

Sacramento County

Department of Health Services, Behavioral Health Services

Mental Health Services Act (MHSA) Steering Committee

Our Mission

To provide a culturally competent system of care that promotes holistic recovery, optimum health, and resiliency.

Our Vision

We envision a community where persons from diverse backgrounds across the life continuum have the opportunity to experience optimum wellness.

Our Values

Respect, Compassion, Integrity • Client and/or Family Driven • Equal Access for Diverse Populations • Culturally Competent, Adaptive, Responsive and Meaningful • Prevention and Early Intervention • Full Community Integration and Collaboration • Coordinated Near Home and in Natural Settings • Strength-Based Integrated and Evidence-Based Practices • Innovative and Outcome-Driven Practices and Systems • Wellness, Recovery, and Resilience Focus

February 20, 2025, Meeting Minutes

Time: 6:00-8:00 PM

Location: Virtually (Zoom) and phone conference

Meeting Attendees - General Public and MHSA Steering Committee members:

Stakeholder Group	Primary	Alternate
Mental Health Board	x Patricia Wentzel	Brad Lueth/Keisha Harris
Mental Health Director	Ryan Quist	x Jane Ann Zakhary
Service Provider - Children	x Laurie Clothier (River Oak)	Mary Sheppard (Uplift Family Svcs)
Service Provider - Adults	x Marilyn Sepulveda (Hope Cooperative)	x Alexis Bernard (Turning Point)
Service Provider - Older Adults	x Genelle Cazares	Cindy Xiong
Law Enforcement	Corey Jackson	Laura Mueller
Senior and Adult Services	x Melissa Jacobs	Mary Parker
Education	x Christopher Williams	Brent Malicote
Department of Human Assistance	Julie Field	Carmen Briscoe
Substance Use Prevention and Treatment	x Lori Miller	Kimberly Grimes/Pamela Hawkins
Cultural Competence	x Lakshmi Malrouu	Jessie Armenta
Child Welfare	x Melissa Lloyd	Kim Pearson
Primary Health	Andrew Mendonsa	Noel Vargas
Public Health	x Olivia Kasirye	Staci Syas
Juvenile Court	Andi Mudryk	Sarah Davis
Probation	Lynsey Semon	x David Linden
Veterans	Rochelle Arnold	Michael Restivo
Consumer - TAY	Vacant	Vacant
Consumer - TAY	Vacant	Vacant
Consumer - Adult	Christeana Zamora	Vacant
Consumer - Adult	Clarissa Laguardia	Chezia Tarleton
Consumer - Older Adult	x Janet Green	Vacant
Consumer - Older Adult	x Sharon Jennings	Vacant
Family Member/Caregiver of Child age 0-17 Yrs	x Chris Marzan	Vacant
Family Member/Caregiver of Child age 0-17 Yrs	Vacant	Vacant
Family Member/Caregiver of Adult age 18-59 Yrs	Susan McCrea- LOA	Ellen King
Family Member/Caregiver of Adult age 18-59 Yrs	Ryan McClinton	Diana Burdick
Family Member/Caregiver of Older Adult age 60+ Yrs	Vacant	Vacant
Family Member/Caregiver of Older Adult age 60+ Yrs	x Anatoliy Gridyushko	Vacant
Family Member/Consumer At-large	Vacant	Evin Johnson

