



CRISIS CARE MOBILE UNITS PROGRAM

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# New Grantee Learning Collaborative

July 17, 2024





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# Staff Recruitment and Retention

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## Objectives

- **Introduce Recruitment Strategies for Mobile Crisis Teams**
- **Introduce Ideal Mobile Crisis Provider Qualities**
- **Mobile Crisis Interview Questions and Methods**
- **Team Retention Strategies**

# Tips for Recruitment

- **Highlight the Mission and Impact**
- **Emphasize Professional Development**
- **Utilize Digital Marketing and Social Media**
- **Host Informational Webinars and Recruitment**
- **Develop Pipeline for Sustainability**

# The Importance of Mission and Impact

- **Emphasize the critical role of mobile crisis responders in the crisis continuum.**
- **Focusing on the positive impact they have on individuals in crisis in their local community.**
- **Share stories and testimonials from current employees and individuals served who have benefited from the services.**
- **Write clear, detailed, and engaging job descriptions that outline the responsibilities, qualifications, and benefits.**
- **Use language that speaks to the values and motivations of potential candidates, emphasizing the meaningful nature of the work.**

# Professional Development

- **Promote the opportunities for professional growth, training, and certifications.**
- **Highlight career advancement pathways and programs available to employees.**
- **Provide information on ongoing education, trainings, and experience benefits the team member will gather from serving in a mobile crisis capacity.**

## **Promote Clearly**

- Salary and benefits
- Flexible schedules
- Health benefits
- Retirement plans
- Mental health support for employees

# Leverage Digital Marketing and Social Media

- **Use social media platforms (LinkedIn, Facebook, Instagram, Twitter) to reach a wider audience.**
- **Share engaging content like videos, infographics, and employee testimonials.**
- **Run targeted ads on job boards and social media platforms to reach professionals in relevant fields.**
- **Post job listings on specialized job boards like Indeed, Glassdoor, and LinkedIn, as well as niche job boards for mental health professionals.**

# Host Informational Webinars and Recruitment Events

- **Organize virtual or in-person events where potential candidates can learn more about the role, meet current employees, and ask questions.**
- **Participate in job fairs, especially those focused on healthcare and social services.**
- **Emphasize the organization's commitment to employee well-being and work-life balance.**
- **Share information about support systems in place for employees, such as counseling services, peer support groups, and stress management resources.**



# Develop a Recruitment Pipeline

- **Partner with professional organizations, universities, and training programs to reach recent graduates and professionals seeking career changes.**
- **Partner with local community organizations, advocacy groups, and non-profits to reach individuals passionate about community service.**
- **Use community centers, local health clinics, and mental health organizations to distribute job flyers and information.**
- **Encourage current employees to refer qualified candidates by offering referral bonuses or other incentives.**

# **Speed and Communication**

- **Review applications promptly and screen for fit**
- **Contact applicants and conduct screening interview**
- **Set up first interviews and make informed selections to advance to second interview**
- **Assess skill level by using vignettes as mock mobile crisis scenarios.**



# Selecting the Right Candidate

# Ideal Candidate Qualities

- **Empathy**
- **Ability to quickly build rapport**
- **Sound self-care routines**
- **Mental and emotional resilience**
- **Ability to make a sound clinical judgment**
- **Calm Demeanor**
- **Self Awareness**
- **Respectful**
- **Nonjudgmental**
- **Genuineness**
- **Attending**



# Identify Key Interview Questions

## It begins with you!

- Highlight and review the most important policies
- Review operational hours and coverage needs
- Discuss the burnout and the importance of self-care and
- Discuss how employers support team members when burn out symptoms show up
- Identify expectations



# Interview Questions

- **Why are you interested in this role?**
- **What are the roles and expectations of a mobile crisis provider?**
- **What qualities are needed to be successful in this role?**
- **Which counseling skills do you feel are necessary to be effective in this role?**
- **What is the biggest challenge you foresee in this role?**
- **How would you define success as a mobile crisis provider?**
- **What skills do you possess that would contribute to the success of this program?**
- **Describe a time when you have been a calming influence in a crisis.**

# Interview Questions

- **What challenges did you face and overcome in your last role?**
- **Why do you feel mobile crisis teams are important?**
- **Share with us your greatest professional achievement.**
- **How would you manage stress from this type of role?**
- **Describe how you would build rapport with law enforcement and emergency personnel, and other first responders?**
- **Why wouldn't you be an ideal candidate for this program?**

# Cultural Competence and Ethical Considerations

## Cultural Competence and Awareness

- How do you ensure that your approach to crisis intervention is culturally sensitive and inclusive?
- Describe a situation where you had to consider cultural or socioeconomic factors in your intervention. How did you handle it?
- Describe how you would interact with an individual in crisis from a different ethnic /cultural background.

