

Trauma Informed Systems Integration and HEART: Changing the culture from within



LIVE WELL
SAN DIEGO

Social Services Advisory Board

October 8, 2015



Defining Trauma

- * The experience of violence and victimization including sexual abuse, physical abuse, severe neglect, loss, domestic violence and/or the witnessing of violence, terrorism or disasters.



- * (National Association of State Mental Health Program Directors, 2006)

Trauma Informed Systems

System

- *A balance between competence and kindness*

Services

- *Services are ecologically sound, culturally competent and based on the needs and choices of the client partner/customer.*

Workforce

- *The workforce leadership and all levels of staff recognizes the need for wellness (e.g., self-care strategies infused in professional and personal activities goals and outcomes).*

Views - Examples

Common View	Trauma Informed View
Views negative behavior solely as clients' choice.	Views clients as wanting to do well but possibly 1) lacking the necessary skills to get their needs met or 2) having developed misunderstood patterns of behavior in response to challenges.
Characterizes clients' challenges in negative language (acting out, uncontrollable, manipulative, defiant). Communicates an expectation of failure.	Characterizes clients' challenges in constructive language (in need of emotional regulation, coping and or calming strategies or skills).
Utilizes an authoritarian approach.	Uses a collaborative and integrative approach.

Health & Human Services Agency Trauma-Informed Systems Policy Statement

Improve the health and wellness of our community by providing innovative and integrated:

- Policies
- Practices
- Services
- Systems



HHSA Trauma Informed Principles

- **Safety:** Trauma and stress can compromise our physical, emotional and social safety
- **Trustworthiness:** Trauma and stress can make one question another's intentions
- **Choice:** Trauma and stress can involve lack of control and feeling helpless
- **Collaboration:** Trauma and stress can lead to isolation and fear

HHSA Trauma Informed Principles

- **Empowerment:** Trauma and stress can lead to the questioning of one's own capabilities
- **Inclusion of Client Partners:** Customers are the experts
- **Understanding and respect of socio-ecological factors:** There are interactive levels of influence in an individual's ecology
- **Wellness and recover/discovery:** Recovery (and/or discovery) from trauma and stress is possible

Trauma Informed Scan

*Five lenses to review:

- Policies
- Practices
- Environment
- Language
- Client partner / consumer involvement



Next Steps for TI System Integration

- Develop annual Action Plans
- Coordinate across the Agency
- Educate the workforce
- Provide services within a Trauma Informed System framework and lens



HEART: Journey to a Positive Customer Experience



MISSION

Provide exceptional customer service.

VISION

The audacious vision is that all of our customers will have a positive experience.

COMMITMENT

We commit to using a **positive approach** to provide customers with a **positive experience**.

H.E.A.R.T.

CUSTOMER SERVICE

COMMITMENT

We commit to using a positive approach to provide customers with a positive experience.

HELPFULNESS

Going out of our way to find answers.

EXPERTISE

Being knowledgeable.

ATTENTIVENESS

Being ready to meet your needs.

RESPECT

Treating you with dignity and courtesy.

TIMELINESS

Being efficient with your time.

