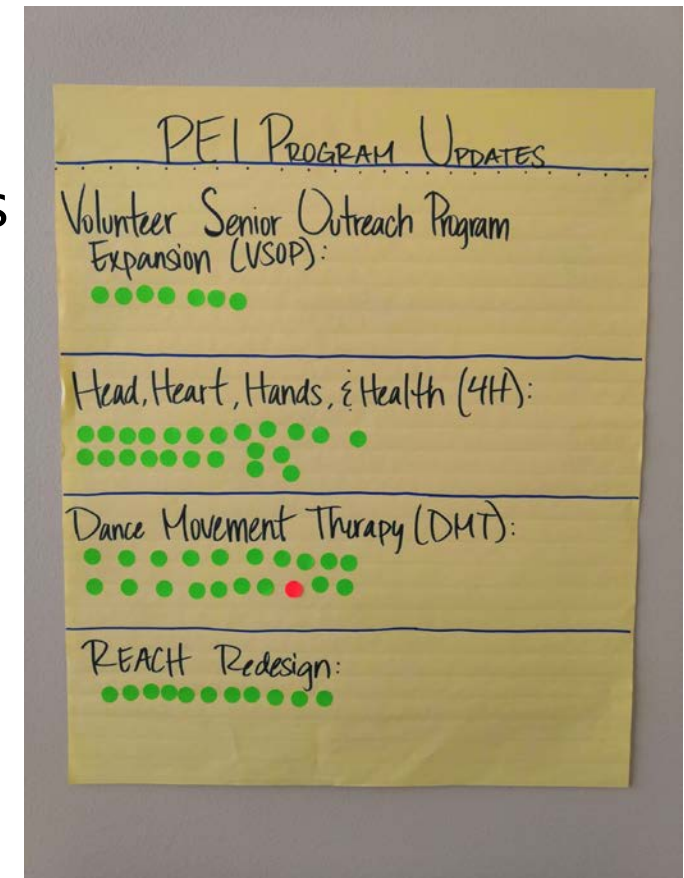


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# SURVEYING STAKEHOLDERS

- Refer to attachment “KernBHRS MHSA Stakeholder Feedback Survey 2020.2021”
  - Surveying demographics for stakeholders
  - Stakeholder voting through polling questions
  - Ask for Innovation ideas
  - Ask additional needs questions







# MOVING TOWARDS VIRTUAL CPPP

- Pros
  - Reaching out to more communities (11 in-person vs 28 virtual)
  - More cost efficient
  - Less time and resources
- Cons
  - Not all stakeholders have internet access or are digitally literate
  - Lower client and family participation, higher participation of staff
  - No face to face networking and interaction

# RECENT CHANGES AMID COVID-19

- Promotion to various groups
  - Use PIO, Newstations, Contractors, BHB and BOS to cross-promote
- RSVP to MHSA for virtual link
- Virtual format with Microsoft Teams platform
- Presentation, survey, polling feature, voting & Q&A & Bilingual if needed
- Follow up email, survey details
- Publish public stakeholder report on MHSA webpage



Join us for a  
**MHSA Community Forum**

**July 30, 2020**  
3 p.m. | Microsoft Teams  
Open to the public

**Please join us to discuss:**

- Mental Health Services Act (MHSA) Education
- COVID-19 impacts to MHSA
- Annual changes in MHSA

For more information or to RSVP,  
email [MHSATeam@KernBHR.org](mailto:MHSATeam@KernBHR.org)

In accordance with the Americans with Disabilities Act (ADA), if you need assistance, including disability-related modifications or accommodations, or if you need language translation, please contact Noe Escobar at (661) 868-6719 or email [MHSATeam@Kernbhrs.org](mailto:MHSATeam@Kernbhrs.org).



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# THANK YOU!

QUESTIONS?  
COMMENTS?

CONTACT INFO:

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