



Mental Health Task Force of NWFL Gap Analysis & Strategic Plan

January 31, 2024

History of the Mental Health Task Force of NWFL



Representative Salzman first convened group in Summer 2021



Goal: improve behavioral health services for residents of Escambia & Santa Rosa counties



Mapped assets, created communications campaign and began fundraising for study

Blue Print

Data &
Information

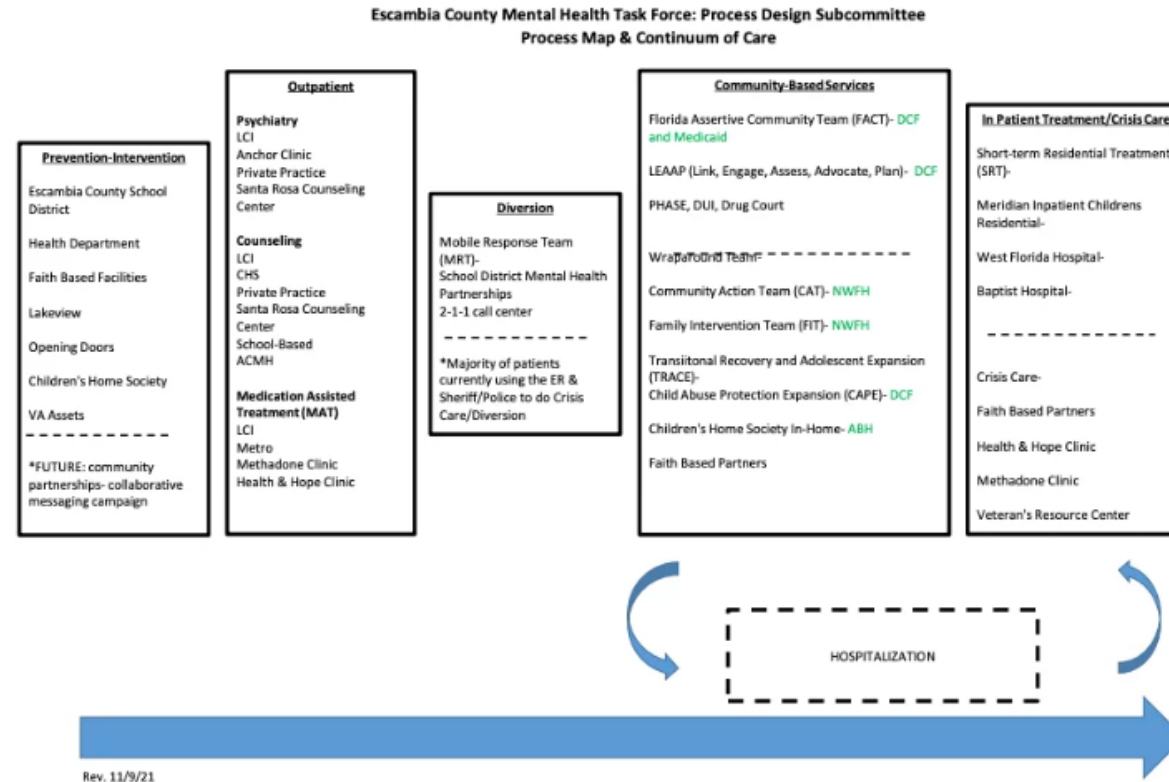
Press Releases

Task Force
Committee
Attendees &
Stakeholders

Media Packets

Meeting
Packets &
Notes

Process Map for Mental Health Care in Northwest Florida



Download PDF

www.mentalhealthtaskforce.org

Early work

Early Work

Unprecedented Data
Sharing between Entities

Lakeview Co-Responder
Model

Coordinated Opioid
Recovery Program (CORE
Program)

Shelter Bed Dashboard

AHCA policy change
modifying Diagnosis
requirements for
Medicaid patients seeking
ABA therapy

Health and Hope Clinic
Expanding Mental Health
Services

United Way 211 taking
Ownership of 988

Media Messaging to address
the stigma of Mental
Wellness

Facilitating communications
regarding regional changes
to Baker Act Receiving

Expansion into NWF, the
DCF/Faith Based partnership
giving referrals for resources
within the Faith Based
Community (Share Your
Heart)

Business Leader workshop
on Mental Health in the
workplace

FDLE seminar about their
behavioral management
training & how principles
may be adapted to
case management and wrap
around care.

