

Sacramento County Mental Health Board
Community Wellness Response Team (CWRT) Advisory Committee
ANNOUNCEMENT – IN PERSON MEETING
HYBRID PARTICIPATION OPTION
Tuesday, November 12, 2024
6:00 PM – 8:00 PM

Members Present: Corrine Sako, Katie Houston, Kaino Hopper, Patricia Wentzel, Sarina Rodriguez (joined virtually) (staff: Korlany Roche)

Absent: Adam Wills, Mykel Gayent, Elijah Orr

Agenda Item

I. Welcome and Introductions

- Introductions:
 - Committee Members
 - CWRT Partners
 - Review [MHB Conduct Agreement](#)
 - Announcements by CWRT Advisory Committee Members
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- Co-chair Houston commenced the meeting at 6:08pm. Introductions were made and Co-chair Houston acknowledged the MHB Conduct Agreement.
 - Chair Sako announced t-shirts were provided by WellSpace Health/988 for AC members, in addition to magnets and stickers.
 - Chair Sako announced member Adam Wills has resigned from the AC; thanked him for service as a foundational member who occupied a community member seat, which will leave a vacancy.

II. Public Comments related to the Community Wellness Response Team (CWRT)

- No public comments were made.

III. Discussion/Action Item: Consider Nomination to CWRT Advisory Committee to a Community Member Seat

- Co-chair Houston introduced Terry Sharp as an applicant for the CWRT AC community member seat. The AC conducted an interview with Terry Sharp, and approved bringing the nomination forward for consideration.
- Terry Sharp introduced himself and shared he attended the previous meeting. His interest in the AC stems from his community work in the last 10 months, while also participating in a mental health diversion program. He believes life experience counts, sees a lot of gaps in mental health, and would like to figure out where he fits in identifying the gaps and resources.
- No public comments were made.
- Chair Sako motioned to approve Terry Sharp for the community member seat; Hopper seconded the motion. A unanimous vote to approve Terry Sharp was called.
- Chair Sako: This approved nomination will go to the full MHB for consideration, which will be held on December 4th at 6pm. She will send the agenda where they will take action on it and where it will become official.

IV. Presentation and Roundtable Discussion: CWRT Marketing and Communication Plan

- Elizabeth Zelidon (Ely) (BHS), Public Information Officer (PIO) presented on the CWRT Awareness Campaign – see attached.
- Reviewed goal, objectives and metrics (including how to measure client trust), key messages, strategies and tactics, rollout and timeline.
- Director Ryan Quist completed an interview for the Sacramento County podcast but has not been published yet. For future podcast topics, we would like to highlight staff members and look at social media trends. We have a dedicated videographer to film content.

Member Questions/Comments:

- Co-chair Houston: What is the Instagram account?

