



Partnerships: Key to Behavioral Health Service Success



OLDER AMERICANS
Behavioral Health
Technical Assistance Center

**Funded by SAMHSA
in collaboration with AoA**



Speakers

Introductions & Welcome

- Marian Scheinholtz, MS, OT – Substance Abuse and Mental Health Services Administration, Rockville, MD
- Danielle Nelson, MPH - Administration on Aging, Washington, DC

Partnerships & Webinar Overview

- Alixe McNeill, MPA – National Council on Aging, Washington, DC

SAMHSA 2011 Grants to Enhance Older Adult Behavioral Health Services

- Purpose: Expand existing Older Adult Targeted Capacity Expansion programs to include prevention of suicide and prescription drug misuse and abuse
- Target population: People ages 60 and older at risk for or experiencing behavioral health problems
- SAMHSA collaborator: U.S. Administration on Aging
- Grants up to \$356,344 for 18 months
- 5 Grantees

Presenters

Senior Reach

- Teresa Legault, MPA – Senior Reach, Jefferson Center for Mental Health, Jefferson County, CO

SPRY

- Christopher Kerr, MEd, LPC, and Ann Robison, PhD – Seniors Preparing for Rainbow Years, Montrose Counseling Center, Houston, TX

WIN

- Vivian Sauer, LCSW – Wellness Integrated Network, Jewish Family Service, Los Angeles, CA

OASIS

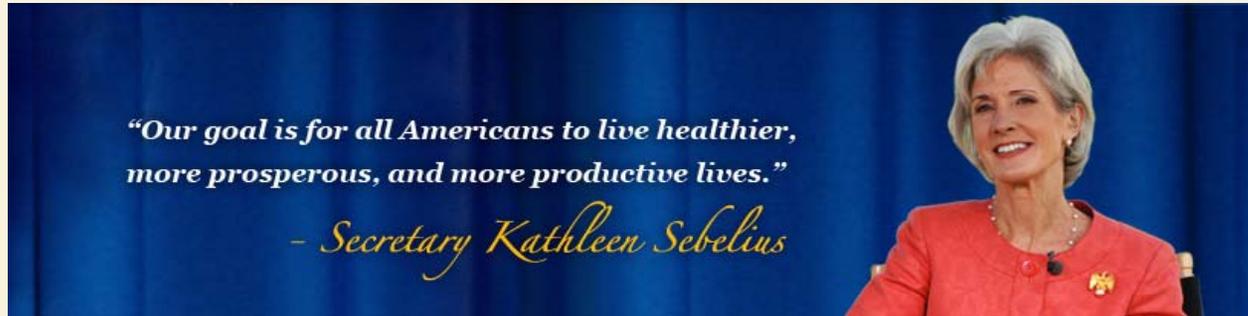
- Micheline Sommers, LMSW – Older Adults Specialty In-Home Services, Oakland FAMILY Services, Pontiac, MI



Welcome from the U.S. Administration on Aging

Danielle W. Nelson, MPH
Aging Services Program Specialist
Administration for Community Living,
Administration on Aging

Administration on Community Living



*"For too long, too many Americans have faced the impossible choice between moving to an institution or living at home without the long-term services and supports they need. The goal of the new **Administration for Community Living (ACL)** will be to help people with disabilities and older Americans live productive, satisfying lives." - Secretary Kathleen Sebelius*

Overview

- This new HHS Operating Division brings together the Administration on Aging (AoA), the Office on Disability (OD) and the Administration on Developmental Disabilities (ADD)
- This single agency is charged with developing policies and improving supports for seniors and people with disabilities.

Partnerships & Webinar Overview

Alix McNeill, MPA
Behavioral Health Lead
National Council on Aging
Washington, DC



Partnerships Are Valuable



“...because the collaborative process brings different kinds of people and organizations together, making it possible for them to accomplish much more than they can on their own.”

Center for the Advancement
of Collaborative Strategies in Health

<http://www.cacsh.org/>

Value in Partnerships

- Reach: More older adults served/more impact
- Stigma reduced and referrals increased
- Expertise: Quality of training/services enhanced
- Embedding service in partner organizations helps sustainability
- Additional partner services help clients
- Community support helps secure future funding
- Foundation for health and community service systems integration

Partnership Practices

NCOA Partnerships in Healthy Aging Study

- Common goals
- Regular communication
- Agreements on roles and assessment
- Staff orientation
- Recognition
- Takes time

Partnership Lessons Learned

Establishing Community Partnerships to Support Late-Life Anxiety Research*

- Use and expand existing relationships
- Work with faith-based organizations
- Treat community partners as individuals
- Maintain ongoing communications
- Strive for sustainability
- Build reciprocal relationships

*Jameson JP, Shrestha S, Escamilla M, Clark S, Wilson N, Kunik M, Zeno D, Harris TB, Peters A, Varner IL, Scantlebury C, Scott-Gurnell K, & Stanley M. (2012, Mar 15). Establishing community partnerships to support late-life anxiety research: Lessons learned from the calmer life project. *Aging Mental Health*. [Epub ahead of print]

Community Health Partnerships



Mobilizing Action Toward Community Health (MATCH)