Engaged Ernst & Young LLP in November 2022



conduct background research

engage stakeholders

develop a future state strategic plan and
roadmap focused on the alignment and
delivery of behavioral health services



Timeline of Work – E&Y

CLIENT COLLABORATION AND STAKEHOLDER ENGAGEMENT

Background Research and Discovery
Dec. 2022 to March 2023



- ▶ Information request & background review
- ▶ Scan of primary programs and funding
- ▶ Stakeholder questionnaire
- ▶ Interviews and focus groups
- ▶ Leading practices research
- ▶ Focus Groups Meetings
- ▶ Mental Health Task Force meeting

Visioning and Strategic Plan
Feb. to April 2023



- ▶ Strategic framework with top priorities and goals
- ▶ Future state visioning session
- ▶ State leader conversations
- ▶ Identification of performance measurements

Deliverables
Feb. to May 2023



- ▶ Background Review and Research Summary
- ▶ Strategic Plan and Roadmap
- ▶ Final presentation of strategic plan to Mental Health Task Force (May 2023)

The Future State Vision

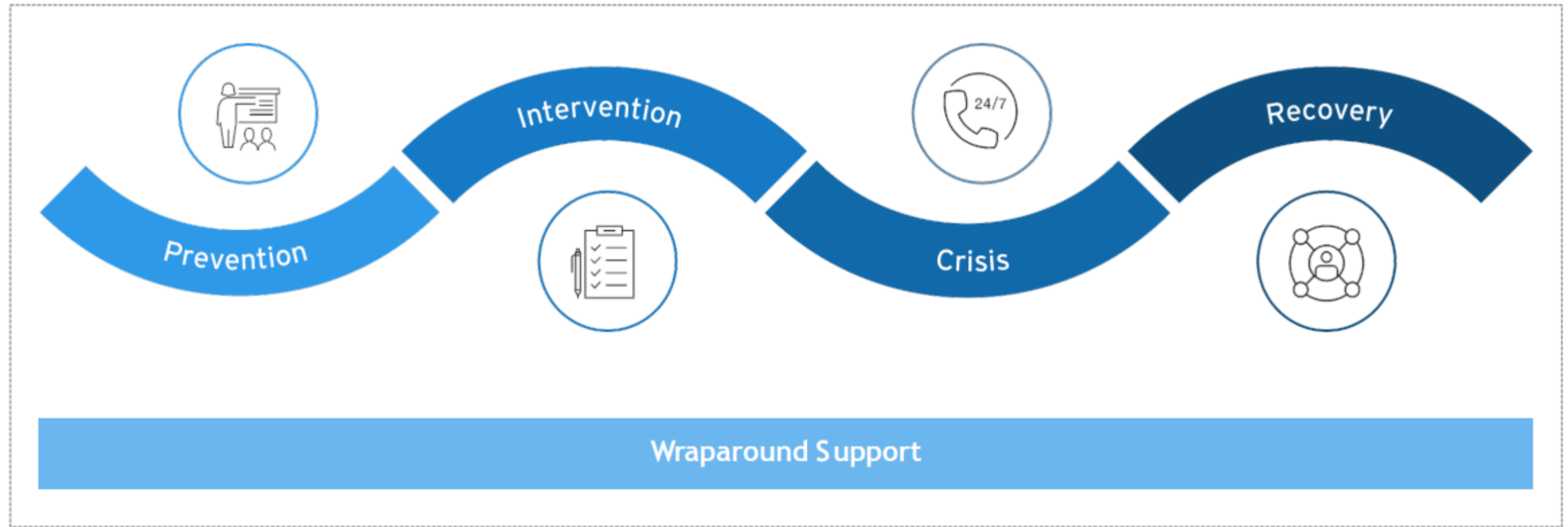


The EscaRosa region is a leading community in the nation for the provision of comprehensive behavioral health care and improved patient outcomes.