- On the Sacramento County page to build the brand and then branch out where everyone can share.
- Chair Sako: With earned and paid media, how are you deciding what areas to target? Are you looking at zip codes or demographics? Can we target communities that have been overlooked, unrepresented or underserved?
 - This strategy is utilizing the free opportunities; we get a lot of traction and can get analytics on that. Under the media pitching, there are strategies that require funding for a limited timeframe.
 - When we worked with Edelman, there was a lot of energy put into logos and images. Are there any samples of what the posts, lobby posters or billboard ads would look like?
 - We will have those soon. We are trying to stick with Sacramento County, BACS and WellSpace logos to build community trust.
 - We were intentional about providing input for the CWRT logo and wondering what happened to that? Why was the not including the logo not brought back to this group for community input? The continuity of the work that this group has done in terms of marketing wasn't integrated a whole lot into this strategy. How to keep the trust of this committee and members of the public who gave up their time to provide feedback. This is a missed opportunity to include the CWRT logo in addition to the Sacramento County logo.
 - Stephanie (BHS): We have all the materials developed with Edleman and have used them and will continue to use them. Ely is repurposing as much material as possible while also adhering to County's policies around logo usage.
 - Co-chair Houston: If I'm getting this right, you're including the Sacramento County logo, WellSpace Health and BACS, but leaving out the CWRT logo. We would like our logo to be considered as well.
 - Understood. Please note the development of the CWRT logo did not include County PIOs. We will take the AC's feedback back to BHS and DHS leadership.
 - Member Hopper: My background is in design and how to communicate with and without language. My concern with eliminating the CWRT logo and just the letters with the Sacramento County logo is that it's missing the language associated. People need a visual recognition that is independent of language. We had a fairly large budget allocated for this and it doesn't make sense. This advisory board was brought in at the ground level, and now what does that do for the role of the advisory board.
 - Stephanie (BHS): Thank you. We will bring the AC's feedback back to the DHS Director; this AC has provided a lot of valuable input.
 - Christina (BHS): We have gone through a lot of transitions and trying our best to shore up consistency. We don't want the AC to feel excluded.
 - Ely (BHS): We need more communication to ensure that we are not missing important feedback and input. This was a missed opportunity, and we will take a second look at our policies and see what we can do.
 - Chair Sako: We're aware of the transitions and there's huge lifts. We have at least two foundational members with a lot of knowledge and we can make ourselves available; minutes can be read on the website to provide historical context.
- Terri (WellSpace): Would like to highlight the mobile nature of the program and maybe include images of a car, as people are familiarizing themselves with mobile teams, to link that visually.
- Chair Sako: Have you been able to reference the State's 5 year plan with how marketing should be done regarding these programs? To synthesize: marketing and materials should include staff that look like me or my neighbor. People tend to do better with stories and testimonials, and on the ground lower tech strategies people favored more. Can send Ely that feedback at ZelidonE@saccounty.gov.
- Public comment #1: I would just like to uplift the comment from Board member Sako as it pertains to intentionally connecting with various modes and methods on outreach, such as Sac Observer, to connect with communities from diverse backgrounds.

V. Presentation and Roundtable Discussion: CWRT Webpage Update

- Christina Irizarry, BHS, Program Manager, provided a presentation on the CWRT webpage updates.
- Purpose of update was to make more user friendly and let community know what is CWRT.
- Stephanie (BHS) added the entire BHS webpage will be updated to be more user friendly.

Member Comments/Questions:

- Co-chair Houston: I appreciate the QR code. It does look much better.
- Member Wentzel: The webpage is not user friendly to someone who does not have a college degree; the words are clinical. Think about it from a perspective of someone who does not have a college degree. The fact sheet is a great document, but people not familiar with graphics to convey this information would not understand. The content is small and hard to read; the language is sophisticated. Is there a way to make this more user friendly, it's currently not easy to interpret. Is there something more effective that we can use instead?

- We will take another look at the language and improve it further. The Fact Sheet was run by the AC – thank you for further feedback as you take another look.
- Member Hopper: When I want a response team, I want it instant in my brain, so that information can be absorbed quickly. For senior citizens, we need to zoom in or use a larger font, or add a feature to the webpage where you can click and easily change the font, language, etc.
- Chair Sako: Thank you for being intentional about this and the opportunity to represent the community in this way and provide this feedback. All of us have this shared goal that the program is accessible and helpful, not just transformative. In doing that, it would be great if there is some advising for folks that have disabilities, and look at the different ways people take in information. I appreciate the website that has been updated to be more functional and organized. It's user friendly to someone that is law enforcement, and what is helpful for them is different for the community that would call the program.
 - Note that the entire BHS website and connected pages are going through an overhaul and will be updated to be consistent across pages. The final product will be run by the Disability Office for review before finalizing.

VI. Discussion: CWRT Program Implementation, Including Data & Response Outcomes

a. Sacramento County Behavioral Health Services CWRT

b. 988/WellSpace Health

c. Bay Area Community Services (BACS)

d. 11/8/24 CWRT Program Update here:

<https://dhs.saccounty.gov/BHS/SiteAssets/Pages/CWRT/Community-Wellness-Response-Team/CWRT%20Monthly%20Update%20-%20October%202024.pdf>

Karisa/Christina/BHS:

- Karisa reviewed the monthly update for October. Karisa would like to draw attention to the risk assessment elements that are duplicative: for all 52 mobile responses, the caller assesses for all risk elements.
- Christina shared two success stories – including one that included the integration of natural supports.

