



CRDP Phase 2  
*Community Forum*  
*Fresno, CA*

December 8, 2014

# Agenda

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**1:00 – 1:15**

***Welcome, Introductions & Housekeeping***

Marina Augusto, MS Counseling, Staff Services Manager  
Office of Health Equity, California Department of Public Health

**1:15 – 1:50**

***California Reducing Disparities Project (CRDP) Phase 2 Design***

Aimee Sisson, MD, MPH, Public Health Medical Officer  
Office of Health Equity, California Department of Public Health  
Q & A

**1:50 – 5:00**

***Discussion of CRDP Phase 2***

Andrew Chang, Lead Solicitation Consultant

1:50 – 2:35

Pilot Projects

Q & A

2:35 – 2:45

Break

2:45 – 3:30

Technical Assistance Providers

Q & A

3:30 – 4:15

Statewide Evaluation Team

Q & A

4:15 – 4:45

Local Education, Outreach, and Awareness

Q & A

4:45 – 5:00

Closing Comments and Questions

Feedback from Stakeholders

# Community Forum Guidelines

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- The intent of this forum is to share our ideas and obtain feedback from key stakeholders prior to the release of the solicitations. The written solicitations will document the final specifications and requirements for each solicitation
- Please turn off cell phone ringers
- Allow presenters to finish presentations. There will be time at the end of each presentation for questions and comments
- Listen actively. Respect others when they are talking
- Be solution oriented in your speech – provide constructive criticism
- Do not be afraid to respectfully challenge one another by asking questions, but refrain from personal attacks – focus on ideas
- Be conscious of body language and nonverbal responses
- If you are participating by WebEx/Dial-In and wish to submit a question or comment, please do so through the WebEx Q & A function. Joshua Rayburn will be monitoring the questions and provide time to address them in each Q & A session
- If you have any technical problems during the Forum, please email Dawn Munoz at [dawn.munoz@cdph.ca.gov](mailto:dawn.munoz@cdph.ca.gov) or call (916) 893-9946

# What is the CRDP?

## What CRDP Is

- One-time demonstration of limited number of promising practices within targeted communities
- Opportunity to develop and implement new methods to gather data
- Exhibition of new community participatory program evaluation methods to prove effectiveness
- Effort to achieve system changes through concerted efforts

## What CRDP Is Not

- Comprehensive program to address all the mental health needs of targeted communities
- Statewide program that impacts populations beyond African American, Asian American/Pacific Islander, Latino, Native American and LGBTQ communities
- Continuous funding source for promising practices
- Funding source for new programs

# **CALIFORNIA REDUCING DISPARITIES PROJECT PHASE 2 OVERVIEW**

CDPH Office of  
Health Equity

December 2014

Aimee Sisson, MD,  
MPH

# CRDP PHASES

- **Phase 1: Develop strategic plan to reduce mental health disparities in 5 populations**
  - Fund 5 Strategic Planning Workgroups to engage communities, develop Population reports
  - Fund development of Strategic Plan
- **Phase 2: Implement strategic plan**
  - Focus on validating promising practices / community-defined evidence\* programs)

\*Set of practices that communities have used and determined to yield positive results as determined by community consensus over time, that may or may not have been measured empirically but have reached a level of acceptance by the community (Community Defined Evidence Project Working Group, 2007)

# PHASE 2 BASIS

- **CRDP Draft Strategic Plan**
- **Key Informant Interviews**
  - Internal
  - External
- **CRDP Brain Trust**
- **Public Vetting**

# PHASE 2 VISION

**We envision a California in which all individuals, regardless of race, ethnicity, sexual orientation, or gender identity, receive quality mental health prevention and treatment services delivered in a culturally and linguistically competent manner.**

- **Anticipated near-term (5-10y) outcomes:**
  - Numerous CDE programs funded in Phase 2 found to be effective
  - Validated CDE programs funded by county mental health departments throughout California using MHSA funds
  - Relationship between underserved communities and county mental health departments is healing
  - Underserved communities advocate for individual and collective needs locally and statewide

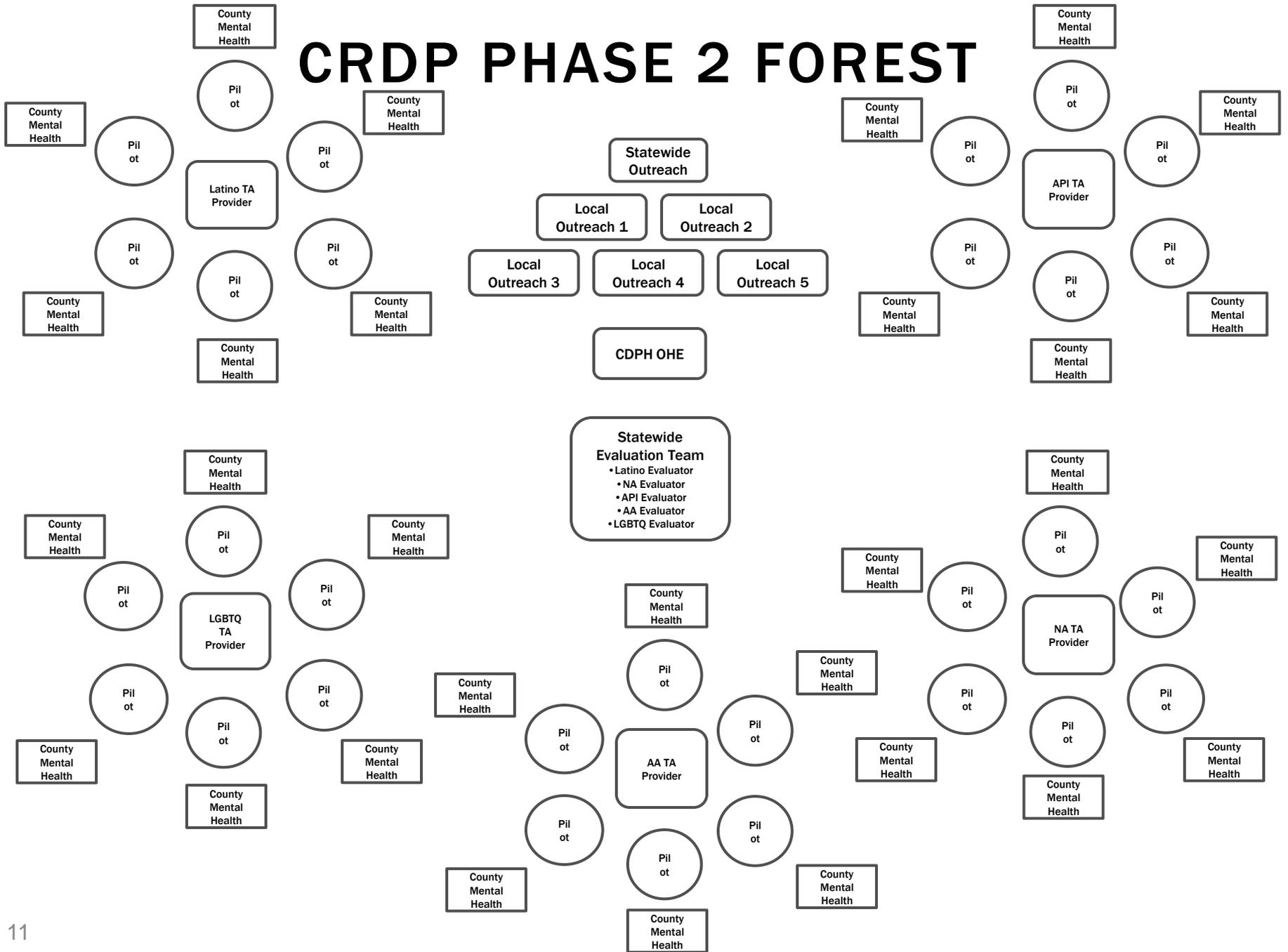
# GUIDING PRINCIPLES

- **Do business differently**
- **Build community capacity**
- **Fairness**
- **System change**