Characteristics that build and sustain partnerships:

- Social value
- Common goals
- Rewards and incentives
- Comprehensive and coordinated approaches

Bailey SBC. (2010). Focusing on solid partnerships across multiple sectors for population health improvement. *Preventing Chronic Disease*, 7(6), A115.

http://www.cdc.gov/pcd/issues/2010/nov/10_0126.htm

Collective Impact



Model for large-scale social change using broad cross-sector coordination by government, nonprofits, and business:

- Common agenda
- Shared measurement system and goals
- Mutually reinforcing activities
- Continuous communication
- Backbone support by a dedicated organization

Kania J, & Kramer M. (2011, Winter). Collective impact. *Stanford Social Innovation Review*, 43.
http://www.ssireview.org/articles/entry/collective_impact

Partnership Resources

NCOA Center for Healthy Aging

<http://www.ncoa.org/improve-health/center-for-healthy-aging/partnerships.html>

SAMHSA

<http://www.SAMHSA.gov>

Partnership Self-Assessment Tool

<http://www.cacsh.org/>

Partners in Step



Webinar Overview

Community Partnerships Key to Success



SAMHSA grantees will present:

- Lead organization and grant-funded project
- Needs addressed in key partnerships
- Key partner organizations
- Lessons in developing partnerships
- Lessons in maintaining partnerships
- Community benefits of partnerships

Senior Reach

Teresa Legault, MPA

Jefferson Center for Mental Health

Jefferson, CO

<http://www.seniorreach.org>



Senior Reach Overview



Jefferson Center for Mental Health is the lead agency partnered with the Seniors' Resource Center and Mental Health Partners to provide:

- Mental health counseling and wellness services
- Care management and in-home resources
- Expanded services in 6 primary care locations

Senior Reach Overview (con't.)

Gatekeeper model is the backbone:

- Screening, brief intervention, and referral to treatment (SBIRT)
- Depression care management – Coaching model
- Suicide prevention/question, persuade, refer (QPR)
- Traditional senior reach in-home services

Needs Addressed in Key Partnerships



- Identify older adults not seeking services on their own behalf
- Educate community on needs of seniors
- Access older adults
- Build collaborative community network to support and provide services for seniors

Key Partner Organizations

Gatekeepers

Traditional community partners:

- Law enforcement, adult protection, EMS
- Primary care practices

Nontraditional community partners:

- Senior centers, senior residences
- Individuals, TRIAD

Lessons in Developing Partnerships

- Ensure ongoing identification of community partners
- Be clear about services available
- Understand partners' needs and what they can and cannot offer
- Participate in partner activities
- Be active in the communities you serve

Lessons in Maintaining Partnerships

- Realize that partners are advocates of your program and can educate others in different arenas about your services – keep them well informed
- Recognize partners at every opportunity, both publicly and individually
- Ensure open communication – ask for help if needed; offer support and help when needed
- Have fun

Community Benefits of Partnerships

- Better use of resources and expertise
- Better community infrastructure to support seniors – working together
- Reduce stigma around mental health
- Build case for importance of services
- Better case finding – more referrals

Seniors Preparing for Rainbow Years

Christopher Kerr, MEd, LPC

Clinical Director

Ann J. Robison, PhD

Executive Director

Montrose Counseling Center

Houston, TX

<http://www.spryhouston.org/>



Montrose Counseling Center Overview



Montrose Counseling Center is a behavioral health services provider

Organization services:

- Counseling
- Case management
- Substance abuse treatment
- Outreach
- Social/recreational services
- Wellness

SPRY Overview



Services under SAMHSA TCE Grant:

- Adult medication
- Suicide prevention/QPR, PHQ-2, and CAGE AID
- Depression care management/Healthy IDEAS

Needs Addressed in Key Partnerships

- Outreach to and engagement with a marginalized population
- Access to additional client services
- Recruitment of volunteers as “ambassadors” and “advocates”
- Sustainability and financing

Key Partner Organizations



- Area Agency on Aging
- Federally Qualified Health Centers
- LGBT consumer organizations

Lessons in Developing Partnerships

- Trust – long track record of service, community involvement, and confidentiality
- Listening and responding to concerns
- Change over in leadership of community group
- Purpose of community group: different for men and women

Lessons in Maintaining Partnerships

- Providing meeting and storage space for other purposes
- Partners become advisors to project
- Partners recognized at high-profile events
- Chance to win a free airline ticket

Community Benefits of Partnerships

- Reach extended to broader population
- Marginalized people who are initially resistant receive care
- Build case for importance of services, sustainable evidence-based interventions
- Synergy

Wellness Integrated Network

Vivian Sauer, LCSW
Chief Program Officer
Jewish Family Service
Los Angeles, CA
<http://www.jfsla.org>



A family
of services.
A family
that serves.