Strategic framework: Optimizing the continuum of care

Optimizing the continuum of care

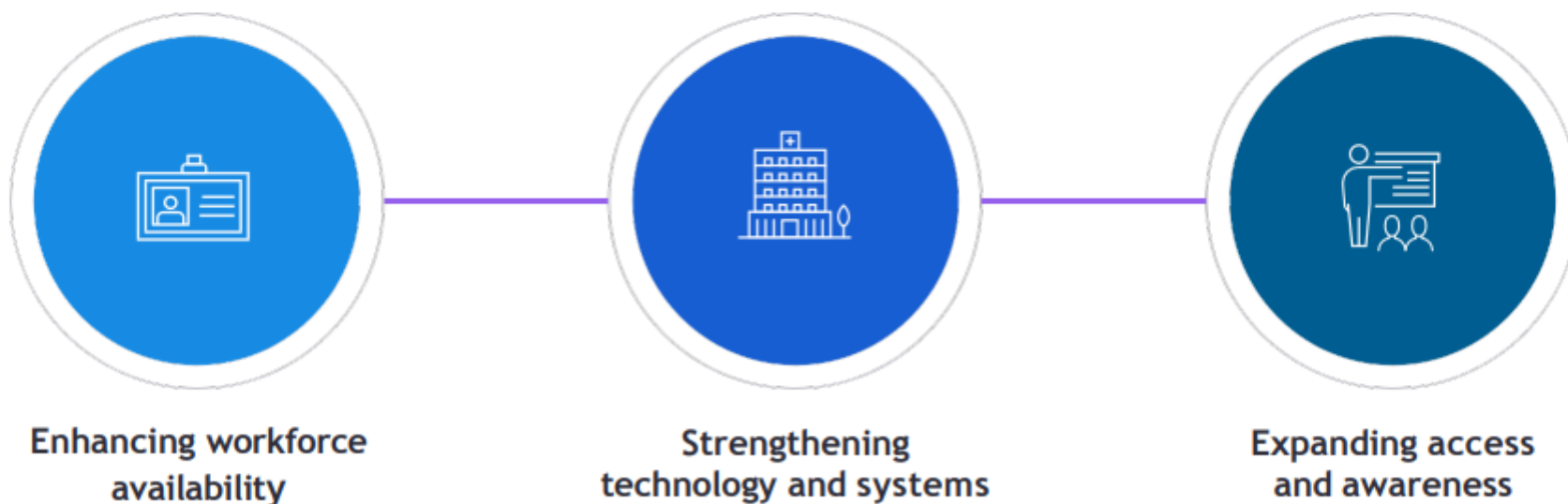
Goal: An optimized continuum of care will include a full spectrum of services and supports that are easily accessible, seamlessly coordinated and highly responsive.



Strategic framework: Building capacity

Building capacity

Goal: The EscaRosa region has robust capacity to support a full continuum of care, including a skilled workforce, modernized data systems and impactful communications.



Roadmap: Supporting partner activity

Example: Prevention



Services and programs	Lead partners	Supporting partners
Expand school-based and community-based prevention services and programs	School-based <ul style="list-style-type: none">▶ Escambia County Schools▶ Santa Rosa County Schools Community-based <ul style="list-style-type: none">▶ Lakeview Center	

Services and programs	Lead partners	Supporting partners
Establish a regionwide, substance use disorder (SUD) prevention initiative	<ul style="list-style-type: none">▶ Lakeview Center▶ NAMI	

Now it's time to **WORK THE PLAN!!!**

- For each focus area and tactic, identifying lead and supporting partners
- NWF Health hiring a project manager/ coordinator to shepherd
- Subcommittees to be engaged for each focus area

Services and programs	Outcomes	Impacts	Data sources
Prevention	Increased number of student BH screening services	Decreased percentage of students entering elevated programs and services	<ul style="list-style-type: none"> ▸ Escambia County ▸ Santa Rosa County ▸ County school districts
Intervention	Increased number of people served via ACT, CAT, and LEAP	Decreased rates of recidivism for ACT-, CAT-, and LEAP-enrolled individuals	<ul style="list-style-type: none"> ▸ NWF Health Network ▸ Providers ▸ Strategic Health Initiative (HIE)
Crisis	Decreased rate of law enforcement response to BH crisis	Increased engagement with BH prevention and intervention services	<ul style="list-style-type: none"> ▸ Providers ▸ Strategic Health Initiative (HIE)
Recovery	Increased number of individuals engaged in drop-in and clubhouse services	Decreased rate of inpatient recidivism	<ul style="list-style-type: none"> ▸ Providers
Wraparound support	Increased funding for new and enhanced supports	Increased number of individuals served	<ul style="list-style-type: none"> ▸ Providers

Measure Impact

Prevention
Intervention
Crisis

Recovery
Wraparound

Strategic Plan Update

Where are we now?

