

The African American Community Initiative

The African American Community Initiative has a long standing commitment to reach out to community members and serve as a source of information for mental health and recovery services of BHRS as well as advocate for the employment of African American mental health professionals and administrative staff. The following two-year plan will help to focus the efforts of AACI and establish ongoing efforts to improve the mental health and recovery status of African Americans throughout San Mateo County.

Two-year Community Initiative Objectives:

1. **Awareness:** Increase overall community awareness and involvement of community members in African American Community Initiative
2. **Utilization/Access:** Increase knowledge and utilization of mental health services of BHRS among African American community members in San Mateo County.
3. **Education/Training:** To act as liaison between African American community and BHRS, assisting in linkage to services and community trainings such as Mental Health First Aid, Parent Project, Lived Experience Academy, Digital Storytelling and Photo Voice, Stigma-Free San Mateo, and the Health Ambassador Program.
4. **Employment:** To advocate for the staffing of at least one African American clinician (MFT, LCSW, and other licensed providers) in each Community Service Areas of San Mateo County's Behavioral Health and Recovery Services.
5. **Research:** To provide feedback and inform San Mateo County BHRS regarding African American community as result of extensive surveying through the Office of Consumer Affairs, focus groups, and community-based research.
6. **Outreach:** Conduct at least one annual community based event, such as in celebration of Black History Month, Juneteenth, or Kwanzaa to build support of AACI and to reach out to the African American community.
7. **Partnership:** Partner with other organizations and health equity initiatives from the Office of Diversity and Equity to support AACI and AA clients and professionals as well as other diverse groups; link and collaborate with other entities that work in various capacities with African American community members.

African American Community Initiative 2-Year Work-Plan (FY 2014-16)

Objective Area	Project/Activities	Time Frame	Measurable Deliverables/Notes	Committee Responsible
<p style="text-align: center;">AWARENESS</p>	<p>Increase community involvement of AACI</p>	<p>Ongoing/monthly</p>	<ol style="list-style-type: none"> 1. Sign-in sheets, 2. Document number of community trainings and events attended/supported 	<p>Outreach and Events Committee</p>
	<ul style="list-style-type: none"> • Use sign-in sheets at AACI monthly meetings and community events. • Add at least 2 new AACI members every six months. • Attend/support at least 5 community events AACI has been invited to participate per year. 			
<p style="text-align: center;">UTILIZATION/ACCESS</p>	<p>Increase utilization of BHRS services among AAs</p>	<p>Ongoing</p>	<ol style="list-style-type: none"> 1. Collect referral data 2. Collect surveys of community members at community events, 3. Document partnerships with community based non-profits with written agreement 4. Document list of partnered agencies 	<p>Outreach Committee</p>
	<ul style="list-style-type: none"> • Refer at least 5 AA community members to BHRS through AACI. • Survey community members at community events (Soul Stroll, AACHAC Women’s Conference). • Establish partnership with community-based non-profits. • Partner with BHRS agencies and programs. 			

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<p>EDUCATION/TRAINING</p>	<p>Link AAs to training services in ODE</p>	<p>Ongoing</p>	<ol style="list-style-type: none"> 1. Create and collect flyers of promotional activities 2. Document list of referrals to ODE programs 3. Document calendar ODE program events attended 4. Document MHFA trainings at community sites 	<p>Education/Training committee</p>
	<ul style="list-style-type: none"> • Promote ODE program and trainings at AACI meetings, events, and partner meetings. • Refer AACI members to trainings, workshops, and programs of ODE. • Partner with ODE programs and services and support efforts. • Plan Mental Health First Aid trainings at local churches and with AA group/associations. • Incentivize use of ODE programs for AA members. 			

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<p>EMPLOYMENT</p>	<p>Advocate for hiring of at least one AA clinician at each CSA site</p>	<p>Ongoing</p>	<ol style="list-style-type: none"> 1. Recruitment flyer 2. Meeting agendas 3. Document tabling events (flyer, sign-in sheet, photos) 4. Data on staff demographics of each CSA. 	<p>Advocate Committee</p>
	<ul style="list-style-type: none"> • Develop language and recruitment documentation. • Table at local colleges/graduate programs on behalf of BHRS. • Partner with Black Student Union at CSU East Bay, San Jose State University, and San Francisco State University to create “pipeline” for AA upcoming professionals into BHRS • Meet with hiring managers to discuss importance of ensuring staff diversity. 			

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<p align="center">RESEARCH</p>	<p>Provide feedback to BHRS based on research of AAs</p>	<p>Once a year</p>	<ol style="list-style-type: none"> 1. White paper 5. Surveys 6. Focus group report 7. Document reviewing protocol 8. APHA Abstract 	<p align="center">Research committee</p>
	<ul style="list-style-type: none"> • Conduct focus groups to garner feedback from community members. • Survey AA community residents at major events within the County such as Soul Stroll, AACHAC Women’s Conference, and others. • Survey clients of BHRS through the Office of Consumer Affairs. • Assess findings and submit white paper on outcomes and recommendations to the County. <p>Develop reviewing process with initiative to ensure plans are appropriate and approved.</p>			
<p align="center">OUTREACH</p>	<p>Conduct at least one annual community event</p>	<p>Once a year</p>	<ol style="list-style-type: none"> 1. Evaluate annual event, collect feedback from annual event 2. Develop flyer of annual event 3. Community assessment survey 	<p align="center">Outreach Committee</p>
	<ul style="list-style-type: none"> • Attend other Health Equity Initiative meetings. • Support community events. • Partner with other Health Equity Initiatives on their events. • Invite BHRS staff to attend annual AACI event. • Identify theme for annual event based on need in the community. Address need through public community event or forum. 			

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<p style="text-align: center;">PARTNERSHIP</p>	<p>Partner with other orgs and HEI's to support AACI and offer support to other divers groups</p>	<p>Ongoing</p>	<p>1. MOUs 2. Documentation from events (flyers, photos, budget proposals, meeting agendas)</p>	<p>Outreach Committee</p>
	<ul style="list-style-type: none"> • Establish at least one non-ODE partnership per year for the duration of at least a year • Partner with at least one other HEI to support at least one event per year 			