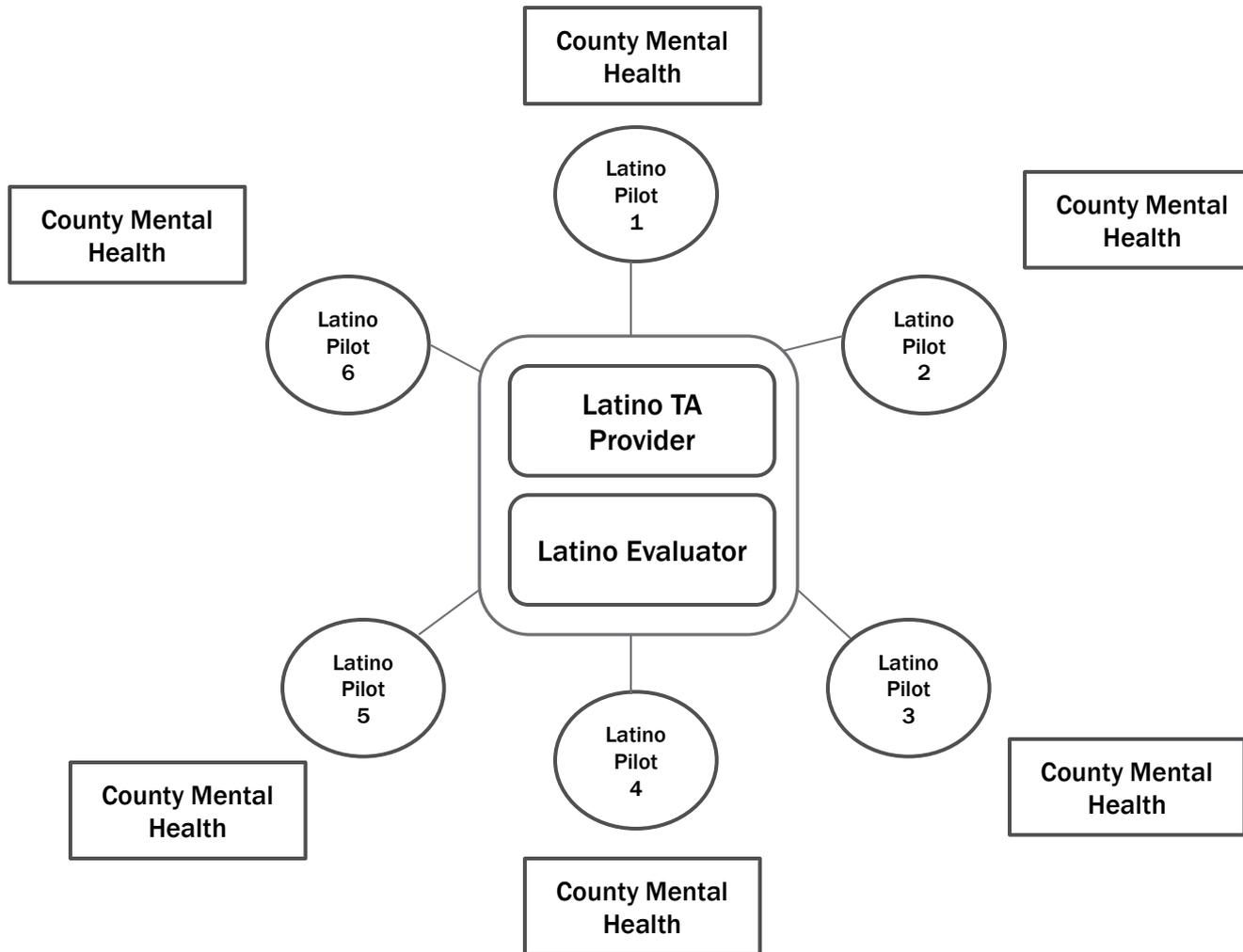
# PROGRAM COMPONENTS

- **Pilot Projects (approx. 60% of funds)**
- **Evaluation (25%)**
- **Technical Assistance & Training (10%)**
- **Infrastructure (5%)**
- **Administration**

# CRDP PHASE 2 FOREST



# POPULATION APPROACH

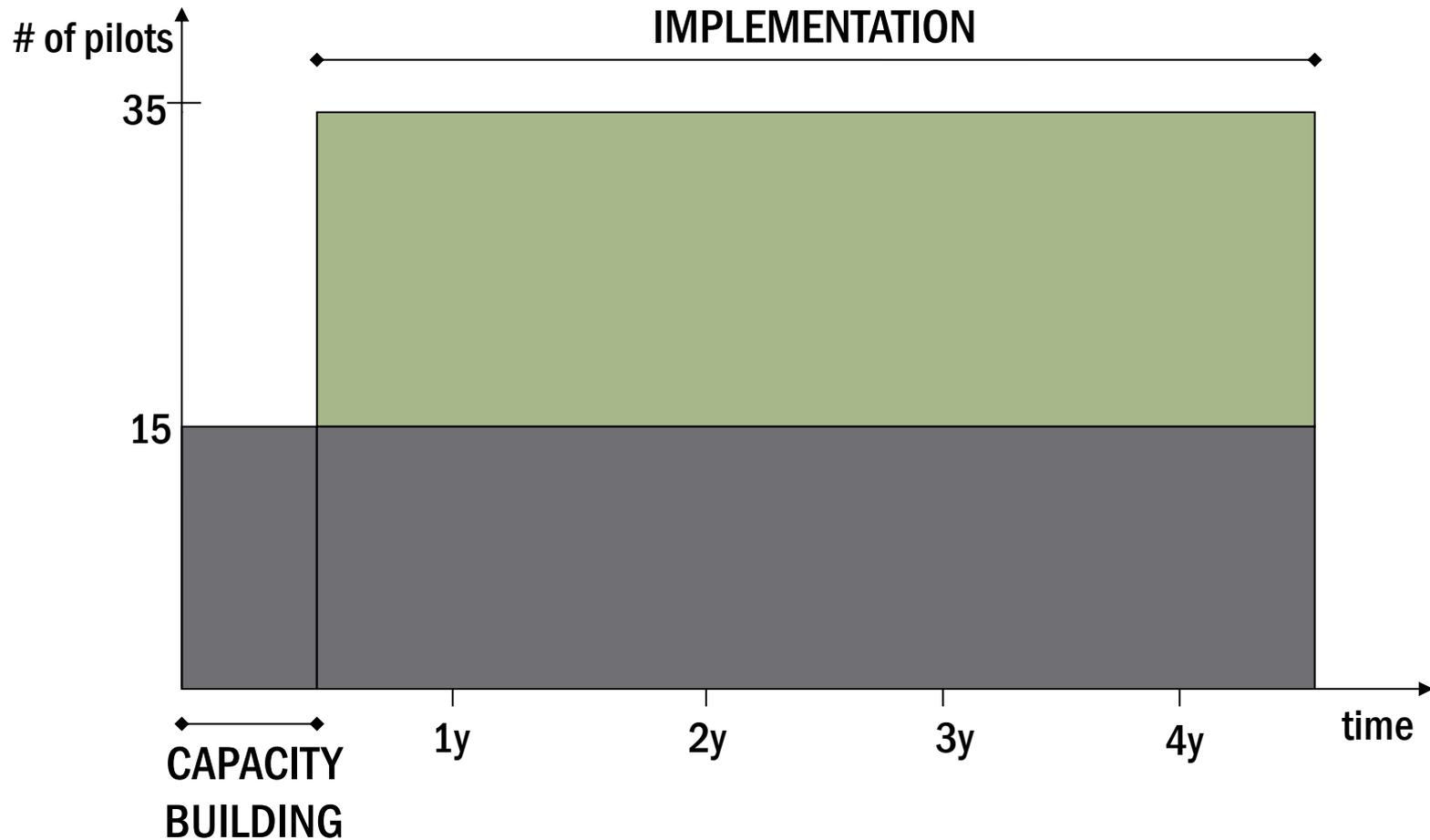


- One network for each of 5 populations
- Pilot sites (5-7/pop'n) geographically spread across California