## Ethical Considerations

- What ethical considerations do you keep in mind when providing crisis intervention services?
- How do you handle situations where there may be conflicting interests or ethical dilemmas?



# Ideal Candidate Abilities

**Mobile crisis team members need to be able to effectively identify individuals who may be more appropriately served in the community from individuals who may need further treatment to better resolve their crisis.**

- **Evaluate the situation**
- **Ensure immediate safety**
- **Provide support and crisis intervention**
- **Make a determination for safety**

# Interview Vignettes 1

## Scenario 1: De-escalating a Crisis Situation

**Vignette:** You are called to a local park where a 30-year-old male is exhibiting abnormal behavior, yelling at bystanders and threatening to harm himself. Police are on the scene but have called for the mobile crisis team for their help and expertise in mental health intervention.

- **What strategies would you use to de-escalate the situation and ensure the safety of everyone involved?**
- **How would you collaborate with the police officers on-site to manage the individual's aggression?**
- **What steps would you take to assess the individual's mental state and immediate needs?**
- **After de-escalation, how would you determine the appropriate next steps for the individual's care and support?**

# Interview Vignettes 2

## Scenario 2: Suicidal Individual

**Vignette:** The mobile crisis team receives a call to respond to a 24-year-old individual who is experiencing severe depression and has expressed suicidal thoughts to a friend. When you arrive, the individual is sitting alone in their apartment, visibly distressed and unwilling to engage in conversation.

- How would you approach the individual to initiate contact and build rapport?
- What immediate steps would you take to assess the risk of suicide and ensure the individual's safety?
- How would you involve the individual's friend in the intervention process, if at all?
- What resources or referrals would you consider for follow-up care?

# Interview Vignettes 3

## Scenario 3: Assisting a Family in Crisis

**Vignette:** You respond to a call from a family who reports that their teenage son, recently diagnosed with bipolar disorder and is experiencing an episode. The parents are overwhelmed and unsure how to handle the situation or what to do to help their son. They are calling for support on helping him regulate his emotions

- How would you engage with both the teenager and the family to understand the dynamics and immediate concerns?
- What interventions would you suggest to help stabilize the teenager's mood and behavior?
- How would you support the parents in managing their own stress and understanding their son's condition?
- What follow-up actions would you recommend to ensure ongoing support and treatment for the teenager?

# Retention Strategies

## Effective Onboarding

- Sets the tone from day one
- Welcoming environment for new team members

## Investing in Team Members Development

- Continuing education and trainings
- Opportunities to show leadership skills
- Developing professional goals

# Retention Strategies

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## Promote Wellness and Manage Burnout

