

Mental Health Workforce Education and Training Update on Recruitment Activities

October 8, 2014

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Overview

CaSEARCH (Christina Washington)

- Program Highlights
- Past Meeting Recap
- Upcoming Meeting

The Mini Grants Program (Jalaunda Munroe)

- Background
- Program infrastructure and administration
- Eligibility, applications and selection process
- Successes and lessons learned
- The FY 14/15 Mini Grant Program
- Advisory Committee Engagement Plan
- Initial questions and/or feedback



WET CaSEARCH Program Highlights

June 10-October 8

- First Presentation to WET Advisory Committee June 10
- WET CaSEARCH Advisory Committee Formed July 11
- CaSEARCH Web Page Active 8/6
- <http://oshpd.ca.gov/HWDD/CaSEARCH/>
- Conducted First Advisory Committee Meeting 8/11
- Accomplished Second Advisory Committee Meeting 9/15
- Scheduled Next Meeting 10/13



Meeting Summaries

WET CaISEARCH 8/11 Meeting Summary

- Discussed roles and responsibilities
- Initiated discussion on past program infrastructure

WET CaISEARCH 9/15 Meeting Summary

- Began to Explore Program Infrastructure and Presented Community Projects and Learning Modules
- Advisory Committee Feedback Included:
 - Purpose and use of community projects and possibly applying them beyond funding cycles
 - Specific feedback related to learning module content
 - Considered the roles of preceptors/mentors going forward including combining roles
- Next Steps
 - Drafted new WET CaISEARCH learning objectives



WET CaISEARCH 10/13 Meeting

- Learning Objectives
 - Present model of learning objectives
- Mock up Budget and Program Requirements
 - Program Years 2009-12 brief review
 - Mock up of 2014/15 Budget
 - Draft of grantee requirements
 - Outline of preceptor/mentor obligations
 - Sketch of student/resident requirements



Cal-SEARCH Work Plan FY 2014/15 Funding Cycle

Preparing for Release of RFA

Summer-Fall 2014

- Advisory Committee engagement
- Program infrastructure (i.e. Program orientation & learning objectives)

Releasing RFA

January-March 2015

- RFA released
- Application deadline
- Review/scoring by Advisory Committee
- Awards

Contract Management

through August 2016

- Site visits (TBD)
- Final reports

Program Evaluation

through October 2016

- Final program assessment
- External reporting



OSHPD's Healthcare Workforce Development Programs

Pathways

Health Careers Training Program increases awareness of health careers via Newsletter highlighting career pathways, educational opportunities, scholarship and loan repayments, and job placement resources

Mini-Grants provides grants to organizations supporting underrepresented and economically disadvantaged students pursuit of careers in health care

Training & Placement

Rural Health Maintains a free, on-line service to assist rural providers recruit health professionals.

Cal-SEARCH Provides clinical rotations, externships and internships in community clinics and health centers.

Song-Brown – Provides grants to family practice residency, nurse practitioner, physician assistant, mental health and registered nurse training programs

California State Loan Repayment Program
Deploys primary care providers to health professional shortage areas

Health Professions Education Foundation provides scholarships and loan repayments to students and providers in exchange for a service obligation

Workforce Education and Training Program remedies the shortage of mental health practitioners in the public mental health system

Financial Incentives

Systems Redesign

Health Workforce Pilot Project (HWPP) allows organizations to test, demonstrate and evaluate new or expanded roles for health professionals or new health delivery alternatives

Shortage Designation Program designates shortage areas to enable communities to be eligible for federal and state funding

Purpose

Serve as California's Primary Care Office supporting the state's healthcare workforce through pipeline development, training and placement, financial incentives, systems redesign, as well as research and policy.

Focusing on increasing diversity of health professionals

Prioritizing Underserved Communities

GIS/Data System Reviews California counties to assess provider-to-population ratios, poverty levels and public health indicators

Health Care Reform Provides analysis of health reform initiatives; conducts daily monitoring of federal health workforce grant and program activities.

Healthcare Workforce Clearinghouse Program
Serves as the state's central repository of health workforce and education information

Research, Policy & Planning

The Mini Grants Program

- Developed to address the shortage of diverse health professionals needed in underserved areas of California.
- Provides grants to organizations supporting underrepresented and economically and educationally disadvantaged students in their pursuit of careers in health care.



The Mini Grants Program

Award Category A: Health Career Conferences and/or Workshops

- Up to \$12,000 each.
- This award category focuses on introducing participants to a wide variety of health career options by offering health “career fair” type experiences and/or workshops. Programs will support a minimum of 100 participants and:
 - Provide presentations by a variety of health professionals (examples could include: dental, mental health and counseling, public health, and health information technology).
 - Incorporate a participant pre and post awareness survey identifying health career opportunities and/or trends.
- Create and/or strengthen educational partnerships, community support, and workforce preparation efforts between entities, where applicable, such as middle school, high school, higher education, community organizations, government, funding organizations, and employers.
- Integrate additional components including: promoting mental health and other* primary care careers, making resources available to students, and support of cultural and linguistic responsive care.

