

# **Crisis Care Mobile Units (CCMU) & Behavioral Health Justice Intervention Services (BHJIS)**

Workshop 6 | October 25, 2022

## **Enhancing Outreach and Awareness of Culturally Responsive Services**



CRISIS CARE MOBILE UNITS PROGRAM

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**BEHAVIORAL HEALTH**  
**Justice Intervention Services**

# Welcome and Introductions

A decorative graphic consisting of several overlapping, wavy, horizontal bands in various shades of purple, ranging from a deep magenta to a light lavender. The bands flow across the middle of the slide, creating a sense of movement and depth.

**Danielle Raghieb, LCSW**

TTA Specialist, Center for Applied Research Solutions (CARS)

# **Today's Presenter**

**David Eric Lopez, MFT**

Program Director, King's View Central Valley Suicide Prevention

# Enhancing Outreach and Awareness of Culturally Responsive Services

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Program Director, King's View Central Valley Suicide Prevention

# Objectives

- » Provide outreach overview
- » Types of messaging
- » Hosting trainings and outreach events
- » Tips for connecting with other stakeholders and community members
- » Question and answers

# Why Outreach?

- » Connect with the community in person
- » Inform community members of services provided
- » Breakdown prejudice and stigma associated with mental health
- » Build relationships with other stakeholders and community partners
- » Build a welcoming reputation in the community!





# Outreach Messaging

- » Address stigma and prejudice around mental health
  - Add in key issues specific to your community and service area
- » Add in area and culturally specific content for your audience.
- » Connect with underserved community members and unique populations
- » Create messages in threshold languages and craft those messages in a manner that is relatable to the community.
- » Ask community members for feedback and for ways to spread the message.

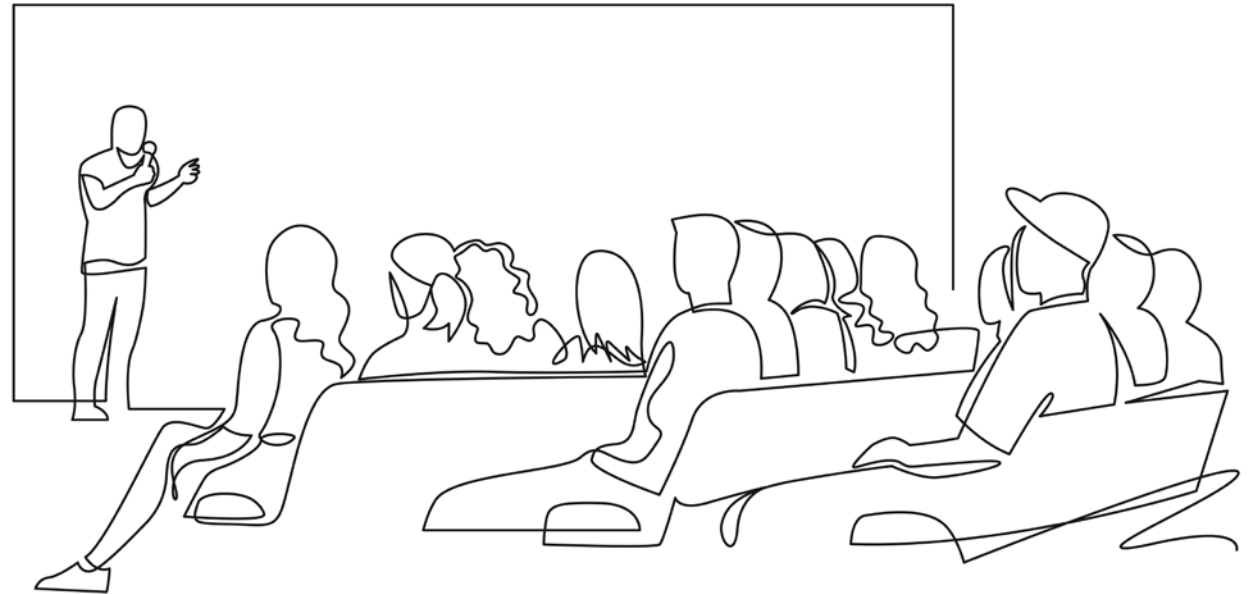


# Get the Word Out!

- » Be creative when connecting your activities to the media or outreach events.
  - » Include local newsletters, community calendars, public bulletin boards, and social media pages where you may be able to post information.
  - » Schools, colleges, and universities
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- » Public government buildings or courthouses
  - » Churches and other faith-based organizations
  - » Youth centers/clubs
  - » Libraries
  - » Gym

# Awareness Day/Health Fair

- » Make events fun and engaging!
- » Every event is better with food...
  - Bring in vendors host can raffle off or provide food and snack tickets for participation.
  - Face painting
  - Photo booths
- » Holistic events draw a larger audience, especially when establishing relationships in the community.
- » Provide brief 15-minute trainings through the day on a few topics.