POSITIVE = **POSITIVE**
APPROACH = **EXPERIENCE**

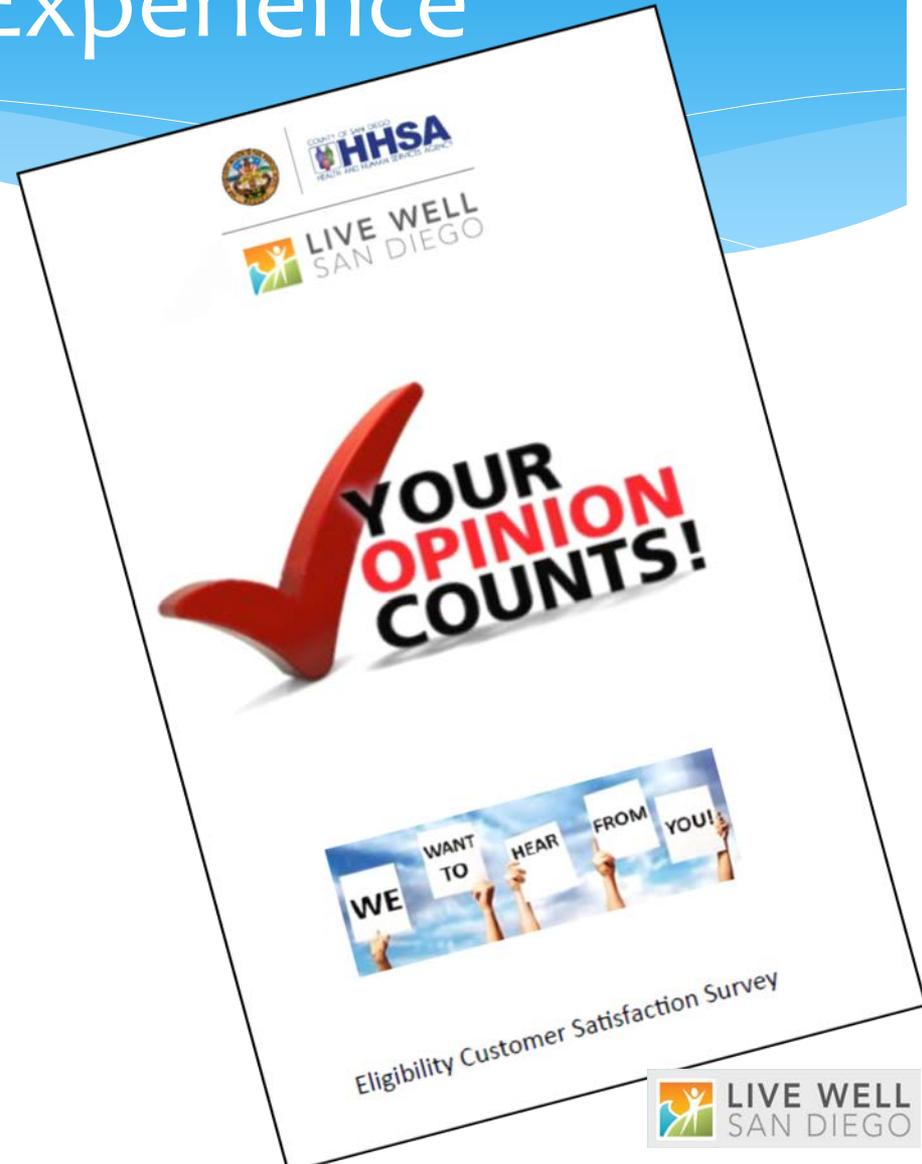
HEART: Journey to a Positive Customer Experience



STEP 1:
COMMIT TO HAVE HEART



HEART: Journey to a Positive Customer Experience



HEART: Journey to a Positive Customer Experience

Departmental Assessment Survey for HEART

This survey is an opportunity to evaluate your team's proficiency in the five elements of the HEART model for positive customer service. Focusing on HEART inspires a Positive Approach leading to a Positive Experience for those we serve.

Please rate your team as follows on each of the statements.

1 = Never; 2 = Seldom; 3 = Fairly Often; 4 = Frequently; 5 = Always

Helpfulness

1. We go out of our way to find answers for our customers. _____
2. All our interactions with our customers demonstrate a willingness to assist and serve. _____
3. We keep a helpful encouraging attitude with all our customers. _____
4. We act on our belief that exceptional customer service is fundamental. _____

Expertise

5. We continue to increase our knowledge relating to our job. _____
6. We actively seek out resources and creative solutions to meet the needs of our customers. _____
7. We practice active listening and ask clarifying questions to be sure we understand the customer's needs. _____
8. We actively look for ways to do our job better and improve our service. _____
9. We use the County's Vision and Values to guide our decisions. _____

Attentiveness

10. We are prepared and ready to meet the needs of our customers. _____
11. We perform our job duties with the customer as the main focus of our activities. _____
12. We consistently create positive impressions with our customers. _____
13. We provide memorable and meaningful experiences that ensure a positive outcome. _____

Respect

14. We treat everyone with dignity and courtesy. _____
15. We build positive relationships with our customers. _____
16. We are committed to integrity in all our interactions with our customers. _____
17. We are fair and open minded with our customers. _____

Timeliness

18. We are efficient with our customer's time. _____
19. We communicate clear expectations regarding completion of services. _____
20. We actively seek time saving solutions to streamline processes. _____

POSITIVE = POSITIVE
APPROACH = EXPERIENCE

Responses to this assessment will be confidential and aggregated to analyze the department.

Self-Assessment Survey for HEART

This survey is an opportunity to evaluate your proficiency in the five elements of the HEART model for positive customer service. Focusing on HEART will inspire a Positive Approach leading to a Positive Experience for those we serve.

Please rate yourself as follows on each of the statements.