# PILOT PROJECTS

- **Validate promising practices /community-defined evidence programs**
- **2 pilot types**
  - **Capacity Building**
    - 3 per population (15 total)
    - Average \$25,000 x 6 months
    - Continue to implementation if successful
  - **Implementation**
    - 5-7 per population (35 total)
    - Average \$200,000 per year x 4 years
- **Eligibility: Non-profit or government entity (including tribal government) with experience working directly with target population**

# PILOT PROJECTS



# EVALUATION

## ■ Multilevel Approach

### ■ Pilot site

- Each pilot site, preferably by independent contractor

### ■ Population

- Common measures/methods across all pilot sites targeting same population

### ■ Statewide

- Common measures across all pilot sites
- Evaluate all Phase 2 components

## ■ Community participatory

## ■ Mixed methods

# TECHNICAL ASSISTANCE

Administrative

Evaluation

	Provider	Capacity Building	Implementation
Administrative	<p><b>Population-Specific TA Provider</b></p> <ul style="list-style-type: none"> <li>• One for each population</li> <li>• Culturally competent</li> </ul>	<p>Support smaller organizations to “apply” for implementation funding</p>	<ul style="list-style-type: none"> <li>• Support in contract &amp; program management, budgeting, HR, sustainability planning, networking</li> <li>• Broker with CDPH, county mental health</li> </ul>
Evaluation	<p><b>Population-Specific Evaluator</b></p> <ul style="list-style-type: none"> <li>• Culturally competent</li> <li>• Part of Statewide Evaluation team</li> </ul>	<p>Support smaller organizations to articulate theory of change / logic model, begin evaluation planning</p>	<p>Support in evaluation planning and design, evaluation implementation, seeking evidence-based status</p>

# INFRASTRUCTURE

- **Address policy and system change**
- **Create CRDP Advisory Committee**
  - **Advise CDPH staff on mental health disparities and project direction**
- **Education, outreach, and awareness**
  - **Multicultural, with additional population involvement beyond 5 targets**
  - **Increase involvement by community members in policy, planning, and programming**
    - **Statewide (1)**
    - **Local (5)**

# ADMINISTRATION

- **~60 contracts/grant agreements to be developed**
- **Staff to oversee contracts**
- **Staff for evaluation design, implementation, and oversight**
- **Funded by annual MHSA state administrative dollars (not part of \$60M)**

# California Reducing Disparities Project, Phase 2

**Inputs**

**Activities**

**Outputs**

**Outcomes**

**Evaluation**

**MHSA Funding**

**Technical Assistance**

**Administrative Staff and Support**

**CRDP Strategic Plan**

**RFP Incentives**

**Pilot Sites**

Build Organizational Capacity, Implement and Evaluate Promising Programs and Practices

**Population-Specific TA Provider**

Provide Technical Assistance, Administrative Support, Broker Relationships

**Statewide and Local Education, Outreach, & Awareness**

Provide Community Representation

**Validation of Promising Programs and Practices**

**Implementation of Strategic Plan Strategies**

**Collaboration Between Community and Government**

**Advocacy**

**Validated Community Defined Evidence Programs and Practices (CDEPs)**

**Improved Relationships Between Community and Government**

**Increased Community Capacity**

**Increased Funding for Validated CDEPs**

**Increases in Culturally and Linguistically Competent Mental Health Services**

**Policy and System Change**

**Reduced Mental Health Disparities**

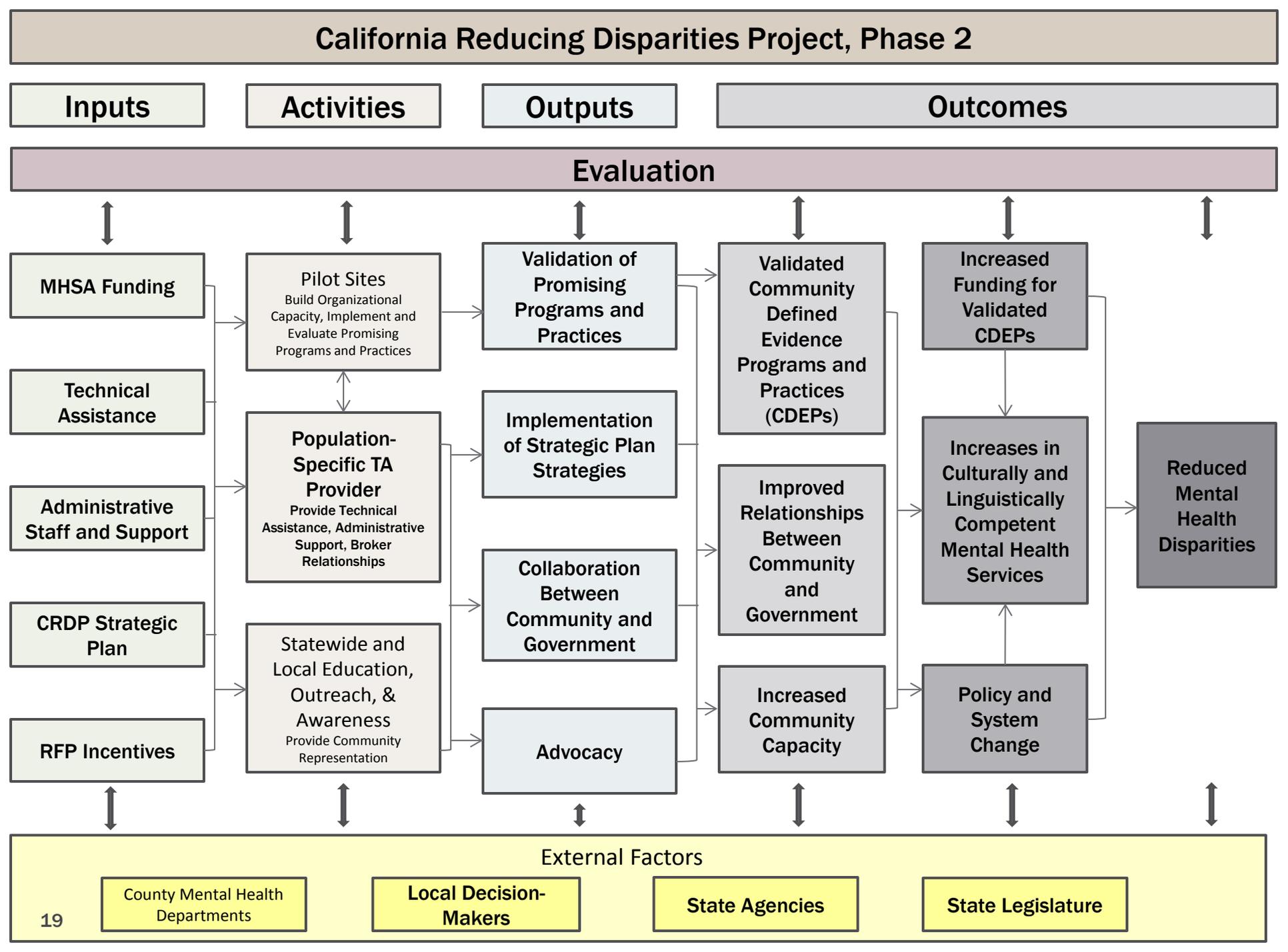
**External Factors**

County Mental Health Departments

**Local Decision-Makers**

**State Agencies**

**State Legislature**



# SOLICITATION APPROACH

- **Multiple solicitations, rolled out in stages**
- **Stage 1**
  - Statewide evaluation team (1)
  - Population-specific technical assistance provider (5)
- **Stage 2**
  - Capacity building pilot sites (15)
- **Stage 3**
  - Implementation pilot sites (15 + 20 = 35)
- **Stage 4**
  - Statewide education, outreach, and awareness (1)
  - Local education, outreach, and awareness (5)