Terri/WellSpace:

- For October, we had 1,303 calls, warm transferred to CWRT 83 times, 2 times that someone did not connect, 4 welfare checks and the rest of the calls were resolved. 83 is amongst the higher numbers we've had, so it'll be interesting to see November and if we'll hover around 90 and when marketing can put us over 100. We saw a 35% increase in calls on the day of the election and day after election, which was consistent with all of the call centers. Text and chat were impacted and were taking overflow calls from special lines like the Trevor Project.
- We have seen a 12% increase since geolocation was implemented. Also noticing how wonderful it is to have the people we are helping with no 916 area code the resources that are available. AT&T and smaller carriers are not yet on geolocating.
- Shared success story.

Harjit/BACS:

- No additional updates. BACS data is included in what Karisa shared.

Member Questions/Comments:

- Chair Sako: Since we are hovering over the same amount of call volume, we would want to track any trends or patterns.
- Chair Sako: Are there any issues that BACS is having with operations? Or strengths that haven't been named yet?
 - Harjit (BACS): Regarding challenges, we are having good luck hiring, but it's hard to find a good fit since it's a very specific program. We are most excited about two of our three supervisors that have received a promotion; there are opportunities for folks to grow into the work. County does a great job with communicating, leading, and we have good partners with WellSpace and County. We will hit a hiring lull around the holidays, so we will try to get people in before the holidays as quickly as we can. I attended the team meeting a couple of weeks ago, and saw that people are in high spirits and happy to do this work.
- Chair Sako: There used to be monthly meetings with LEA – we were provided an update.
 - Korlany (BHS): We continue to meet monthly to discuss the bilateral referral process between CWRT and law enforcement agencies. We are discussing the MOU and can provide updates when the agreements are executed. We will also be implementing a pilot with Folsom PD on the bilateral referral process, and will report out on lessons learned to the bilateral meeting group.
- Co-chair Houston: Who will follow up with LE liaisons? We used to have a LEA liaison attend the AC

and they have not attended the last two meetings.

- Korlany will express the AC's interest in inviting LE liaisons at the next bilateral referral meeting, which will be held this Thursday, 11/14/24.
- Chair Sako: It's helpful to have continuity with the conversations that we're having, but can't expect consistent attendance.
- Co-chair Houston: 12% unable to locate is scary. What is the follow up?
 - Terri (WellSpace): For CWRT, we follow up with all of our warm transfers, so we will attempt to follow up the next day.
 - Christina (BHS): This may occur when a third party caller requests a response and gives a general location. The CWRT does the best they can to locate – often circling around neighborhoods and parks for half an hour to locate the client.
 - Karisa (BHS): Unable to locate also includes unable to assess and was unable to establish contact. Either we're not able to locate the client, or perhaps there's a gated area.
 - Co-Chair Houston: It would be helpful to differentiate why the caller was unable to locate.
- Member Wentzel: Interested in knowing about client refusing to come out of their room, and unable to establish rapport and that needs to be examined from the point of view of not being able to establish rapport.
 - Chair Sako: Is that a request from Member Wentzel to have a staff member come and present and talk about their process?
 - Member Wentzel: From anecdotes, family members are frustrated when CWRT does not engage further to try to build rapport. Every month I hear this experience from people and CWRT was intended to support and serve, at least some of the time. I only hear about when it doesn't work. I'm curious about the training on building rapport in a crisis rather than just social work.
 - Christina (BHS): Reminder to please provide this information to me timely – with the name of the individual, date, and general timeframe – this allows for timely follow-up and either helpful clarification for the AC or needed training for CWRT if it's a quality issue – we would want to address that.
 - Member Wentzel: If people are willing to communicate more directly with County, they can reach out to me and I'll pass along their information.
- Co-chair Houston: I'm wanting to hear success stories and they are posted on the update.
- Member Wentzel: Earlier in October, we got a call from the helpline and the 988 operator refused to connect to CWRT since mom could not guarantee that daughter would be willing to receive the services if the response team came.
 - Terri (WellSpace) will follow up regarding this issue.
- Member Hopper: One of my biggest hopes for this program is to double check with natural supports and give them tips and tools to help support. I appreciated the success story.
 - Christina (BHS): I have asked the team to be more inclusive and providing support to natural supports. This is an expectation of the team.