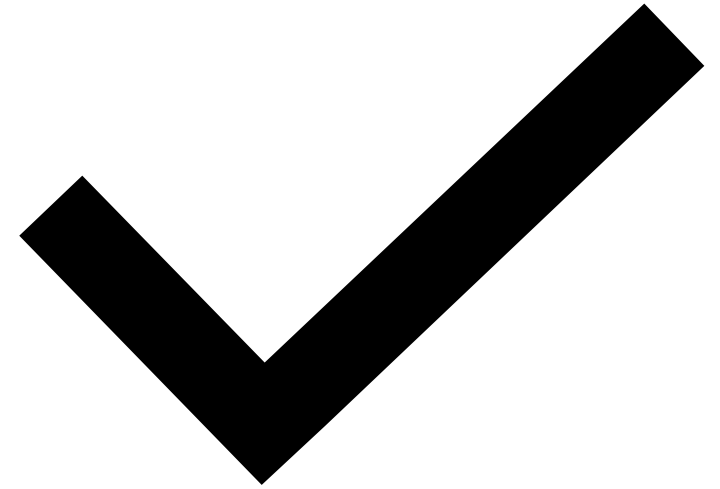




Optimizing the Continuum of Care *Prevention*

Expand school-based and community-based prevention

- Interagency mental health and wellness events
- Explore hosting events during Red Ribbon Week
- Educational webinars for students in schools, and youth and adults in the community
- Increase bilingual communications translations
- Prevention efforts can align with other plans



Expand school-based and community-based prevention: future opportunities

- Increased communication between school districts and BH providers; identification of areas for improvement
- School districts will have additional support from NWF HN and other partners re: SUD prevention and intervention
- School districts will be involved in regionwide SUD prevention initiative



Establish a regionwide,
substance use disorder
prevention initiative

SUD Prevention



RED RIBBON: SCHOOL DISTRICTS INCLUDED IN INITIATIVE PLANNING



SOURCES OF STRENGTH: SHARED FOR CONSIDERATION



COORDINATION EFFORTS FOR SUD PREVENTION PROGRAMS: UNDERWAY



NEEDS ASSESSMENT: PARTNERSHIP WITH AHER & OPIOID ABATEMENT TF



NALOXONE TO EMERGENCY RESPONDERS: COMPLETED!



WARM LINE CALL CENTER: NAMI HAS ONE; WILL EXPLORE PEER-ONLY IN 2024



PARTNERSHIP WITH NWF HEALTH AND NAMI TO HOST WARM PEER LINE: EXPLORE FURTHER IN 2024

Optimizing the Continuum of Care

Intervention

Enhance co-responder capabilities

- Collaborate with Escambia and Santa Rosa county law enforcement agencies to conduct a needs assessment for enhanced capabilities
- Partner with NAMI and DCF/NWF Health Network

- **ECSO:** co-responder units launch Jan 2024 in partnership with Lakeview
- **PPD:** 2 Community Resource Specialists started Fall 2023
- **SRSO:** utilizing community partnerships
- **NAMI & DCF/NWF HN:** Peer connections and resource support; ongoing conversations
- **Future work:** continue conversations between LE and community partners to keep improving continuum of care



Implement Transitional Residential Treatment

- Expansion of short-term residential sites :
 - 20 current beds; 4 to be added
- State plan for residential rehabilitation as a reimbursable service :
 - Rep. Salzman & AHCA in discussions
- Future consideration:
 - Longer term care; specific group convened by Rep. Salzman
 - Rep. Salzman sponsoring request for pilot project with Lakeview



Expand CAT and LEAP teams



Evaluation of current CAT and LEAP programs: highly successful, including newest Early CAT



Establish a CAT and LEAP team for each county: need focus on CAT statewide for expansion and additional funding



Funding for multiple LEAP teams to support both counties: need additional funding

Expand behavioral health and primary health care integration



MEDICATION ASSISTANCE PROGRAM (MAT):
ALREADY EXISTS

CHNWFL INCREASING MOBILE MEDICAL VAN
COVERAGE: FLU SHOTS FOR SENIORS, PRIMARY
CARE IN CANTONMENT, SCHOOL IMMUNIZATIONS
PARTNERSHIP