# PUBLIC INPUT

- **Information gathering**
  - Subject matter expert interviews (~40)
  - Brain Trust
  - Community forums
  - Online survey of potential pilot sites (through Dec 15)
- **Draft solicitation review**
  - Opportunity to comment on solicitation and requirements *prior* to formal release of bid
- **Requirements protest**
  - Allow bidders an opportunity to provide feedback *during* the procurement process

# CONTACT US

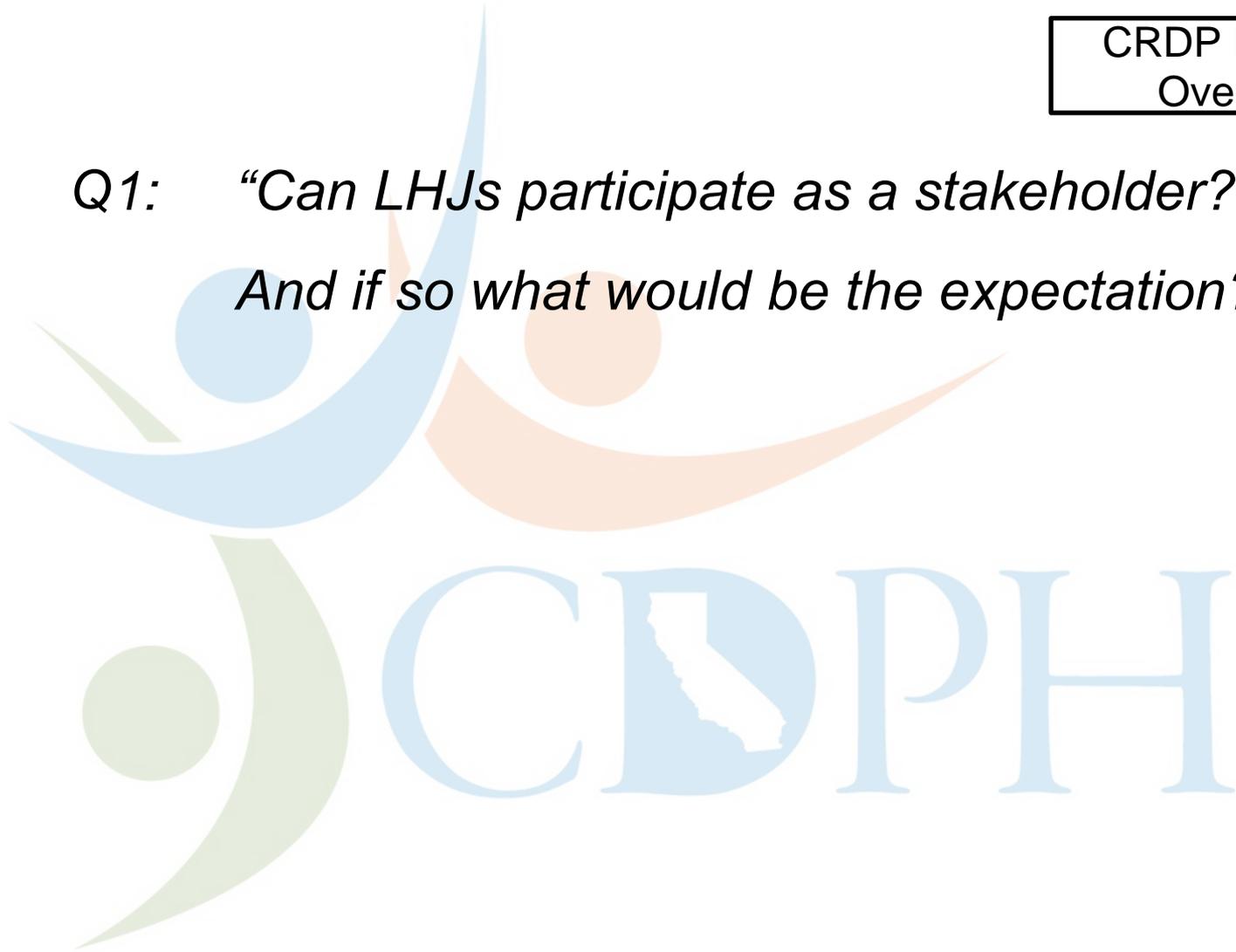
- Contact [CRDP@cdph.ca.gov](mailto:CRDP@cdph.ca.gov) with questions or comments
- CRDP Phase 2 Webpage  
<http://tinyurl.com/cdphcrdp>
- Survey of Potential Pilot Projects  
<https://www.surveymonkey.com/s/CDLNXYX>

# Questions from the Stakeholders

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CRDP Phase 2  
Overview

Q1: *“Can LHJs participate as a stakeholder?  
And if so what would be the expectation?”*