VII. Discussion/Action Item: Take Action on Whether the CWRT Advisory Committee Will Meet in December 2024

- Chair Sako provided context that MHB will hold a general meeting in December. Each committee is able to make a decision on whether to hold a meeting, keeping in mind that to call a meeting, we must have a quorum. We currently have 6 members.
- Member Wentzel: My understanding is that we could hold a meeting and need quorum to vote on action items.
- Co-chair Houston: As we consider this, do we have any action items that we need to discuss? I don't see anything we have tabled.
- Chair Sako – As it stands, it would be to receive updates, and we don't have any presentations scheduled at this time.
- Member Hopper: We've given feedback on the website and officer follow up plenty to work on. Might be a good idea to skip the December meeting and resume in January.
- Member Hopper motioned to resume meeting in January; Member Wentzel seconded the motion. A unanimous vote to resume the AC meeting in January was called.
- Public comment was made to support this motion.

VIII. Adjournment

Next CWRT Advisory Committee Meeting Scheduled for Tuesday January 14, 2024 6pm-8pm

Co-chair Houston adjourned the meeting at 8:01 pm.

2024

COMMUNITY WELLNESS RESPONSE TEAM AWARENESS CAMPAIGN

PURPOSE

The Sacramento County Community Wellness Response Team (CWRT) Awareness Campaign aims to inform underserved communities about the team's role in providing compassionate, behavioral health-focused crisis response, in collaboration with 988 Sacramento (WellSpace). The campaign will communicate **what** the CWRT is—a dedicated team addressing mental health crises without law enforcement intervention, **who** works for the team—trained behavioral health professionals offering trauma-informed care, and **why** this service is vital to the community—ensuring those in crisis, including older adults and young people, receive appropriate support and trust in accessible, non-punitive care.

GOAL

To gain general awareness and build trust of CWRT, its services and the collaboration with 988 Sacramento (WellSpace)

OBJECTIVES

- Build and maintain a 3% engagement rate with CWRT related social posts through Feb. 2025
- Increase website visits by 20% by Feb. 2025
- Increase client trust in the CWRT brand by 25% by Feb. 2025

KEY

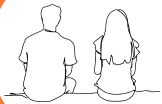
MESSAGES



SACRAMENTO COUNTY'S COMMUNITY WELLNESS RESPONSE TEAM IS STAFFED BY MEMBERS THAT ARE PART OF YOUR COMMUNITY



SACRAMENTO COUNTY'S COMMUNITY WELLNESS RESPONSE TEAM IS HERE TO HELP YOU IN YOUR CRISIS



THE SACRAMENTO COUNTY COMMUNITY WELLNESS RESPONSE TEAM IS DEDICATED TO ADDRESSING MENTAL HEALTH CRISIS WITHOUT LAW ENFORCEMENT INTERVENTION TO THE BEST OF THEIR ABILITIES

STRATEGIES & TACTICS

Strategy 1 Social Media

- Video Series
- Static Posts
- IG Stories
- Sacramento County Podcast

STRATEGIES & TACTICS

Strategy 2 Collateral Material

- Flyers
- Billboard
- Lobby Posters
- Sacramento County News Story

STRATEGIES & TACTICS

Strategy 3 Earned/ Paid Media

- Mental Health Matters video & interview
- Media Pitching
- Print Story rerun

THE ROLLOUT



PROPOSED TIMELINE