1 = Never; 2 = Seldom; 3 = Fairly Often; 4 = Frequently; 5 = Always

Helpfulness

1. I go out of my way to find answers for my customers. _____
2. All my interactions with my customers demonstrate a willingness to assist and serve. _____
3. I keep a helpful encouraging attitude with all my customers, even the most challenging. _____
4. I act on my belief that exceptional customer service is fundamental. _____

Expertise

5. I continue to increase my knowledge relating to my job. _____
6. I actively seek out resources and creative solutions to meet the needs of my customers. _____
7. I practice active listening and ask clarifying questions to be sure I understand the customer's needs. _____
8. I actively look for ways to do my job better and improve my service. _____
9. I use the County's Vision and Values to guide my decisions. _____

Attentiveness

10. I am prepared and ready to meet the needs of my customers. _____
11. I perform my job duties with the customer as the main focus of my activities. _____
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18. I am efficient with my customer's time. _____
19. I communicate clear expectations regarding completion of services. _____
20. I actively seek time saving solutions to streamline processes. _____

POSITIVE = POSITIVE
APPROACH = EXPERIENCE

Responses to this assessment are for personal use and not to be turned in to the department.

Total Score _____



STEP 3:
KNOW OURSELVES

Journey to a Positive Customer Experience



STEP 4:
SET GOALS

Goal Type	Goal	Baseline	Target
Short Term	HEART of Gold Program Implementation (nomination cards, flyer, certificate, pin)	Developing materials Informing staff	Full program implementation on July 1, 2015
Mid-Term	Determine a Customer Service Experience Baseline and set new target (internal)	To set a measureable baseline to determine results	September 2015 Executives will report survey results in Monthly Operations Report (MOR) in October 2015
Long Term	To have 100% of EO staff attend one Customer Service and one Trauma Informed Training by 6/30/16. New hires will have 90 days from effective date; probation	100% of staff attend one Customer Service and one Trauma Informed training	Completion by 6/30/16. New hires will have 90 days from effective date; probation
Audacious	Eligibility Operations Mentorship Academy	Don't currently have; need to establish; will include all positions in EO	To create curriculum, collaborate with TKC, training/job shadow opportunities, a awareness of what EO does. How ties into customer service, consistent job passed on.