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Agenda Item	Discussion
I. Welcome and Member Introductions	The meeting was called to order at 6:00p.m. MHSA Steering Committee (SC) co-chairs and members introduced themselves.
II. Agenda Review	The agenda was reviewed. No changes were made.
III. Review of Prior Meeting Minutes	The January 2025 draft meeting minutes were reviewed. No changes were made.
IV. Announcements	<p>Melissa Jacobs, SC Member: Sacramento County Senior and Adult Services (SAS) is presenting their Local Age and Disability-Friendly Action Plan (LADAP) to the Board of Supervisors on Tuesday, February 25, 2025.</p> <p>Patricia Wentzel, SC Member: The NAMIWalks Northern California event will take place May 3, 2025, at William Land Park. To kick off the 2025 walk season, NAMI is hosting a luncheon on Saturday, March 14, 2025, for 2025 Sponsors and Team Captains of this year's event. For sponsorship opportunities or to RSVP for the luncheon contact NAMI at walk@namisacramento.org or reach out to Patricia Wentzel to learn more information.</p> <p>Chris Marzan, SC Member: Cal Voices has sponsored and introduced an Assembly Bill (AB) 96 by assembly member Corey Jackson. AB96 (Jackson) will allow individuals who are certified Medi-Cal Peer Support Specialists (MCPSS) to automatically be recognized Community Health Workers (CHW). AB96(Jackson) amends the Welfare and Institution Code (WIC) definition of CHW to include and recognize MCPSS as fulfilling all requirements of the CHW provider type. MCPSS will be able to work as CHWs without additional certification or training. It increases equity between MCPSS and CHWs, allowing MCPSS to provide preventative services for persons with mild-to-moderate mental illness or SUD, who are enrolled in Managed Care Plans and more.</p> <p><u>Announcements from the Public</u> Mykel Gayent NAMI is currently developing programs to support the veteran community, now also operating out of Mather, CA. They have commenced with some orientations and are organizing classes specifically tailored for veterans. Additionally, NAMI will be implementing their Homefront program to support the family/caregivers of veterans. NAMI is also working on creating programs specifically designed to serve the needs of the African American/Black/African Descent community.</p>

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V. Executive Committee / MHSA Updates	<p>Executive Committee Updates: Sharon Jennings, SC Executive Member and Co-Chair: Journey of Hope 2025 will return October 2025. This is the 7th annual collaborative art event hosted by Stop Stigma Sacramento. Journey of Hope is an interactive community art exhibit that pairs real life story telling, and creative artworks inspired by the stories to illuminate the challenges and hopes of the individuals in Sacramento County living with a mental health challenge. To learn more, visit Stop Stigma Sacramento or See Attachment A – Journey of Hope Call Flyer 2025.</p> <p>MHSA Updates: Jane Ann Zakhary, BHS Division Manager</p> <ul style="list-style-type: none"> • The Department of Health Care Services (DHCS) has released the final version of Module 1 of the BHSA Policy Manual today. The final version of Module 1 is posted on the DHCS website, HERE. The final version of Module 2 has not been released. • On January 1, 2025, the BHSA transition period began. DHCS has contracted with CalMHSA to provide technical assistance to Counties on the community planning process for BHSA. This will include a framework, approved by DHCS, that Counties can follow to ensure the process meets with DHCS requirements. While we do not have a specific release date for this guidance, it is anticipated to be available within the next few months. • Sacramento County BHS will be posting the Draft MHSA Fiscal Year (FY) 2025-2026 Annual Update (AU) to the MHSA Two-Year Plan, online next month for a 30-day period of public review and comment. This will be the last AU for the 2024-2025 and 2025-2026 MHSA Two-Year Plan. We are currently in the first year of the two-year MHSA plan and must do an AU for the upcoming FY, which is FY 2025-2026. MHSA will sunset on June 30, 2026, and July 1, 2026, is when BHSA goes into effect. At the March 20, 2025, Steering Committee Meeting, Division Staff will provide an overview of the Draft MHSA FY 25-26 AU. This will be an opportunity for SC members to discuss, ask questions and provide collective comment and feedback. In addition to this presentation to the SC, the Draft 25-26 AU will be presented to the Cultural Competence Committee. At the end of the 30-day public review and comment period, the Draft FY 25-26 AU will also be presented to the Mental Health Board (MHB) for their discussion and collective comment, after which the MHB will conduct a Public Hearing on the Draft FY 25-26 AU. An email will be sent out announcing when the AU is posted online. If you do not receive MHSA emails and would like to, please contact mhsa@sacounty.gov to ensure you are receiving our updates and announcements.
VI. Behavioral Health Services Communication and Outreach Strategies Overview	<p>Behavioral Health Services Communication and Outreach Strategies Presentation Jane Ann Zakhary, Administration, Planning and Outcomes Division Manager</p> <p>See Attachment B – Behavioral Health Services Communication and Outreach Strategies presentation</p>