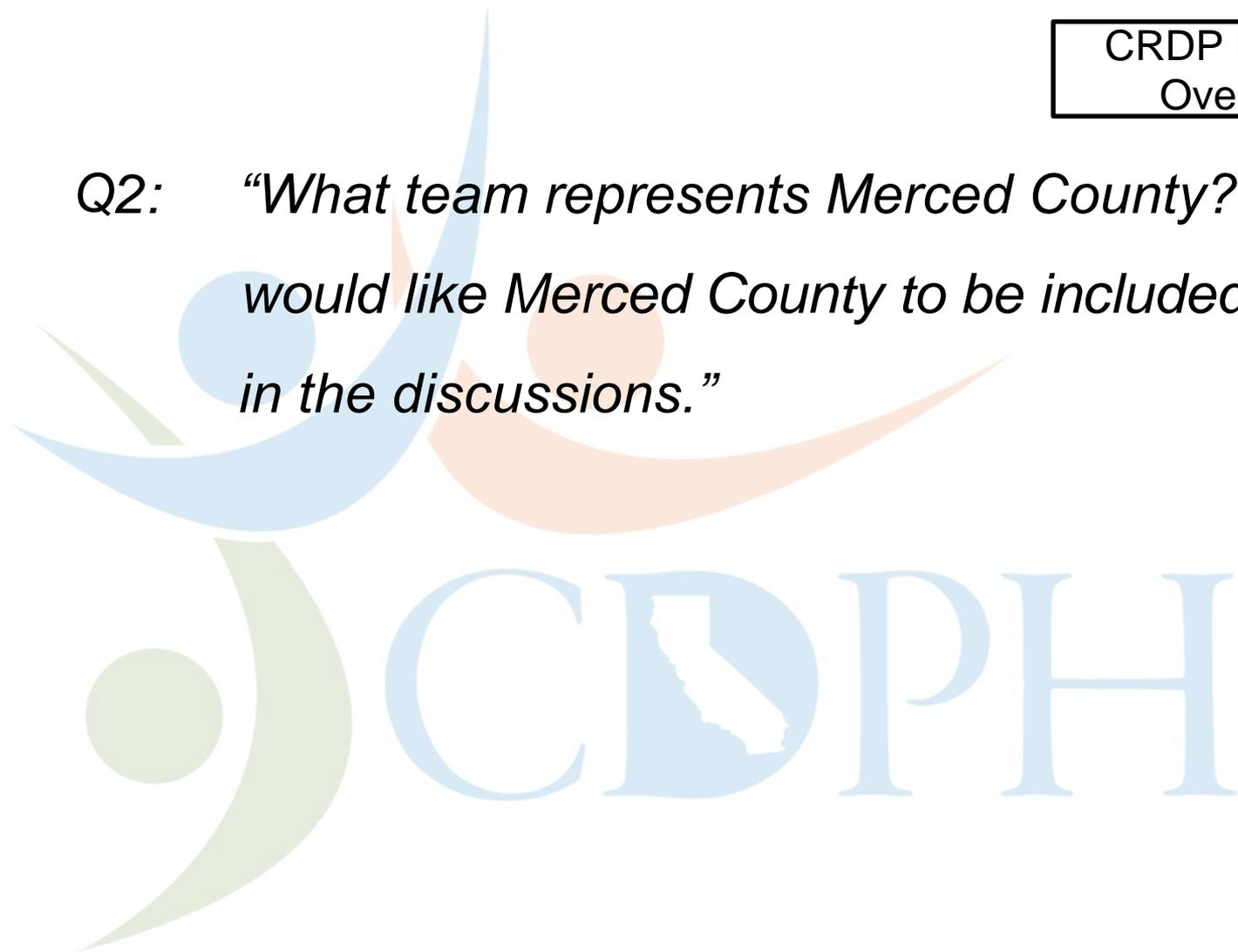


# Questions from the Stakeholders

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CRDP Phase 2  
Overview

Q2: *“What team represents Merced County? I would like Merced County to be included in the discussions.”*



# CRDP Phase 2 Overview

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Additional Discussion

CDPH

# Pilot Projects

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## Overview:

- Seven Pilot Projects for each of the five population groups
  - Of these, three will begin in the Capacity Building phase
  - The remaining four will begin the Implementation phase
- Each population group will have a separate solicitation document and process to account for the different needs of each population

## Qualifications:

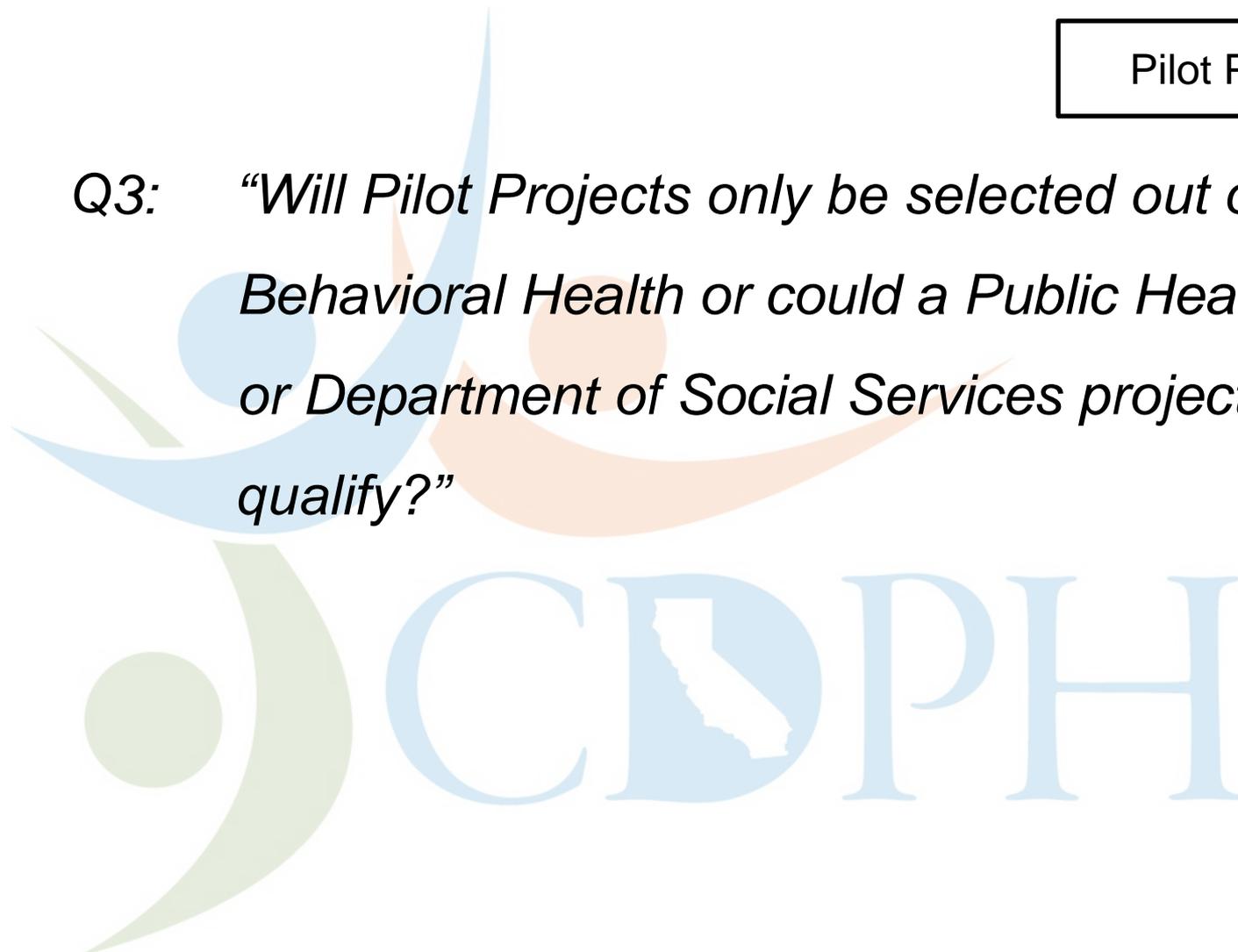
- Must be a non-profit or government organization (including tribal)
- Must have an existing community-defined evidence program or practice (CDEP) that has the willingness and potential for evaluation
- Must exhibit strong ties to the specific community it provides service to

# Questions from the Stakeholders

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Pilot Projects

Q3: *“Will Pilot Projects only be selected out of Behavioral Health or could a Public Health or Department of Social Services project qualify?”*

The logo for the California Department of Public Health (CDPH) is displayed in the background. It features a stylized human figure composed of three overlapping shapes: a light blue upper body, an orange middle body, and a light green lower body. The figure is positioned to the left of the text 'CDPH'. The 'C' is a large, light blue letter. The 'D' is a light blue circle containing a white silhouette of the state of California. The 'P' and 'H' are large, light blue letters. The text 'CDPH' is rendered in a light blue, serif font.

