

Engaging in Advocacy for Hispanic/Latino Behavioral Health Equity, Part 3

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Disclosures

- No conflicts to disclose



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Dr. Marilyn Sampilo- Who Am I?

Latina/Filipina

Family of Immigrants/Refugees

First Generation

Raised in Washington, DC

Current Roles in OH & IL



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Overview of Series: Part 3

- Discuss advocacy action planning
- Discuss examples of advocacy in action



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Key Highlights of Series

- Hearing from folks doing the “boots on the ground” work
- Setting the stage for an advocacy learning community



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Let's Get Started!



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Let's "Chat"

Opening Reflection

- What are the issues impacting H/L behavioral health equity that would benefit from your advocacy?
- What might you need to be able to more actively and effectively engage in advocacy?



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Objectives For Today

- Discuss the utility of an advocacy action plan
- Outline key components of an advocacy action plan



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Meeting Goals



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Open-Ended Question #1

- Think about important goals you've set for yourself personally or professionally.
- What helped or facilitated you meeting your goal(s)?



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Advocacy Requires Strategy



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Strategy- “The 5 Ms”



Making a Plan



Mapping the Landscape



Mobilizing Support



Messaging and Methods



Monitoring Progress



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Making a Plan

- Clarifying values
- Identifying problem(s)/issues to address
- Research the problem(s) and landscape
- Setting goals



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Mapping the Landscape

- Identifying key stakeholders
- Map of Actors
 - Constituency
 - Supporters/Allies
 - Competition
 - Opposition



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Mobilizing Support

- Building a team/coalition
- Deciding on strategies to engage folks
- Connecting with values, mission, motives to build a shared agenda



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Messaging and Methods

- What is the message?
 - What is the best way to frame the message? Who is my intended audience? What is the best way to deliver my message? Who is the best deliverer of the message?
- What methods of advocacy?
 - Direct, formal
 - Indirect, informal



Monitoring Progress

- How is the plan working?
 - Are we accomplishing what we intended to accomplish? Do we need to change any parts of our plan/approach? Do we need to pivot?
- Circling back to short-term, intermediate, and long-term goals



An Example: Ohio



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Behavioral Health Stakeholder Convening

- Led by OCHLA
- Stakeholders representing various agencies, sectors, and industries
- Discussion regarding state of behavioral health for Hispanic and Latino Ohioans



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Results from Behavioral Health Convening

- Established a common understanding of the problem(s), collectively defined problem(s)
- Identification of needs, barriers, and strategies
- Problem(s)- need for capacity building of behavioral health workforce and partners to better serve H/L community







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Scanning

Identifying Stakeholders

Organization/Entity	1 Mission/ Values	2 Priorities/ Projects	3 Identified contact/ Connection?	4 Outreach
 Name 1	Shared mission/ values?	Aligned priorities?	Known connection ?	Outreach attempt?
 Name 2	-----	-----	-----	-----
 Name 3	-----	-----	-----	-----
 Name 4	-----	-----	-----	-----





Local



Regional



State



National



Partnership Development



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Messages and Methods

- Relevant messaging for local, state, national stakeholders
- Various methods and modalities of communicating messaging
- Combination approach to messaging



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Policy Brief Sample Template

Title

A relevant title should be relatively short but interesting and appealing to target audience.

Executive Summary

This section provides a brief synopsis of the overall brief. It should include the brief's main points including recommendations and implications.

Goal: Engage reader for further review

Statement of the Problem

This section outlines the problem you are attempting to address. What is the problem? What are the effects? Why is it important?

Goal: Establish the need for urgent policy action

Research/Data

This section outlines the research and data you have identified that supports the need for change and the necessary changes or proposed solutions. Here is where you focus on establishing credibility for your policy recommendations. What research has been done, by whom, and what outcomes?

Goal: Demonstrate policy recommendations are sound and rooted in evidence

Policy Overview

Current policy	What is the current policy? Why might it be ineffective or insufficient?
Proposed options	What are the proposed policy options and what are pros and cons of each?

Goal: Present balanced review of current policy or proposed options; Establish the need for policy evaluation/re-evaluation or change

Conclusions/Recommendations

Policy Recommendations	Based on the evidence presented, what is your recommended policy action?
Policy Implications	What are the specific benefits of the policy recommendation or action?
Expectation of policy change	What specific change(s) can be expected if the policy recommendation is enacted?

Goal: Demonstrate that policy recommendations will result in direct benefit and/or improved outcomes

Tips

Language/Tone	Content	Organization
Be succinct	Balanced but persuasive	No set limit, but most commonly 2-4 pages
Make it user-friendly, easy to read	Establish a strong evidence-based for recs	Use subheadings

Professional, not necessarily academic tone	Check for accuracy and credibility	Make recommendations easy to find
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Documents

- Provide at least 5 primary references/resources for the information contained in your brief
- Add appendices for additional or more detailed information that is especially relevant and/or supports your policy brief

OCHLA as the Backbone!

- OCHLA serves as a hub for the state of Ohio and is able to provide ongoing support by guiding the initiative's vision and strategy, supporting aligned activities, building public will, advancing policy, and mobilizing resources.



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Products

- Webinar and learning series
- Cultural competency trainings for individuals and agencies
- Mental health newsletters



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Deliverables

- Mental health navigator programs
- Mental health summits
- Mental health priority during legislative days



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Wrapping Up



- I want to do it
- How do I do it
- I'll try to do it
- I can do it
- I will do it

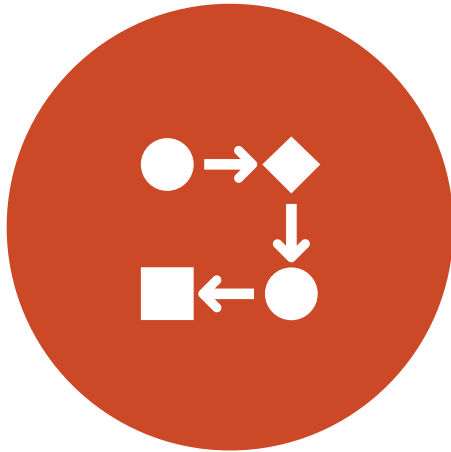


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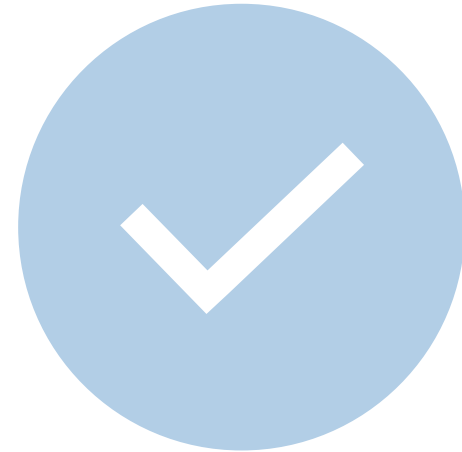
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Next Steps?



WHAT MIGHT BE YOUR
NEXT STEP?



TAKING ANY STEP
FORWARD IS PROGRESS



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So, Remember to Take That Step!

- To achieve H/L behavioral health equity will require all of us to take action, to do something
- Each of us has a part to play, and it might make us uncomfortable
- But equity and social justice are goals and processes, and advocacy is a critical imperative for both!



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Voices From The Field

- Let's hear about an organization doing some great work in Indiana.



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Affiliated Service Providers of Indiana Inc (ASPIN)



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Next Up: Advocacy Learning Series



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