INCREASE HIRING OF BH STAFF: CHALLENGE
NATIONALLY; PEER FUNDING



Graduate Medical Education Psychiatric program

HCA FLORIDA WEST

Crisis

Optimizing the Continuum of Care



Establish a community-based Behavioral Health Crisis Center: Lakeview Center 18+ CRF/Baptist 0-17 CRF



DUAL FACILITY CRF TO
OPEN EARLY 2024

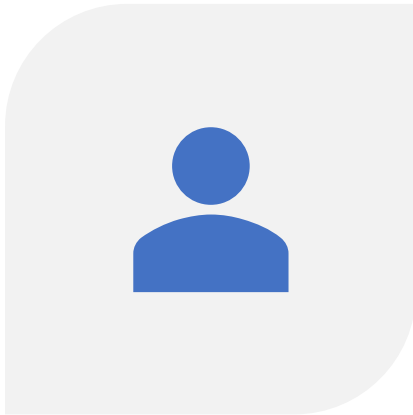


POLICY DEVELOPMENT
ONGOING



HIRING UNDERWAY

Expand Mobile Response Team



HIRE CERTIFIED PEER SPECIALISTS TO
WORK WITH LICENSED BEHAVIORAL
HEALTH MRT STAFF: UNDERWAY



HIRE BH LICENSED STAFF WITH SUD
AND MH EXPERIENCE: UNDERWAY



INCREASE AWARENESS OF HOW TO
ACCESS MRT: UNDERWAY



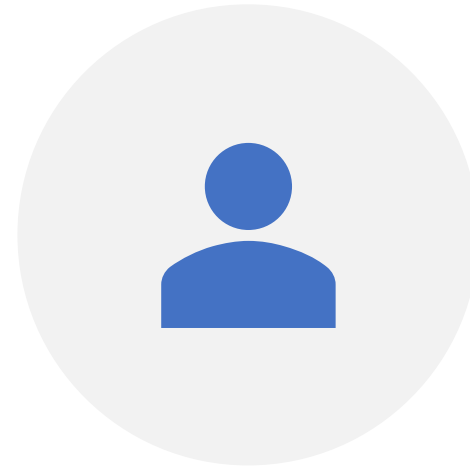
Recovery

Optimizing the Continuum of Care

Establish a Drop-In Center



ESTABLISH A BH PROVIDER AND COMMUNITY
ORGANIZATION FOR IMPLEMENTATION:
LAKEVIEW & NAMI (ONCE CRF IS ESTABLISHED)



HIRE CERTIFIED PEER SPECIALISTS FOR THIS
CENTER: DEFINITELY...AT THE RIGHT TIME!

Explore the development of clubhouses



Evaluate clubhouse models for
community implementation:
UNDERWAY



Planning and development with
location partner: UNDERWAY



Engage youth peers for employment
or volunteers: WILL BE BASED ON
BEST PRACTICES

Expand peer support services



Increase enrollment of peers in existing CPS training: UNDERWAY



Seek additional state-funded CPS training: UNDERWAY



Collaborate with partners to recruit and train more CPSs; engage in raising awareness around career opportunities: UNDERWAY



Establish a forensic peer specialist certification: IN DISCUSSION



Wraparound Support

Optimizing the Continuum of Care

Expand permanent supportive housing

- Develop state legislative funding plan: UNDERWAY
- Initiate collaboration between housing agencies, behavioral health agencies and more to provide specific housing vouchers: UNDERWAY
- Set up case management for individuals utilizing PSH: GOAL OF PSH



Non-emergency transportation assistance

Progress: underway, very complex
issue, will convene meeting in
2024 of all stakeholders

Consider	Consider Medicaid plans for non-emergency transportation
Identify	Identify resources for uninsured/non-Medicaid, medically necessary transportation support
Develop	Develop procurement for new services
Research	Research possible telehealth expansion efforts

