Key Drivers of BHS CE Work

- **Community Program Planning (CPP) Process:** Per the Mental Health Services Act (MHSA, 2004), planning, implementation, and evaluation of programs and services made possible through MHSA funds need to involve the community; Counties receiving MHSA funding need to collaborate and partner with consumers and share information and resources.

- **County of San Diego General Management System** *(Enterprise-wide goals)*

- **Community Experience Partnership (CEP):** Departmental initiative to integrate data and community feedback and priorities to inform and support planning and program development to equitably improve behavioral health and wellness across the Behavioral Health Continuum of Care.

Implementing BHS CE Activities

- The department facilitates community engagement efforts through **three** primary mechanisms:
  - **BHS Staff** – BHS' Communication & Engagement (C&E) Unit leads internal and external messaging and engagement efforts for the department (established November 2022)
  - **County Staff outside of BHS** – individuals and teams external to the department that support behavioral health-related engagement activities
  - **Contracts** (Various)

BHS' C&E Unit

- Non-clinical, centralized team established in November 2022
- Staff provide subject matter expertise and planning and coordination support for departmental messaging and engagement efforts

C&E'S OVERARCHING FUNCTION

To facilitate connections and knowledge sharing with community and County stakeholders

- **Departmental Communications**
- **Countywide Public Messaging Campaigns**
- **Community Health Education and Promotion**
- **Community Health Worker Coordination**
- **Local BH Board/Commission Coordination**
- **Stakeholder Engagement for BH Legislation**
- **Public BH Workforce Development Efforts**
- **Special Projects *(ad-hoc)***

BHS' C&E Unit – *Connect with Us!*

Health Education/Promotion, Outreach & CHW Coordination



Danny Romero
DanielM.Romero@sdcounty.ca.gov
619-854-1363



Lilly Payton
Lilly.Payton@sdcounty.ca.gov
619-607-7279

Community Request Form →

Behavioral Health Advisory Board (BHAB) Coordination



Maria Molina
Maria.Molina-Melendez@sdcounty.ca.gov
619-366-7700