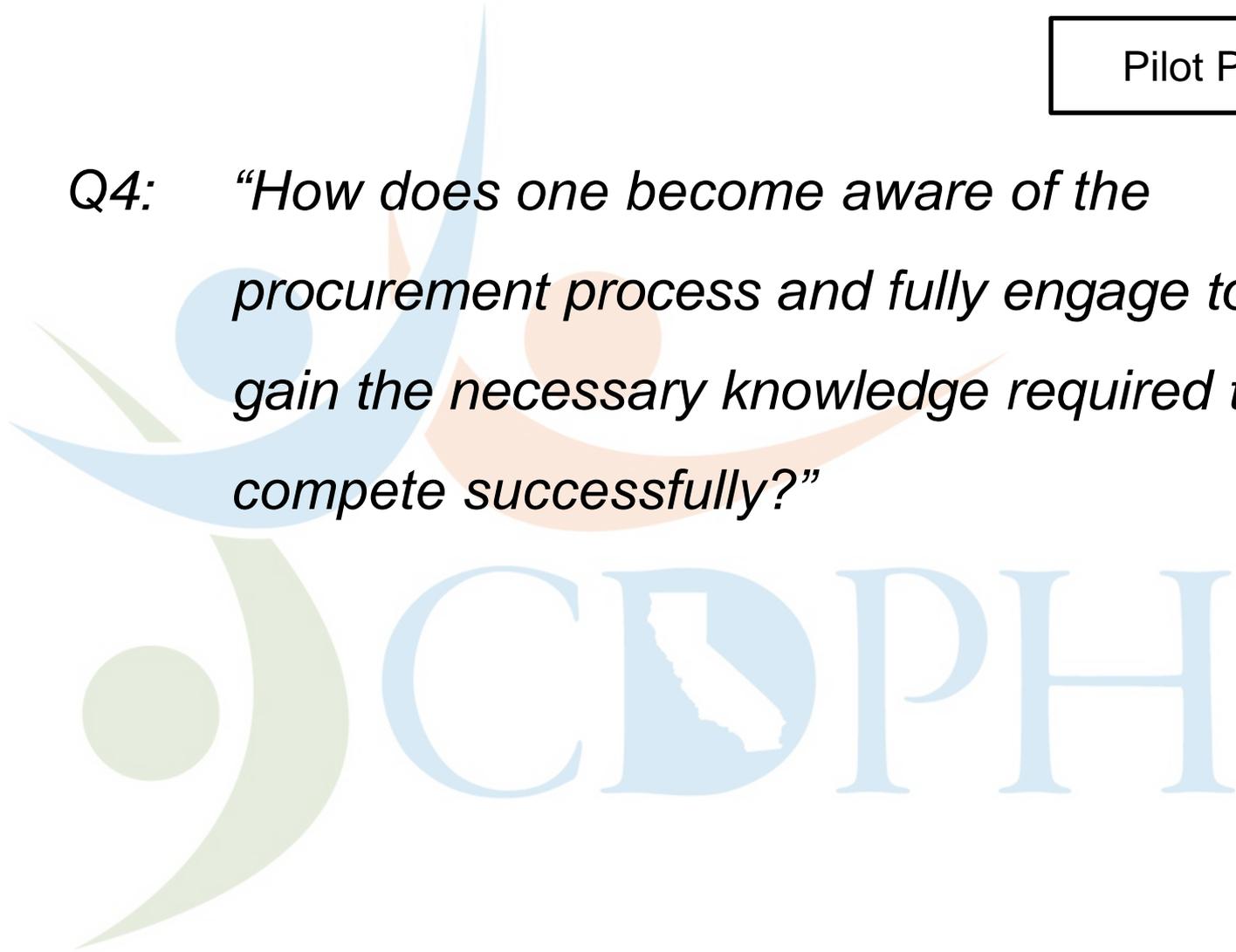
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# Questions from the Stakeholders

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Pilot Projects

Q4: *“How does one become aware of the procurement process and fully engage to gain the necessary knowledge required to compete successfully?”*

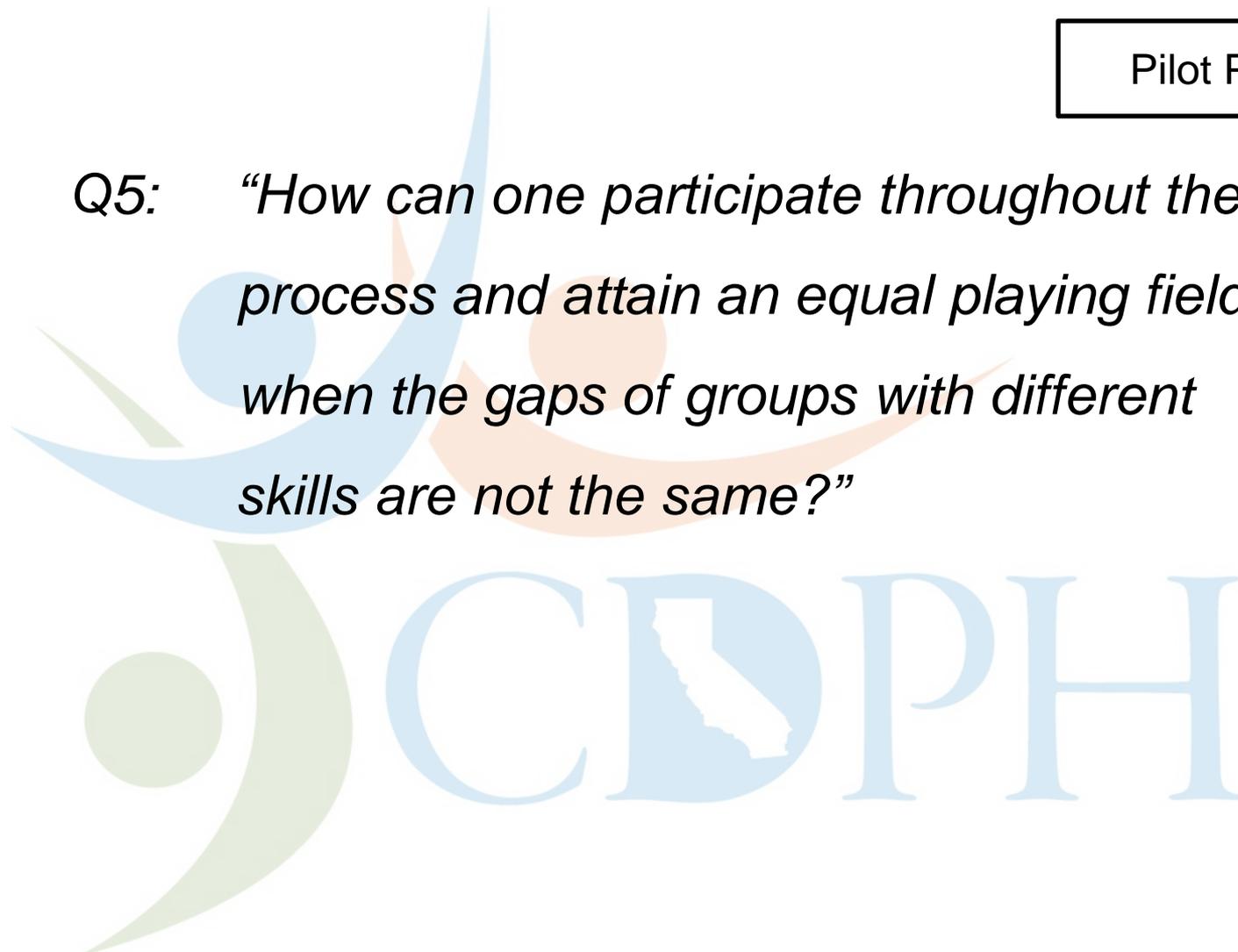


# Questions from the Stakeholders

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Pilot Projects

Q5: *“How can one participate throughout the process and attain an equal playing field when the gaps of groups with different skills are not the same?”*

The logo for the California Department of Public Health (CDPH) is displayed in a light blue color. It features a stylized human figure composed of three curved shapes: a light blue upper body, a light orange middle body, and a light green lower body. The figure is positioned to the left of the text 'CDPH'. The 'C' is a large, light blue letter. The 'D' is a light blue circle containing a white silhouette of the state of California. The 'P' and 'H' are large, light blue letters. The background of the slide is white with a faint, larger version of the CDPH logo behind the text.