**Language to be added to this year’s RFA*



Award Category B: Health Career Exploration

- Up to \$15,000 each
- This award category focuses on direct engagement of participants in one or more health careers through hands on experiences that include direct interaction with health care professionals in real or simulated health care settings. Programs will support a minimum of 50 participants and:
 - Develop and use comprehensive curriculum to engage participants.
 - Incorporate a participant pre and post awareness survey identifying health career opportunities and/or trends.
 - Offer hands-on experiences over a period of time (days or weeks) that includes direct interaction with health professionals in real or simulated public mental health system and other* healthcare settings.
 - Create and/or strengthen educational partnerships, community support, and workforce preparation efforts between entities, where applicable, such as middle school, high school, higher education, community organizations, government, funding organizations, and employers.
 - Integrate additional components including: promoting mental health and other* primary care careers, making resources available to students, and supporting cultural and linguistic responsive care.

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The Mini Grants Program

Who is eligible to Apply for a Mini Grant?

- Applications are accepted from public, private non-profit, and private for-profit organizations located within the State of California. Individuals are not eligible to apply.

Target Participants

- The Target Participants for the proposed activities are individuals regardless of age, gender, race or ethnicity. However, due to the large percentage of African American, Latino/Hispanic, Native American and Southeast Asian individuals who are underrepresented in the health professions outreach and recruitment for these populations as well as rural and other medically underserved areas and populations should be included.



The Mini Grants Program Grant Process

1. Request for Application (RFA) is drafted and approved
2. CalREACH Online Application system is updated
3. Marketing activities commence and the RFA is released to public
4. Pre Technical Assistance Webinars are conducted
5. Applications are received via CalREACH
6. Evaluation and Selection Committee



The Mini Grants Program Grant Process Cont'd

7. Applications are evaluated and scored
8. Final Award decisions are made
9. Post Award Technical Assistance Webinars are conducted
10. Awardees submit work plans and conduct activities
11. Program staff conduct site visits during contract period
12. Awardees submit final reports and complete survey
13. Program staff analyze final reports to ensure contract deliverables are met and data will be shared for WET evaluation



The Mini Grants Work Plan FY 2014/15 Funding Cycle

Preparing for Release of RFA

Summer-Fall 2014

- Research and Evaluation
- Program Proposal
- Advisory Committee Engagement

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Awards

The Mini Grant Program

Awards 2005-2014

Application Year	Funds Awarded	Number of Awards	Number of Participants Served During Contract Year
2005-2006	\$69,700	4	100
2006-2007	\$107,808	13	1,175
2007-2008	\$127,750	9	5,270
2008-2009	\$143,114	12	2,028
2009-2010	\$162,485	14	12,750
2010-2011	\$188,907	15	3,274
2011-2012	\$200,235	15	4,613
2012-2013	\$346,741	26	5,770
2013-2014	\$332,008	25	4,262
Totals to Date	\$1,678,838	133	38,989
Projected for 2014-2015	\$470,000	35	5,600
New Program Projected Totals	\$2,148,838	168	44,589



The Mini Grants Program Moving Forward Fiscal Year 2014/15

WET Funding

- **Mental health focus**
- **Public Mental Health System**

TCE Funding

- 14 Building Healthy Communities
- Designated Central Valley Counties

CalSORH

- Rural Focus

Base Funding

- Historical Focus on Promotion of Primary Care

Additional funding opportunities are continuously explored.



WET Recruitment Activities

The Five-Year Plan states:

“Increase career awareness outreach activities to rural, underrepresented, underserved, and inappropriately served communities in K-12, community colleges, universities, and community groups/organizations via OSHPDs **Mini Grants Program**” (Goal 1, Objective A-Action 3)

Funding for 4-year budget: FY 2014-15 to FY 2017-18

– Mini-Grants \$1,000,000 (\$250,000 per year)



Objective A: Expand awareness and outreach efforts to effectively recruit, racial, ethnic, and culturally diverse individuals into the public mental health system workforce

Action 1: Engage consumers, family members, parents/caregivers, and racial, ethnic and culturally diverse community members across all awareness and outreach and outreach efforts...

Action 2: Develop and implement evidence-based and community-identified public education campaigns to increase awareness of and reduce stigma for the public mental health workforce.

Action 3: Increase career awareness outreach activities to rural, underrepresented, underserved, unserved and inappropriately served communities in K-12, colleges, universities, and community groups/organizations via OSHPD's **Mini-Grants Program**.

Action 4: Implement a "Grow-Your-Own-Model" through targeted career awareness and outreach

Action 5: Develop and sustain new and existing public mental health workforce career development opportunities via high school academies, adult education, regional occupational programs, community colleges, and universities.

Action 6: Increase awareness of available funding, education, and training resources and programs that support underrepresented, underserved, unserved and inappropriately served individuals entering the public mental health system workforce.



Objective B: Identify and enhance curricula to train students at all levels in competencies that align with the full spectrum of California's diverse and dynamic public health service needs.