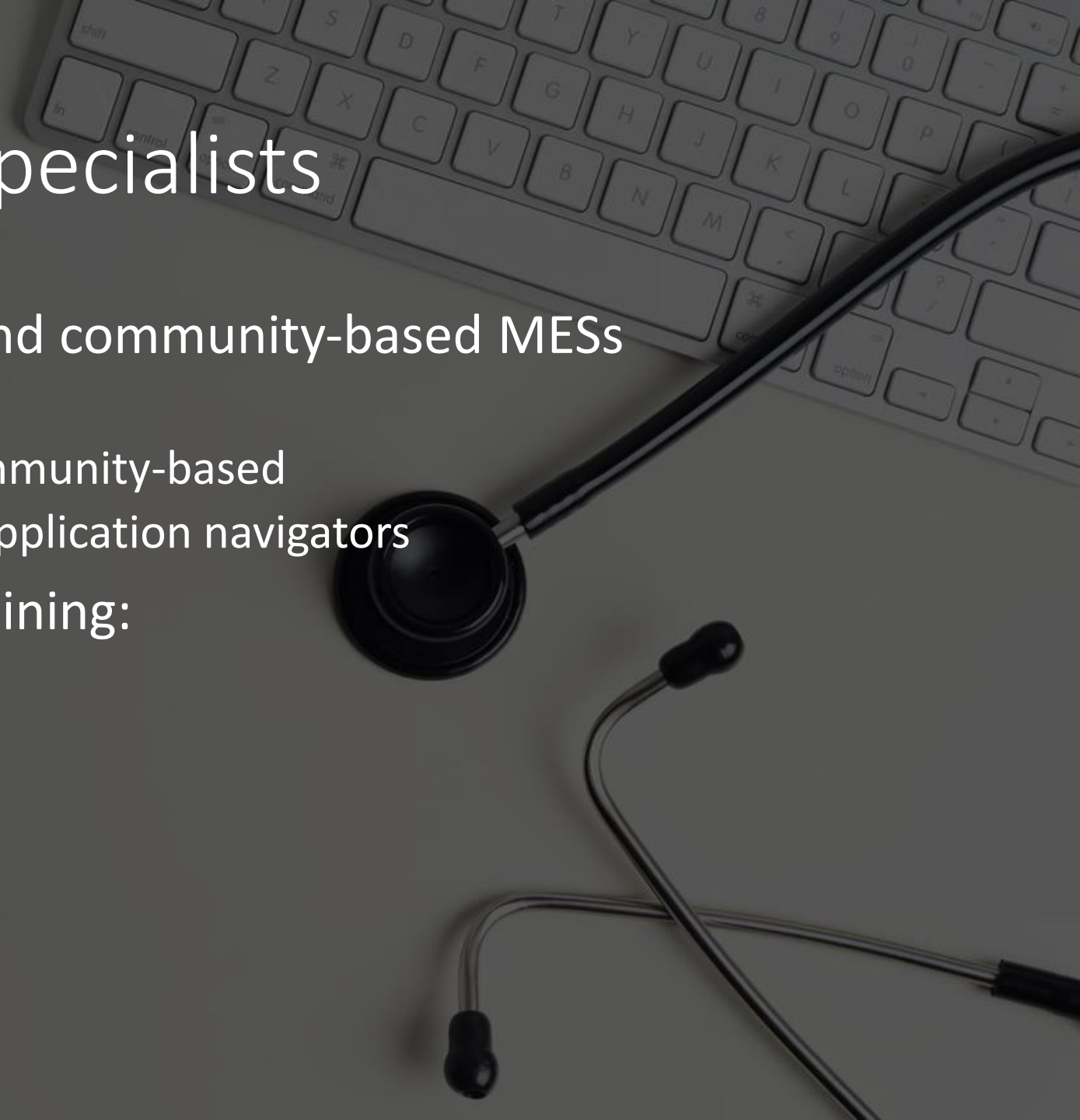
Establish Santa Rosa County Mental Health Treatment Court

OVERALL PROGRESSS UNDERWAY –
PARTNERSHIP ALREADY ESTABLISHED;
MEETING SCHEDULED

- Form court-judge and BH provider partnership
- Collaboration between BH and criminal justice groups
- Develop MOU between all groups
- Utilize national MHTC resources