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Member Questions, Discussion, and Collective Comment:

I have a few follow-up questions:

1. What is the cost of all the outreach?
2. How is the County tracking outreach engagement outcomes to see who is interacting with social media, and how individuals are being referred to services.
3. How is the County reaching those who are disenfranchised, aging, technologically disadvantaged?
4. Has the County thought about developing a team that would visit partnering Community Based Organizations (CBOs) and facilitate a presentation around BHS services, and how the CBOs can increase engagement with clients about County and partnering services.

I also have a few suggestions to help increase outreach and engagement. BHS can host a Town Hall meeting in partnership with CBOs, where BHS can present information similar to today's presentation. Although BHS has supported many community events, it may be beneficial to host their own event and invite CBOs. To increase access, BHS can partner with Sacramento Regional Transit to provide free bus rides to the event, which would be crucial for disenfranchised individuals who may not have access to transportation.

We have metrics for our "Mental Illness: It's Not Always What You Think" campaign, and we track the effectiveness of our billboard campaigns by monitoring traffic passing by billboards. Additionally, we have metrics on various news media and their reach. While this data is not currently consolidated, we aim to address this to better measure our return on investment. Our County website is in the redesign process, and we are approaching it from the perspective of a community member seeking services and information. The Department has hired a consultant to assist with this project to ensure it is rebuilt with the community in mind. We have conducted town hall meetings in the past and partnered with other departments at events. We appreciate your suggestions regarding communication and outreach strategies and will consider them moving forward.

Are we leveraging the Accessibility office hours for print media and the website for blind and low vision individuals? This resource can be used for anything we are publishing and is every week.

Increasing accessibility is important to us, and so this is a part of the website redesign work. However, I am not sure if it is currently being used to its full capacity with our outreach and engagement strategies and will look into this. Thank you for lifting up this resource.

Transportation for older adults, particularly via para transit, can be very challenging, and buses may not always be a viable option. How can we effectively target older adults with our marketing efforts? Additionally, what strategies can we employ to encourage individuals to attend our events?

While we do have materials available that include services for individuals of all ages, they are not specifically tailored or marketed toward older adults. However, we recognize the value of creating resources that more directly address the needs of this demographic. We are eager to discuss and develop strategies to increase outreach and engagement of older

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	<p><i>adults, including encouraging their participation in events and would love to collaborate with community provider partners in these efforts.</i></p> <p><u>Public Comment</u></p> <ul style="list-style-type: none"> In reference to the examples of social media posts by Sac BHS on Valentine's Day, I noticed that the post had low engagement. I recommend redesigning County social media posts to increase engagement. For example, on slide 5, the Valentine's Day post states: "Celebrating love in all types of forms this Valentine's Day". Maybe it could be reworded to say "Celebrating love in all types of relationships, which may be romantic relationships, friendships or family. Your grandma baking your favorite chocolate chip cookies shows that you have love and support from family members, even if you are spending the day alone." Additionally, on slide 3, I noticed that the County still uses newspaper ads. Have you all thought about moving away from this since not many people read the newspaper anymore? Instead, consider using the funding for other social media platforms. In response to the question above about increasing marketing and engagement for older adults. Partnering with the local Agency on Aging would be beneficial, as they are responsible for implementing Older Americans Act resources and services. Their involvement would be integral in disseminating information to the older adult community.
VII. General Steering Committee Comment	None
VIII. General Public Comment	<p>Greta I'd like to express my compliments to 988 for their outstanding service and the invaluable help they've provided whenever I've used them as a resource.</p> <p>Hafsa Hamdani I also want to share that I called 988 during a difficult time, and their support was incredibly helpful. Their service made a significant difference for me as well.</p>
IX. Adjournment/ Upcoming Meetings	<p>Upcoming Meetings:</p> <ul style="list-style-type: none"> March 20, 2025 April 17, 2025