Action 1: Engage consumers, family members, parents/caregivers, and racial, ethnic, and culturally diverse communities in the development and delivery of education and training curricula

Action 2: Identify and enhance educational curricula across all mental health workforce education and training programs (specific curricula objectives were provided)

Action 3: Expand hands-on, field and community based learning



Mini Grants RFA 14-XXXX response to WET Funding Priorities

- Marketing the Funding Opportunity
- Career Resources Materials
- Webinars
- RFA
- Electronic Application, CalREACH
- Awards and Contracts
- Data and Evaluation



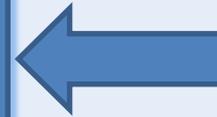
Electronic Application, CaREACH



Process



The Mini Grants Program



Funding

Program Constraints



Marketing

The Mini Grants program is a strategy that can help increase the number of diverse, qualified individuals in the public mental health system by feeding the pipeline to mental health careers.

Starting this application cycle we will be making mental health career awareness a primary component in our program.

Increased marketing to the public mental health system community will ensure that stakeholders and subject matter experts are either direct applicants or partnering with applicants to support the WET Five year plan objectives to conduct outreach to and engagement with underserved and inappropriately served populations.

Do you all have any suggestions regarding how we can target our funding opportunity marketing efforts to professionals in the public mental health system who would be eligible to apply?



Request for Application (RFA)

Our next RFA will be released in early January and will contain the following enhancements based on the anticipated WET funding:

Background and Mission Section will acknowledge that a portion of the approved awarded applications will be funded by MHSA.

Additional Components and Definitions section will note the requirement to promote mental health careers.

Additional Components and Definitions section will also note that programs are expected to promote careers in the public mental health system.



RFA cont'd

Award Category A and B descriptions will discuss the requirement that programs provide mental health career focused resource materials and have a program component aimed at the reduction of stigma.

Award Category B description will include in the curriculum requirement section, examples of curriculum topics that should be included in programs that are consistent with WET Five year plan objectives and priorities including wellness, recovery and resiliency principles.

Award Category B description will also discuss the requirement that programs must offer hands-on experiences in real or simulated public mental health system settings.



Other Potential Curricula

- Appropriately serving individuals across the life span
- Care coordination and integration including understanding the value of other licensed and non-licensed professionals
- Tele-health
- Evidence based community identified practices
- Principles of treating the whole person
- Prevention and early intervention
- Elements of substance use treatment
- Primary care service delivery
- Suicide prevention

How does this language sound? Is there anything else we should consider including in our program basic components and definitions or on our list of curricula?



Electronic Application, CaIREACH

- Specific headings in our online application and related forms will be revised to include mental health specifically.
 - Program Elements form heading which currently reads “Promotion of Primary Care” will be revised to read “Promotion of Mental Health and other Primary Care Careers”
 - Evaluation and Scoring Criteria form heading which currently reads “Promotion of Primary Care” will be revised to read “Promotion of Mental Health and other Primary Care Careers”



Application Evaluation and Selection Committee

The Mini Grants Program recruits individuals from sister agencies, communities of color and various disciplines and backgrounds to serve on our Evaluation and Selection Committees and are planning on representation from the mental health community this year.

The full committee will receive orientation on the WET initiatives and funding priorities. The committee will be expected to review and score applications with these in mind.



Contract

- Requirement to ask whether or not participants have “lived experiences” as a consumer and/or family member in the public mental health system on pre and post surveys will be added to the contract deliverables.
- Requirement to introduce curricula aimed at stigma reduction and a collect data on the extent to which the program was successful in the reduction of stigma will be added to the contract deliverables.
- Contract completion survey will include additional questions as required by the WET evaluator for program analysis.

Is there anything else related to WET that we should consider adding to the grantee contracts?



Webinars

The Mini Grants Program ensures that all awardees are aware of the goals and requirements of the program by conducting several technical assistance webinars.

Our upcoming technical assistance webinars will outline all relevant goals, objectives and actions required by awardees as a part of this funding and include definitions and examples.



Career Resources Materials

In support of our objective to expand awareness and outreach efforts to effectively recruit racial, ethnically and culturally diverse individuals into public mental health system workforce, we will obtain and develop marketing materials that will advance this objective. These materials will be distributed to all participants served by funded programs and made available on the resources page located on our website.

Materials will include:

- August 2014 Health Career Pathways Newsletter
- Brochures outlining financial incentive programs

Can you all think of any organizations, websites, etc. that we should look to for mental health career specific resources?



WET Advisory Committee Engagement

- Outreach and Marketing
- Identification of student relevant resources
- Participation on the Evaluation and Selection Committee



About Serving on Selection and Evaluation Committee

- What is the time commitment?
- How often will we meet?
- Will I have to travel?
- Who is qualified to participate?

If you are interested in participating on the ESC please send me an email.



Questions



Resources

- The HCTP Webpage
<http://oshpd.ca.gov/HWDD/HCTP.html>
- Career Resources Webpage
http://oshpd.ca.gov/HWDD/Students_and_Teachers.html
- CalSEARCH Webpage
<http://oshpd.ca.gov/HWDD/CalSEARCH/>
- The Mini Grant Program Webpage
http://oshpd.ca.gov/HWDD/HCTP_mini_grants.html
- The California 3RNet Webpage
<https://www.3rnet.org/locations/california>



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