



**California Health and Human Services Agency (CalHHS)  
988-Crisis Workgroup 4: Communications Meeting 2  
Meeting Summary  
June 13, 2024, | Virtual Meeting**

Meeting Materials and Recording are available on the [988-Crisis Policy Advisory Group website](#). Public Zoom chat from the meeting is included as an Appendix to this summary.

For additional information and resources, please see the following sites:

- [CalHHS Behavioral Health Crisis Care Continuum Plan \(CCC-P\)](#)
- [Presentation on the CCC-P](#) from February 16th, 2023 by Stephanie Welch, the Deputy Secretary of Behavioral Health at CalHHS. (Note: Stephanie’s presentation begins at 54:03 and ends at 1:30:30. The Q&A extends until 1:46:30.)
- [988-Crisis Policy Advisory Group Meeting Summary \(December 13th, 2023\)](#)

**Workgroup Members in Attendance:**

- **Adrienne Shilton\***, California Alliance of Child and Family Services
- **Angela Vasquez\***, The Children’s Partnership
- **Ariella Cuellar\***, California LGBTQ Health & Human Services Network
- **Ashley Mills\***, CDPH
- **Christie Gonzalez\***, WellSpace
- **David Grady\***, State of California
- **Debra Roth\***, Disability Rights
- **Jeanine Gaines\***, The Social Changery
- **John Donoghue\***, County of Santa Clara Behavioral Health Services
- **Julie Kornike\***, Didi Hirsch

- **Kenna Chic\***, Project Lighthouse
- **Kenyon Jordon\***, Buckelew Programs
- **Lishaun Francis\***, Children Now
- **Mayu Iwatani\***, Orange County Dept of Education
- **Michael Tabak\***, San Mateo Sheriff's Office
- **Miguel Serricchio**, LSQ Funding Group
- **Rachael Steidl\***, YouthWell
- **Ruqayya Ahmad\***, Policy Manager, CPEHN
- **Stephen Sparling\***, California Coalition for Youth

**Project Staff in Attendance:**

- **Ali Vangrow\***, CalHHS
- **Anh Thu Bui\***, CalHHS
- **Hailey Shapiro\***, CalHHS
- **Betsy Uhrman\***, Health Management Associates
- **Nicholas Williams\***, Health Management Associates
- **Kris Greco-Thompson\***, HMA Subcontractor

**Workgroup Members Not in Attendance:**

- **Chrissy Corbin**, CDPH
- **Elizabeth Basnett**, EMSA
- **Hernando Garzon**, EMSA
- **Ivan Bhardwaj**, EMSA
- **Jennifer Oliphant**, Two Feathers Native American Family Services
- **Jevon Wilkes**, California Coalition for Youth
- **Katherine Katcher**, Yurok Tribe
- **Kiran Savage-Sangwan**, CPEHN
- **Miriam Goldblum**, Psychiatrist
- **Tara Gamboa-Eastman**, Steinberg Institute
- **Taun Hall**, The Miles Hall Foundation

\*Attended virtually

**Review of Agenda and Session Objectives**

Betsy Uhrman, Associate Principal, Health Management Associates, began the workgroup meeting by explaining Zoom functionality, noting Workgroup 4

Meeting 2 objectives, and introducing the co-chairs. She then provided an overview on how to submit public comment.

### **Review of Workgroup 4 Meeting 1**

Betsy Uhrman noted that while the previous meeting for Workgroup 4 focused on messaging, this one would speak to the key efforts needed to support coordination and alignment among different national, state, and local efforts to increase awareness for the 988 service.

### **DHCS 988 Communications Strategy Presentation**

Casey Heinzen, Chief of the Community and Crisis Care Programs Branch at California Department of Health Care Services (DHCS), spoke about DHCS's efforts to develop and implement a statewide 988 communications strategy in line with SAMHSA's 988 partner toolkit and DHCS's disparity impact statement. The plan was developed based on stakeholder input, which revealed low levels of awareness of 988 and highlighted certain messages and methods that would be effective in communicating with different audiences. DHCS will begin implementing the communications strategy in late 2024, with efforts extending through 2026.

### **Discussion 1: Feedback on Synthesized Comments on Messaging from Meeting 1**

Kris Greco Thompson reviewed the feedback from Workgroup 4 Meeting 1 related to messaging, forums, voices/spokespeople, and populations of focus. Workgroup feedback included:

- Workgroup members noted that there may be value in not drawing attention to the fact that this is a government initiative where possible.
- They suggested an additional callout about what callers under 18 years should expect when making a call to 988.
- They mentioned the need for training and other coaching for youth so that they know what to expect when calling and know how to self-advocate.
- A next step in communications planning would be to break down messages and methods by audience. For example, as noted, Native

American and youth audiences may require different approaches.

- Other suggestions as to methods and forums for communication include non-English radio stations, public transit, tote bags, bathroom stalls, etc. Identifying the different needs of different populations was discussed in the context of messaging.

## **Discussion 2: Feedback on Early Draft Recommendations**

Betsy showed four early draft recommendations for the 5 year implementation plan on the topics of aligning and coordinating state BH crisis communications strategies, engaging key partners in statewide and regional communications, determining key forums and spokespeople segmented by priority audience, and monitoring the success and impact of these strategies. She then solicited the workgroup's feedback.