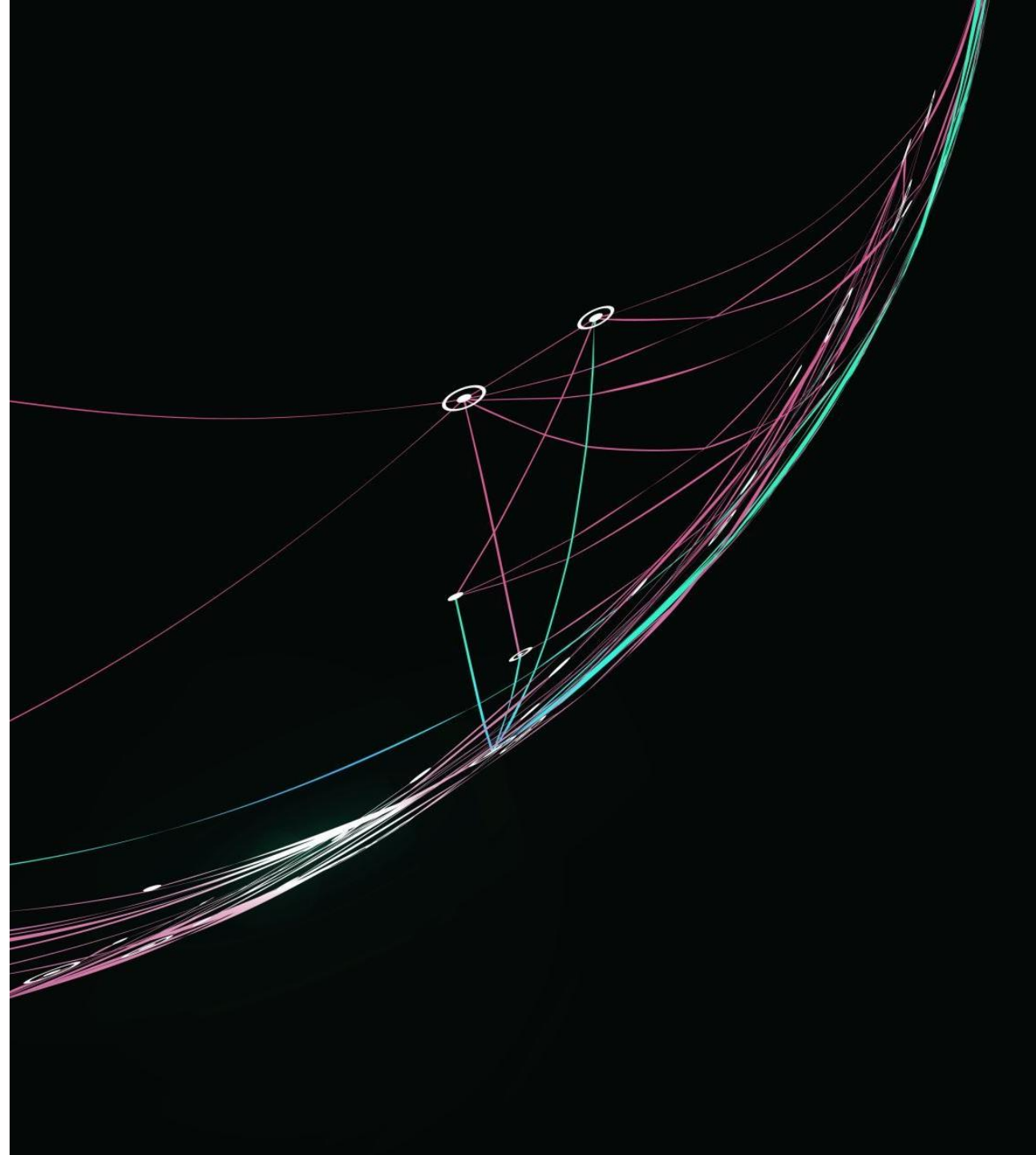
Medicaid Eligibility Specialists

- Allocate funding for hospital and community-based MESs
 - Community scan needed
 - MESs: specific DCF role, not community-based
 - Consider increase in Medicaid application navigators
- Dedicate staff with S.O.A.R. training:
 - S.O.A.R. = SSI/SSDI
 - Community scan needed



Building Capacity

Enhancing workforce availability



Develop a regional undergraduate & graduate assistantship

COLLABORATION TO
CREATE BH WORKFORCE
COMMITTEE

PROVIDERS PURSUE
NHSC MEMBERSHIP IN
COLLABORATION WITH
COLLEGES AND
UNIVERSITIES

EXPLORATION OF NHSC
LOAN REPAYMENT
OPTIONS

BH WORKFORCE
COMMITTEE CAN
PROVIDE
ADMINISTRATIVE
OVERSIGHT

TALENT ATTRACTION
MARKETING

FURTHER GROUP
COLLABORATION AND
COST ANALYSIS

UNDERWAY:

- Data review needed
- UWF will convene BH Workforce Committee
- Can integrate BH training initiative

Enhance training for existing BH professionals and others

TASK FORCE COLLABORATION
WITH HIGHER ED,
WORKFORCE PARTNERS AND
PROVIDERS TO DEVELOP
TRAINING PROGRAMS

INTEGRATE WORKFORCE DATA
SHARING INTO INTERAGENCY
REPORTING SYSTEM FOR THE
WORKFORCE

PARTNERSHIPS WITH
COLLEGES/UNIVERSITIES TO
EXPAND TRAININGS

UNDERWAY:

- **BH WORKFORCE COMMITTEE CAN ALSO WORK ON THIS**
- **ADDITIONAL DATA REVIEW NEEDED**

Create a regional behavioral health talent attraction initiative

- Gather insights to understand current talent attraction and marketing efforts, as well as locations
- Pursue SAMHSA grant opportunities
- Coordinate with partners to plan initiative
- Align marketing and communications efforts with providers and higher ed institutions
- Identify media and communications channels
- Identify potential incentives for potential BH professionals
- Launch campaign

- DISCUSSIONS UNDERWAY
- NOT A CHAMBER INITIATIVE; POSSIBLY HEALTHCARE WORKFORCE RECRUITERS
- *VISIT PENSACOLA* FOR QUALITY OF LIFE ANGLE
- REVIEW OTHER EFFECTIVE TALENT ATTRACTION CAMPAIGNS

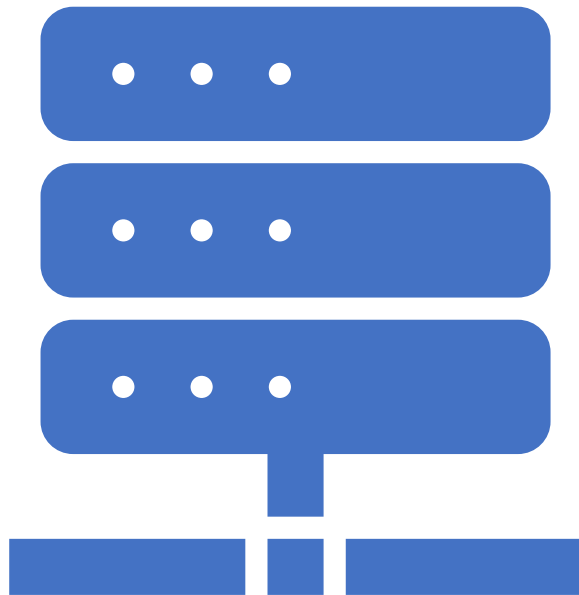




Building Capacity

Strengthening Technology and Systems

Improving interoperability and data sharing



- Leverage the existing data warehouse
- Utilize UWF health Center state-level data dashboard (Achieve/Haas Center)
- Explore expansion of access to BH data for eligible providers and partners
- Engage professional services firms with health data and information technology specializations
- Activate data-sharing agreements between law enforcement, EMS and BH agencies
- Collaborate with colleges, universities and workforce development partners on BH workforce supply and demand data

OVERALL PROGRESS: DISCUSSIONS UNDERWAY
- **NEXT STEP = CONVENE STAKEHOLDERS (DATA SOLUTIONS ORGANIZATIONS, BH PROVIDERS, EMERGENCY RESPONDERS)**

The background features a series of overlapping, wavy lines in shades of green, yellow, and orange, creating a sense of depth and movement. A bright, glowing light source is positioned in the upper center, casting a warm, golden glow across the scene. The lines appear to be composed of many thin, parallel strands, giving them a textured, almost fibrous appearance.

Expanding Access & Awareness

Building Capacity



Broaden community public information campaign

- Convene committee or project workgroup
- Participation of marketing, PR and communications professionals, and partnerships with firms with relevant expertise
- Contract with a professional marketing firm

PROGRESS: DISCUSSIONS UNDERWAY

- WORKGROUP ALREADY EXISTS
- RECONVENE



Mission underway!

We are well on our way to becoming a model for other communities

Questions?

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*Acknowledgement: Slides 3-11 were created or information provided by Jennifer Grove, VP External Relations, Baptist Healthcare