CDPH

# Questions from the Stakeholders

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Pilot Projects

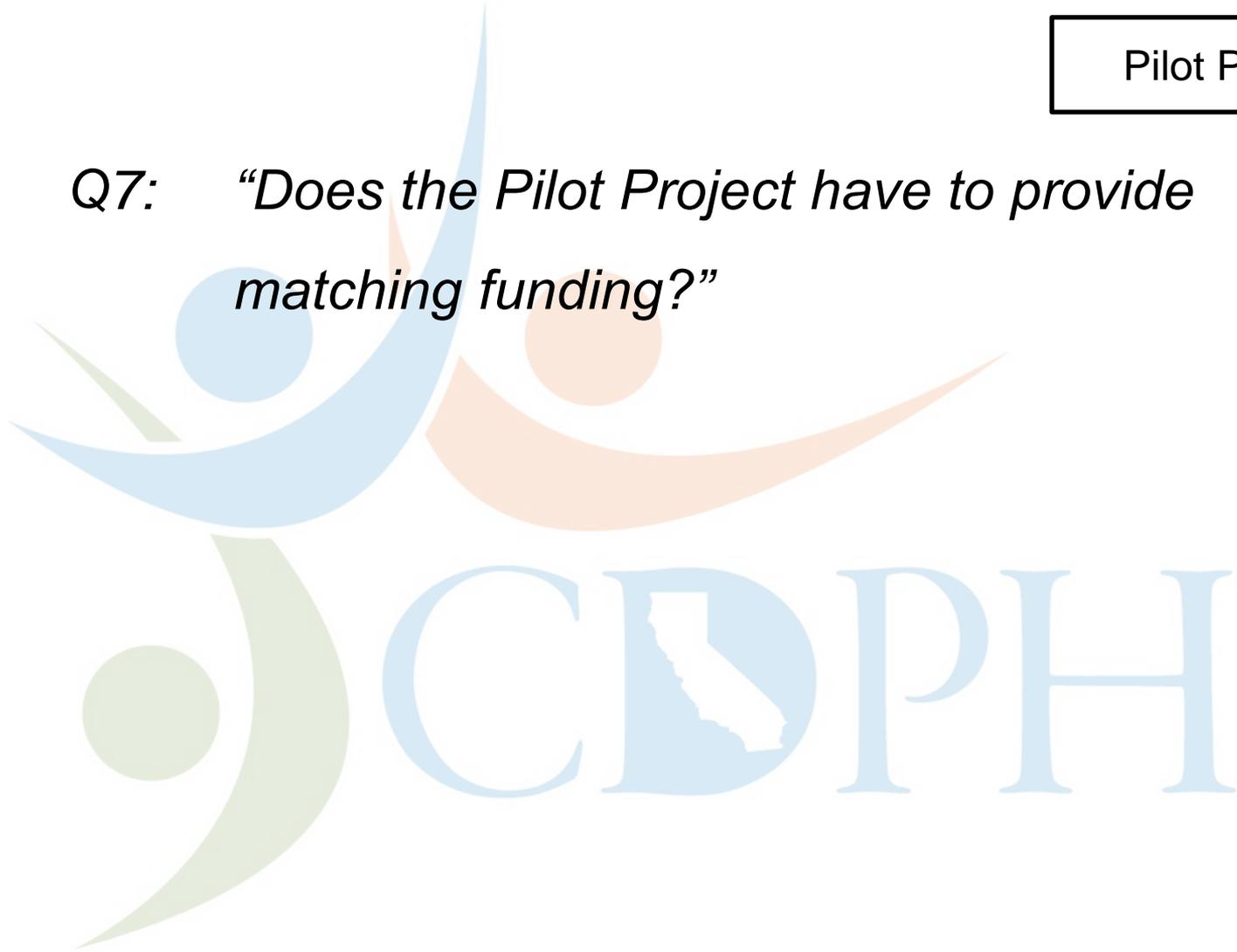
Q6: *“Will the Pilot Projects just focus on target populations or will the serving agencies need to also be representative of the population? I understand having a focus on the population with the disparity but is siloing off all of the work by population the best/promising practice?”*