# Hosting Trainings and Community Events

- » Trainings provide skills and add value to the community
  - Likely to have good word of mouth advertising in the community
    - » Can be done in a short series to help promote community engagement.
  - Time events out every few months as to not over saturate the market
- » Mental Health First Aid
- » Stigma reduction events
- » Healthy lifestyles and stress reduction strategies
- » Awareness of signs of onset of mental health concerns
  - (somatic)
- » Suicide Prevention 101
  - Question Persuade Refer (QPR)



Questions  
Comments  
Discussion

# Presenter Information

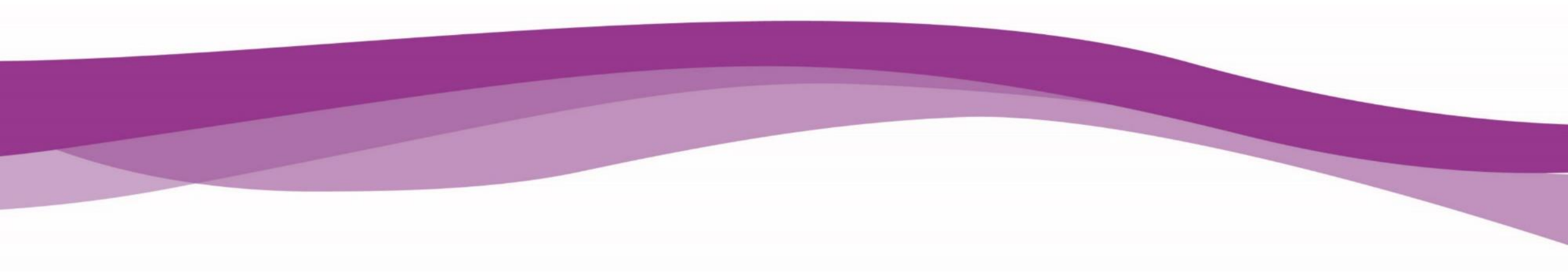
**David Lopez, MFT**

Program Director

Central Valley Suicide Prevention

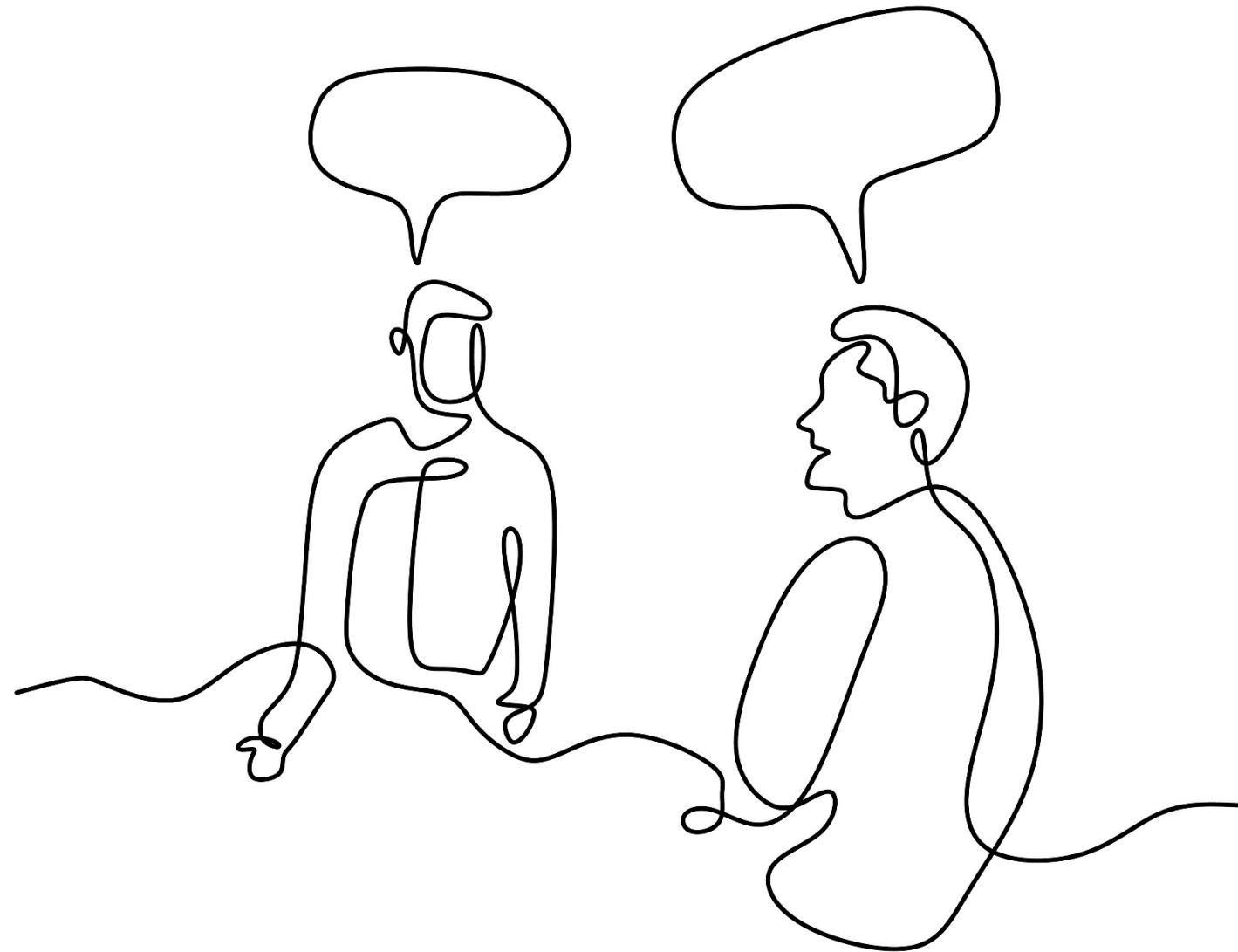
[dlopez@kingsview.org](mailto:dlopez@kingsview.org)

# Group Discussion and Closing



» Open Discussion amongst Grantees

» Q&A





**Appreciation!**

*Thank you*

# Contact Us

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