Health and wellness days or activities

Incentives such as flex time, health and wellness gifts

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## Ongoing Support

Regular team meetings and debriefings

Group supervision

Open door policy

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## Ongoing Communication

Program goals and objectives

Gathering Feedback during employment

Exit interviews

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# 5 Minute Break





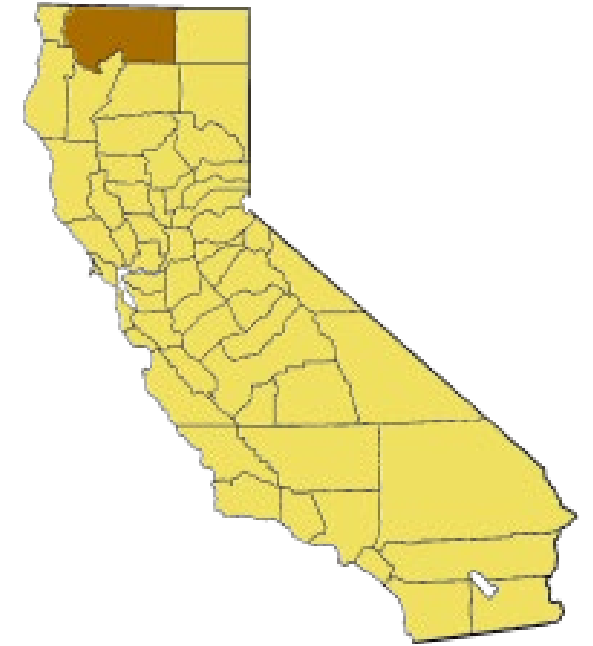


**Siskiyou County  
Crisis Assessment Response  
and Engagement (CARE) Team  
in partnership with  
Redwood Institute of Social Research (RISR)**

**DANIEL WERNER, RISR GRANT MANAGER**



# About Siskiyou County



- Fifth largest California County
- Population of 44,000 residents
- "Frontier County" = 7 people/square mile
- Socio-Economic Status = 17% below poverty line
- Limited Access to Resources



# Planning Phase & Identified Challenges

## Capacity Building Plan

Capacity Gaps/Challenges	Plan of Action	Timeline
Challenging to recruit for positions in Siskiyou	<ul style="list-style-type: none"><li>• Develop a working partnership with job recruitment agencies and college programs in Northern California, Southern Oregon, and beyond.</li><li>• Attend college/university career fairs and job posting websites to promote the position and benefits/perks of living in a rural/outdoorsy community.</li><li>• <i>(Potentially)</i> Host a recruitment/hiring event in Siskiyou County.<ul style="list-style-type: none"><li>○ Strategize allowable relocation incentives/perks.</li></ul></li></ul>	By 12/31/2023

# Developing a Hiring Event

- Centralized location
- Lunch range with food
- County behavioral health officials attended





# Advertising, Marketing, & Promotion

- Subcontracting with a Marketing Specialist
  - Logo Creation
  - Flyer Development
  - Event Swag
- Networking and Distribution
  - Within County
  - Community Colleges & Universities
- QR Code to Online Application

**Siskiyou County**  
**CARE**  
CRISIS ASSESSMENT RESPONSE & ENGAGEMENT

## Hiring Event

**Tuesday, November 7, 2023 - 11:00am to 3:00pm**  
**Bella Art Works - 117 West Miner Street, Yreka, CA 96097**  
No need to RSVP, please stop by! Lunch provided to applicants who meet minimum requirements, bring your resume!

**Siskiyou County Behavioral Health Services NEW Mobile Crisis Unit "The CARE Team"**  
The Mobile Crisis Unit (MCU) is a mobile emergency mental health service that provides on-location services for people experiencing a mental health crisis. The Mobile Crisis Unit team arrives at the location of the individual in crisis to perform crisis intervention, pre-hospital screening, and to provide case management services and information to resources as needed.

**Job Description:**  
Assists clients in crisis using appropriate community resources and, if available, family support systems to resolve complex or difficult client cases; performs community outreach; provides ongoing intervention assessment, treatment, and follow-up services designed to help stabilize clients.

**Mobile Crisis Worker I:**  
•Salary Range: \$48,817.60 - \$40,819.20 Annually  
•A typical way, but not required, to obtain the required knowledge and skills would be:  
•Education and/or experience equivalent to graduation from an accredited college or university with a Bachelor's degree in social services, psychology, counseling, sociology, nursing, or a related field or two (2) years of experience working with individuals with substance use disorder or with mental health challenges including homeless populations.

**Mobile Crisis Worker II:**  
•Salary Range: \$54,454.40 - \$67,849.60 Annually  
•A typical way, but not required, to obtain the required knowledge and skills would be the same as Mobile Crisis Worker I in addition to:  
•One year of experience comparable to the duties of the Behavioral Health Services Mobile Crisis Worker I or a similar position at another public agency.

**Hiring for SIX full-time positions!**

# Recruitment & Retention of CARE Staff

- Consistent and ongoing support
- Student Loan Repayment
- Educational Stipends





# Highlights & Takeaways

- 9 Attended / 3 Hired
- More lead time for promotion
- Consideration of on-the-spot interviews
- Consideration of potential travel accommodations
- Adaptability for other areas



# Questions & Discussion







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# Thank You