- Workgroup members raised their hands to indicate that they felt the recommendations were on the right track.
- The group talked about getting feedback from the community-based partners, as they know their communities and what will be more effective.
- One workgroup member suggested not using the language of "leveraging community partners" in the recommendation, but rather "getting their buy-in" to connote greater collaboration and support.
- Workgroup members also discussed ways of determining how effective were the employed means of messaging; the 'How did you hear about 988?' question that can come at the end of a 988 call was suggested as a place, as was something you can click online anonymously that collects no information beyond allowing someone to show they find the messaging is working; trackable QR codes, dedicated landing pages were also brought up, as was finding a way to track attitude changes.

## **Public Comment Period**

Betsy Uhrman shared instructions for how to make public comment and said that comments can also be submitted at any time via email at [AB988Info@chhs.ca.gov](mailto:AB988Info@chhs.ca.gov).

There were no public comment sign-ups.

### **Meeting Wrap-Up and Next Steps**

Betsy Uhrman mentioned that the next Policy Advisory Group will be held June 26 in Sacramento, and Workgroup 4 co-chairs Kenna Chic and Ashley Mills will present on the work of this group. She also mentioned that a draft of the 5-year Implementation Plan will be available in October, at which point there will be further opportunities for comment.

## APPENDIX I: PUBLIC ZOOM CHAT

14:01:56 From Betsy Uhrman - HMA to Everyone:

Welcome and thanks for joining. We'll get started in just a few minutes.

14:03:51 From Devon Schechinger to Everyone:

Welcome everyone!

14:07:48 From Betsy Uhrman - HMA to Everyone:

Please direct any questions or public comments to [AB988Info@chhs.ca.gov](mailto:AB988Info@chhs.ca.gov)

More information about the Policy Advisory Group and Workgroups, including meeting recordings and summaries, can be found here:

<https://www.chhs.ca.gov/home/committees/988-crisis-policy-advisory-group/>

14:36:10 From Betsy Uhrman - HMA to Everyone:

CYBHI = CA Youth Behavioral Health Initiative

14:43:50 From Ariela Cuellar (she/her) - CA LGBTQ HHS Network to Everyone:

Thank you

14:43:52 From Betsy Uhrman - HMA to Everyone:

ACES =Adverse Childhood Experiences

14:50:17 From Betsy Uhrman - HMA to Everyone:

We'll be taking notes live. If we misrepresent your comments, please do let us know out loud or in the chat. Thank you!

14:57:49 From Betsy Uhrman - HMA to Everyone:

Speaking order: Deb, Ruqayya, Ariela

14:58:33 From Angela Vazquez - The Children's Partnership to Hosts and panelists:

+1x100 to Kenna's comments

14:58:37 From Angela Vazquez - The Children's Partnership to Hosts and panelists:

Transparency is key

14:59:53 From Adrienne Shilton - CA Alliance to Everyone:

Want to support Kenna's comments, especially on the role of this group

15:05:55 From Betsy Uhrman - HMA to Everyone:

Ariela, David, Julie, Lishaun

15:06:10 From AnhThu Bui - CalHHS to Everyone:

Thanks for your comment, Deb. Can you provide feedback to how website info can be improved? The California FAQs were posted back in 2022 and we would like to update website.

15:07:54 From John Donoghue - County of Santa Clara BH Services to Everyone:

very much agreed on local community messengers

15:08:10 From AnhThu Bui - CalHHS to Everyone:

In terms of planning for website, that is a discussion in process and thus feedback from the workgroup and advisory group would be important in terms of priority and resource allocation.

15:09:12 From Ruqayya Ahmad – CPEHN to Hosts and panelists:

+1 to providing specific instances that would lead to police involvement

15:13:13 From Betsy Uhrman – HMA to Everyone:

Noting here that Trevor Project is represented on the Policy Advisory Group.

15:15:05 From John Donoghue – County of Santa Clara BH Services to Everyone:

Forums: We've aimed to use as many touchpoints as possible and in various languages represented in our county – static digital programmatic ads, video programmatic ads, YouTube video ads, public digital display boards (at clinics, grocery stores, gas stations, gyms, commerce centers, etc.) streaming TV, local cable TV (especially in-language), streaming audio, local radio (especially in-language), billboards, buses, bus stations, light rail stations, and print materials (wallet cards, posters, tear-off flyers). Also including info presentations to community orgs, care providers, and others. Getting ads into schools where possible. Our cultural communities also share that getting info to churches and places of worship is critical

15:18:09 From John Donoghue – County of Santa Clara BH Services to Everyone:

Second Julie on in-language media. We've worked with Telemundo and Univision for Spanish, local Chinese radio, and local Vietnamese radio and TV

15:19:12 From Angela Vazquez – The Children's Partnership to Hosts and panelists:

Locations – fast food and corner stores, where kids go after school/on their way home with their friends

15:19:14 From David Grady – State Council on Developmental Disability, Central Costa to Hosts and panelists:

When sharing information through schools be sure to include Special Education students.

15:20:23 From Betsy Uhrman – HMA to Everyone:

Speaking order: Ashley, Stephen, Rachael

15:23:11 From Ariela Cuellar (she/her) – CA LGBTQ HHS Network to Everyone:

+1 to preventative messaging

15:28:24 From Ashley Mills – CDPH to Hosts and panelists:

Information regarding MH and police training standards:

<https://post.ca.gov/mental-health-training-in-law-enforcement>

15:34:58 From Ariela Cuellar (she/her) – CA LGBTQ HHS Network to Everyone:

+1 to Kenna's comment/Q

15:39:43 From Nicholas Williams to Everyone:

Flagging here CalOES has a website and open meeting process for your reference: <https://www.caloes.ca.gov/office-of-the-director/operations/logistics-management/public-safety-communications/ca-9-1-1-emergency-communications-branch/ca-9-8-8-information/>