HEART: Journey to a Positive Customer Experience



STEP 5:
DEVELOP SKILLS

* Customer Service Training

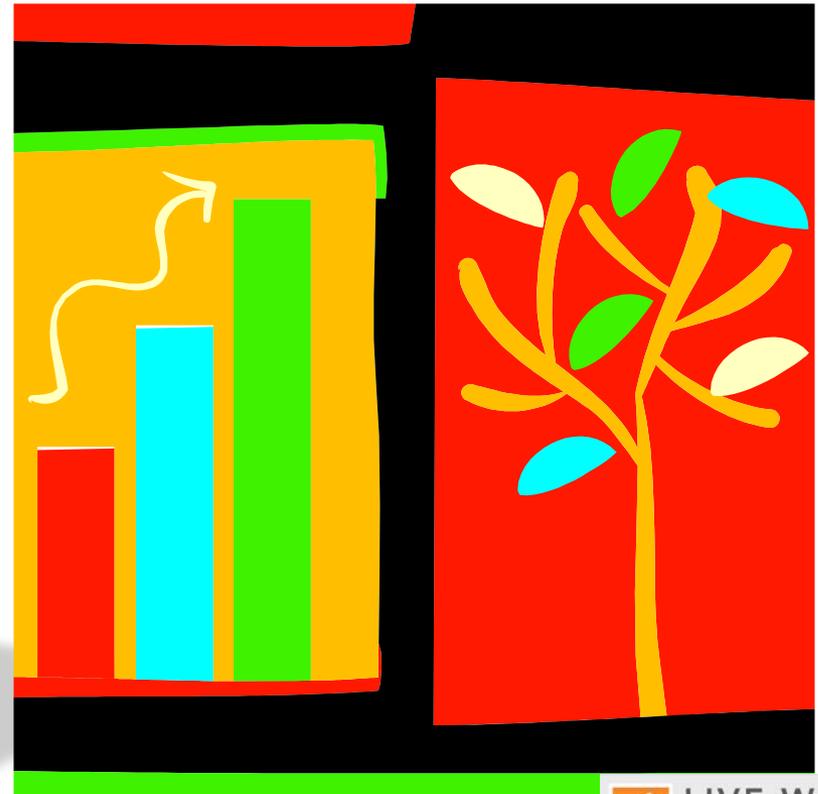
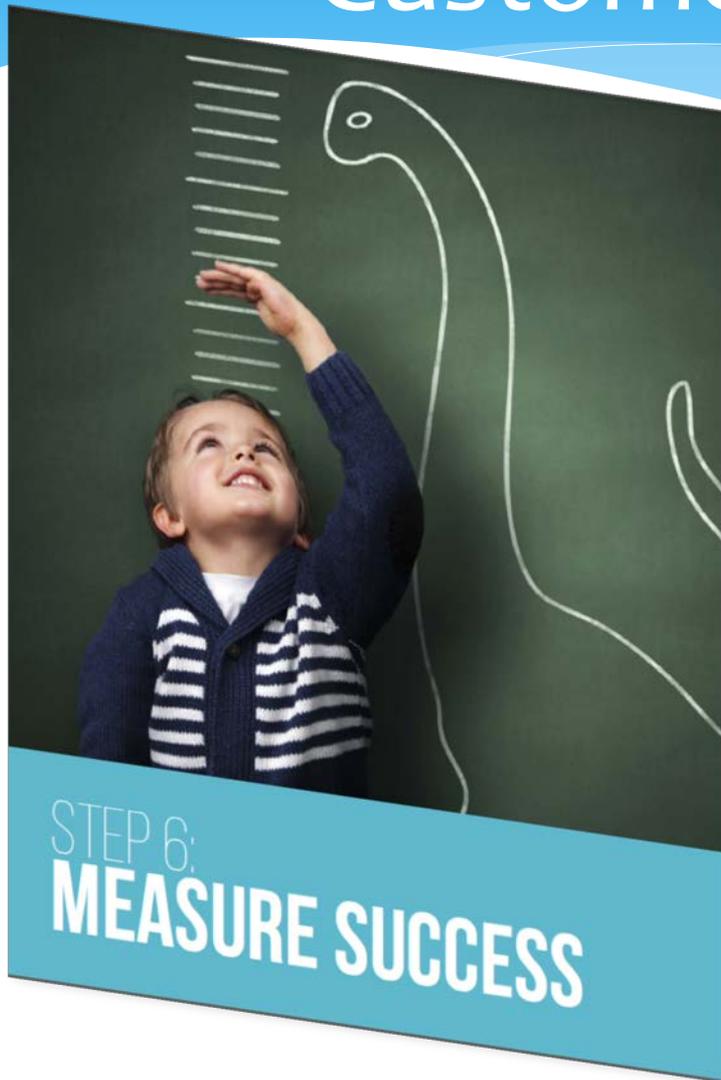
Mark R. Sih

Catalog

View Related Categories

 Community Services Group (...) Animal Services CSG Executive Offices General Services More ▾	 Computer Skills Adobe Experience Manager (A... County IT Applications Microsoft Lync 2013 More ▾	 County initiatives Customer Service GMS Wellness More ▾	 Customer Service Customer Service More ▾	 Employee Basics County Initiatives County IT Applications New Hire Information
 Finance and General Govern... Assessor/Recorder/County CL... Auditor and Controller	 Health and Human Services... Adult Mental Health Aging and Independence	 Land Use and Environment (... Accela Automation Resource... Agriculture, Weights & Measu...	 Professional Development Communication Skills County Initiatives	 Public Safety Group (PSG) CLERB (Citizens Law Enforcem... DCSS (Department of Child Su...

HEART: Journey to a Positive Customer Experience



HEART: Journey to a Positive Customer Experience



STEP 7:
IMPROVE & COLLABORATE



HEART: Journey to a Positive Customer Experience



POSITIVE EXPERIENCES

We commit to a positive approach to provide our customers with a positive experience. We'll regularly highlight some of those positive experiences here.



RECEIVED EXCEPTIONAL CUSTOMER SERVICE?
CLICK HERE TO SAY
THANK YOU!

Trauma Informed Systems and the County's HEART Initiative

How does the County's HEART Initiative thread into its focus on Trauma Informed Systems?

They are mutually enriching, and promote a similar approach for all customers

Helpful

- * We are careful not to re-traumatize our customers as we provide assistance.
- * We believe that “Recovery is Possible,” both in addiction and mental health treatment.
- * We encourage our customers to “Live Well.”

Expertise

- * We ensure that all competencies and policies are accessible to staff
- * We are creating an action plan for Trauma Informed responses

Attentive

- * We give our non-threatening availability to our customers at all times.
- * We use active listening to work with others' strengths and goals

Respect

- * We demonstrate inclusiveness and cultural sensitivity.
- * We create a respectful workplace and service provider atmosphere.
- * We show interest in others' needs.

Timeliness

- * We are responsive and timely with services.
- * We make being on time a priority to show respect for others.

Questions?!?



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