# Questions from the Stakeholders

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Pilot Projects

Q7: *“Does the Pilot Project have to provide matching funding?”*

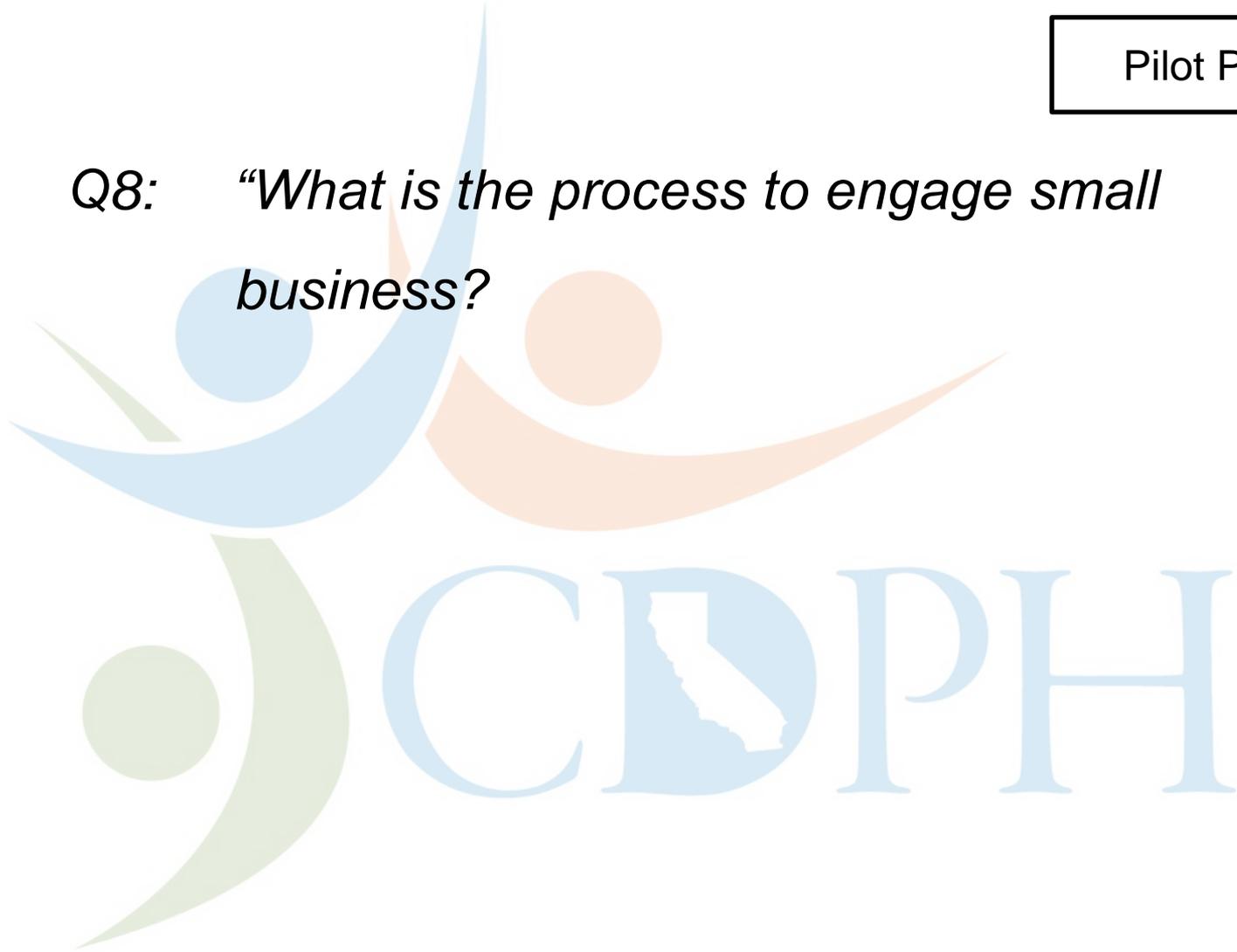


# Questions from the Stakeholders

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Pilot Projects

Q8: *“What is the process to engage small business?”*



# Pilot Projects

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10 Minute Break

CDPH

# Technical Assistance Providers

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## Overview

- Population based – one Technical Assistance (TA) Provider for each of the five target populations
- Provide Pilot Projects with both Capacity Building and Implementation technical assistance
- Expected to provide an extensive array of technical assistance services for Pilot Projects on subjects including community engagement and organizational development to ensure project success and assist in long-term sustainability
- Does not provide evaluation technical assistance
- Each population group will have a separate solicitation document and process to account for the different needs of each population

## Qualifications:

- Demonstrated high-level of cultural and linguistic competence
- Deep understanding of the communities that they propose to serve and documented trustful relationship
- History and experience providing broad array of excellent technical assistance for organizations with similar needs

# Questions from the Stakeholders

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Technical Assistance

Q9: *“What is the background of TA Providers?  
Do they possess the necessary expertise  
and knowledge about the community to  
successfully assist the population seeking  
assistance with what it needs?”*

# Technical Assistance Providers

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Additional Discussion

CDPH

# Statewide Evaluation Team

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## Overview:

- Provide end-to-end evaluation of California Reducing Disparities Project
- Provide evaluation technical assistance to Pilot Projects
- We believe that the successful proposer will provide a team of evaluators that demonstrate an array of skills and expertise. Moreover, each population group lead must demonstrate cultural and linguistic competency to account for the different needs of each population
- Will coordinate core data collection across Pilot Project sites
- Will convene a symposium at the close of the project to formally document and share CRDP Phase 2 evidence and results

## Qualifications:

- Demonstrated high-level cultural and linguistic competence in each population
- Expertise in developing and implementing mixed methods and community-defined evidence evaluations
- Demonstrated experience providing evaluation technical assistance to target population groups

# Questions from the Stakeholders

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Statewide Evaluation  
Team

*Q10: “Is the evaluation following a certain system or criteria? Will the results of the evaluation be tied to future funding?”*

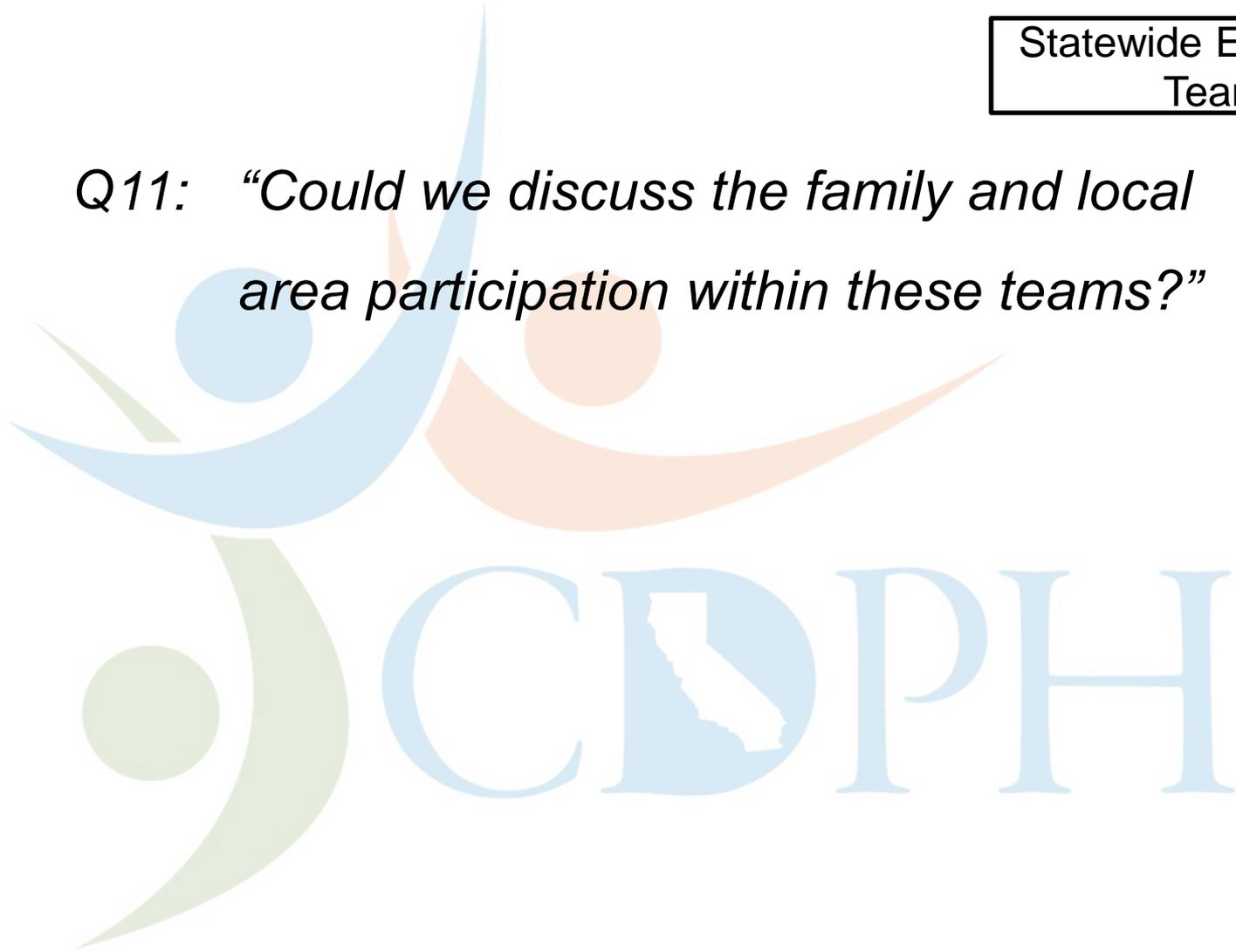


# Questions from the Stakeholders

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Statewide Evaluation  
Team

*Q11: “Could we discuss the family and local area participation within these teams?”*



# Statewide Evaluation Team

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Additional Discussion

# Education, Outreach, and Awareness Overview

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## Overview

- One statewide education, outreach, and awareness contractor
- Five local education, outreach, and awareness contractors
- Convene interests of all unserved, underserved, and inappropriately served populations
- Focus on creating system change and developing working relationships with all critical stakeholder groups through education and outreach

## Qualifications

- Demonstrated high-level cultural and linguistic competence in each target population group AND other unserved, underserved, and inappropriately served populations
- Demonstrated experience in coalition building and management across different population groups
- Demonstrated experience in developing and maintaining community education, outreach and awareness campaigns

# Education, Outreach, and Awareness

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# Closing Comments or Questions

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## For More Information

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- Visit CRDP's website for resources, updates, and frequently asked questions: <http://tinyurl.com/cdphcrdp>
- For questions, comments, or concerns, please contact CRDP staff through email: [CRDP@cdph.ca.gov](mailto:CRDP@cdph.ca.gov)