JFSLA Overview

Jewish Family Service is a community-based organization providing comprehensive social services to 100,000 clients a year, including older adults, children, families, and immigrant populations; it is the oldest social service agency in Los Angeles:

- Counseling and mental health issues
- Case management
- Community safety net services
- Shelter services

Wellness Integrated Network Overview



Services under SAMHSA TCE grant:

- Alcohol misuse prevention: SBIRT screening and BRITE workbook
- Medication misuse: SBIRT screening and BRITE workbook
- Suicide prevention: PHQ9 screening and clinical intervention
- Depression care management: PHQ9 screening and PST intervention
- Other: Outreach and engagement activities
- Services provided in English, Farsi, Spanish, and Russian

Needs Addressed in Key Partnerships

- Outreach to expand service network
- Integration of primary and behavioral health care
- Integration of aging and mental health services; breaking down the silos
- Sustainability, leveraging, and financing



Key Partner Organizations

Types of key partners



- Hospitals and community healthcare partners
- Department of Mental Health
- Area Agency on Aging

Lessons in Developing Partnerships

- Build on current relationships
- Respond to changing healthcare environment
- Understand and respond to partners' needs; show cost benefit
- Formalize the relationship in writing



Lessons in Maintaining Partnerships

- Relationship, relationship, relationship
- Leverage additional shared funding
- Learn one another's language
- Identify critical players within the partner organization



Community Benefits of Partnerships

- Reaching populations with limited access to mental health services
- The potential for systemic change
- Sharing best practices (e.g., evidence-based programs)
- Breaking down the silos – mental health, primary care, and aging service coordination

Older Adults Specialty In-Home Services

Micheline Sommers, LMSW

Director of Older Adult Specialty In-Home Services

Oakland FAMILY Services

Pontiac, MI

<http://www.oaklandfamilyservices.org/programs/oacs/oacs.html>



Oakland FAMILY Services Overview



Oakland FAMILY Services is a 501 (c)(3) family service agency founded in 1921

Organizational services provided:

- Behavioral health services
- Older adult and caregiver services
- Family preservation: Foster care/adoption
- School readiness and education services

OASIS Overview



Services under SAMHSA TCE grant:

- Home and community-based depression care using solution-focused brief therapy model
- Alcohol and prescription misuse prevention, screening, and education
- Suicide prevention education/SAMHSA Toolkit for Promoting Mental Health and Preventing Suicide

Needs Addressed in Key Partnerships



- Outreach
- Referrals
- Marketing of program
- Community resources

Key Partner Organizations

- Senior centers
- Hospital systems
- Older adult service providers including:
 - Area Agency on Aging

Lessons in Developing Partnerships

- Reciprocal relationships
- Understanding partner needs
- Memoranda of agreement
- What can you do for them

Lessons in Maintaining Partnerships

- Share aggregate client impact data to show results
- Let partners become advisors to project
- Support partners program needs
- Recognize partners at high-profile events
- Encourage partners to offer support in funding requests

Community Benefits of Partnerships

- Connect to other funding sources
- Market the program
- Demonstrate benefits of mental health/substance abuse treatment to partners
- Remove stigma of mental health/substance abuse treatment for older adults

Wrap-up of Lessons Learned

- Understand partner needs
- Build trust and reciprocal relationships
- Listen and respond to partner concerns
- Use memoranda of agreement
- Share aggregate client impact data to show results
- Recognize partners
- Leverage additional shared funding

Wrap-up of Partnership Results

- Behavioral health and aging service reach is extended to broader population
- Marginalized people who are initially resistant receive care
- Aging, behavioral health, and primary healthcare services collaborate; move toward integration
- Community gains improved infrastructure to support and serve seniors

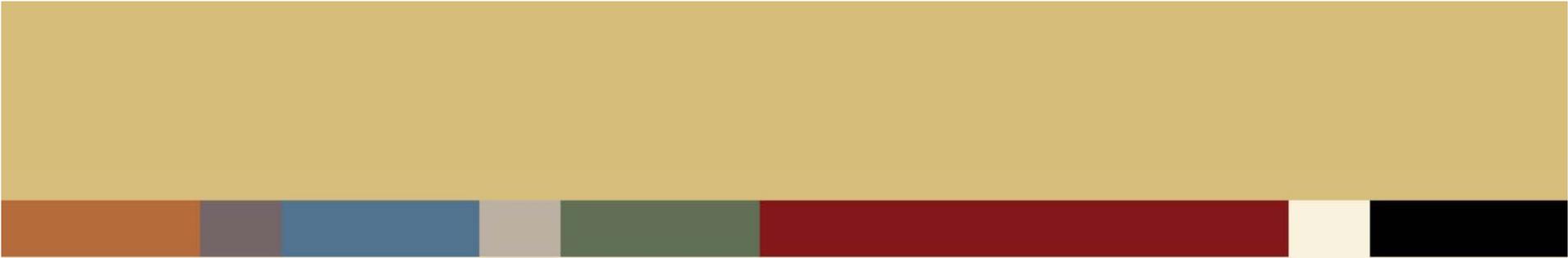
Today's Webinar Recording

→ AoA Behavioral Health

- http://www.aoa.gov/AoARoot/AoA_Programs/HPW/Behavioral/index.aspx

→ NCOA

- <http://www.ncoa.org/improve-health/center-for-healthy-aging/behavioral-health/older-americans-behavioral.html>



Questions and Answers