



January 6, 2022  
Behavioral Health Advisory Board  
Meeting Minutes

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Temporary Zoom Meeting due to Public Health orders

**MEMBERS PRESENT**

Che Hernandez, Member-at-Large, District 1  
Janice Luna Reynoso – District 1  
Joel San Juan, District 1  
Bill Stewart, Chair – District 1  
Todd Boyer – District 2  
Shannon Jaccard – District 3  
Robin Sales – District 3  
Michael Grattan – District 3  
Mali Woods Drake – District 4  
Amina Sheik Mohamed – District 4  
John Sturm, 1<sup>st</sup> Vice Chair, District 4  
Judith Yates, Member-at-Large, District 4  
Carol Clemens – District 5  
Phil Deming, 2<sup>nd</sup> Vice Chair – District 5  
Richard McGaffigan – District 5  
K.C. Strang – District 5

**MEMBERS NOT PRESENT**

James Merino – District 2  
Jim Taylor – District 2  
Nathan Fletcher, Board of Supervisors Chair

**STAFF TO THE BEHAVIORAL HEALTH ADVISORY BOARD**

Luke Bergmann, Director, Behavioral Health Services  
Dania Barroso-Conde, Behavioral Health Advisory Board Coordinator, Behavioral Health Services

**I. CALL TO ORDER**

The Behavioral Health Advisory Board (BHAB) was called to order by Chair Bill Stewart at 2:30PM via Zoom. Members welcomed Mali Woods Drake – District 4 to BHAB.

**II. APPROVAL OF THE MINUTES FROM DECEMBER 2, 2021 AND ROLL CALL**

ON MOTION of Phil Deming, seconded by John Sturm, BHAB approved the minutes from December 2, 2021, as written.

AYES: 14 NAYS: 0 ABSTENTIONS: 2 – Grattan/Clemens

**III. APPROVAL OF THE MINUTES FROM THE OCTOBER 23, 2021 RETREAT**

ON MOTION of John Sturm, seconded by Robin Sales, BHAB approved the minutes from October 23, 2021, as written.

AYES: 16 NAYS: 0 ABSTENTIONS: 0

**IV. PUBLIC COMMENT**

**Terra Jennings** provided comments on behalf of her peers regarding availability of safe housing for older women facing homelessness. Ms. Jennings provided recommendations to be passed on to the Board of Supervisors (BOS) to help alleviate the problem. Full text of her comments was sent to BHAB.

**V. CHAIR FLETCHER UPDATES**

**Nathan Fletcher, Chair, County of San Diego Board of Supervisors**

Due to unforeseen circumstances, Chair Fletcher was unable to attend today's meeting.

**VI. PRESENTATION: MOBILE CRISIS RESPONSE TEAMS (MCRT) CAMPAIGN UPDATE**

**Luke Bergmann, Director, Behavioral Health Services**

**Nadia Privara Brahms, Acting-Assistant Director, Chief Strategy and Finance Officer**

The MCRT Strategic Communication Plan was shared with BHAB for feedback and dialogue on messaging strategies.

Phase I: General Campaign Rollout (3-6 months)

- To raise community awareness of MCRT as a new service line.
- Stakeholder engagement with groups, councils, clubhouses, etc.
- Multiple languages for all components beginning with English and Spanish; County threshold languages include Farsi, Arabic, Tagalog, Vietnamese, and Spanish.
- Countywide messaging including out-of-home placements such as advertisements, billboards, bus bench ads, and posters in specific geographic areas. In addition, utilization of local media platforms such as radio advertisements, digital advertisements, and the County Communications Office.

Phase II: Targeted Campaign

- Development of targeted messaging to engage underserved communities and for individuals who are difficult to engage.
- Conduct focus groups and integrate feedback into campaign.
- Integrate MCRT data to refine messaging.

BHAB members provided feedback on all components presented including narrative scripts, social media platforms, and suggestions on billboard wording, graphics, MCRT team images, and placements. All stakeholder feedback will be considered in the development of the media campaign during Phase I.

Public comment was provided for this item by Terra Jennings, Jerry Hall, and Rene Cookson.

**VII. IDENTIFYING 2022 BHAB PRIORITIES**

BHAB members reviewed the BHAB Member Interest Areas document. Each member was provided with an opportunity to verify their three areas of interest within behavioral health. The goal of this discussion was to identify achievable 2022 BHAB priorities, in addition to identifying other related goals of the workgroups.

Common themes included workforce and criminal justice. The document will be updated based on today's discussion and sent to BHAB.

Public comment was provided for this item by Terra Jennings.

**VIII. DIRECTOR'S REPORT**

**Luke Bergmann, Director, Behavioral Health Services (BHS)**

- Request for Information (RFI) – HHS Peer and Family Support Services:  
BHAB was updated on the County's plan to gather information from community organizations about their interest in supporting certified peers in behavioral health work.
- Alternatives to Incarceration – District 3 Board Letter:  
Item will return to the BOS on February 8, 2022, with immediate steps to better manage folks with methamphetamine intoxication.
- CalAIM Update:  
Effective January 2022 the Enhanced Care Management and Community Supportive Services (in-lieu of services) were implemented.
- BHS Reorganization:  
The Population Health Unit formally established under the leadership of the Chief Population Health Officer, Dr. Nicole Esposito. This unit includes a team of epidemiologists devoted to behavioral health. Their goal is to identify community needs and eliminate health disparities for better population health management.

**IX. CHAIR'S REPORT**

**Bill Stewart, BHAB Chair**

- Chair Stewart thanked past Chair Judith Yates for all her hard work and leadership on behalf of BHAB.
- Goals of the Chair are to continue to improve collaboration with BHAB members, stakeholders, and the BOS. In addition, to provide opportunities for BHAB members to focus and join boards and committees that they're passionate about to help inform BHAB and the BOS.

**X. WORKGROUP UPDATES**

**Alcohol and Drug Workgroup, Phil Deming (District 5)**

BHS staff provided the workgroup with a presentation on school-based programs noting the lack of intersection between alcohol and drug prevention resources and our school-aged teens. BHAB members were encouraged to attend future meetings and presentations.

**Stakeholder Engagement Workgroup, Janice Luna Reynoso (District 1)**

Workgroup continues their healing practices and collaborative work. Priorities for this workgroup include workforce development and diversity, culturally responsive practices, timely scheduling of reports and data, and stakeholder engagement funding opportunities.

**Criminal Justice Workgroup, Richard McGaffigan (District 5)**

Members had the opportunity to meet with staff from Supervisor Lawson-Remer's office and shared the priorities and recommendations of this workgroup. Dialogue was well received and provided an opportunity to align mutual interests in criminal justice reform.

**XI. ANNOUNCEMENTS**

- California Association of Behavioral Health Boards and Commissions Annual Conference is scheduled for January 18 in San Diego with opportunities for training on best practices for behavioral health boards. The conference is free and offered in-person and virtually. Information will be sent to BHAB via email.
- As an added resource, members who are looking to develop their communication skills are encouraged to contact BHAB member Che Hernandez. Che is happy to share his background and experience in this area to help develop our messaging and improve our connection to the community and the BOS.

- BHAB member John Sturm announced PERT would be honored at the BOS in March.

**XII. MEETING ADJOURNMENT**

ON MOTION of John Sturm, seconded by Phil Deming, the meeting adjourned at 5:02PM.

AYES: 16 NAYS: 0 ABSTENTIONS: 0