

Celebrating Black History Month 2024

We will be starting soon, thank you for joining us!



Attendees are muted, so please share comments and ask questions in the **Q&A box**



Closed captioning is available through Zoom using the **CC button**



Resources and the recording will be available following the roundtable at share.nned.net



Behavioral Health Equity Best Practices for African Americans

Monday, February 5, 2024



SAMHSA'S Office of Behavioral Health Equity in collaboration with:

- Division of Children and School Mental Health
- Mental Health Promotion Branch
- 988 & Behavioral Health Crisis Coordinating Office
- The Suicide Prevention Branch

WELCOME & INTRODUCTIONS – Moderator



Alfiie Breland-Noble, Ph.D., MHSc.

Founder

The AAKOMA Project

Event Moderator

WELCOME & INTRODUCTIONS



Share comments and ask questions in the **Q&A box**



Closed captioning is available through Zoom using the **CC button / Full Live Transcript** option



Resources and the recording will be available following the event at share.nned.net

Learning Objectives



During this webinar, participants will:

- Increase awareness of best practices in behavioral health equity for African Americans
- Understand resiliency and the impact of trauma within African American communities
- Learn about the impact of training and capacity building programs for African American providers

WELCOME & INTRODUCTIONS – OPENING REMARKS



Dr. Miriam E. Delphin-Rittmon
**Assistant Secretary for Mental
Health and Substance Use**
U.S. Department of Health and
Human Services
Substance Abuse and Mental Health
Services Administration (SAMHSA)

WELCOME & OPENING REMARKS – Office of Behavioral Health Equity



Dr. Larke Huang

Director

Office of Behavioral Health
Equity

Substance Abuse and Mental Health
Services Administration (SAMHSA)

WELCOME & OPENING REMARKS – 988 & Behavioral Health Crisis Coordinating Office



Ms. Monica Johnson

Director

988 & Behavioral Health
Crisis Coordinating Office
Substance Abuse and Mental Health
Services Administration (SAMHSA)

WELCOME & INTRODUCTIONS – Speakers



Dawn Tyus, Ph.D.
Director
African American
Behavioral Health
Center of Excellence



Robyn Thomas, Ph.D.
**State Suicide Prevention
Coordinator**
Louisiana Department of
Health



Andria Bannister, Esq
Director BRJ-SOC
Partnership for Child
Health



Jocelyn E. Turner
CARE Initiative Director
Partnership for Child
Health

WELCOME & INTRODUCTIONS – Speaker



Dawn Tyus, Ph.D.

Director

African American
Behavioral Health Center of
Excellence

INTRODUCTION – AABH CoE



African American Behavioral Health
CENTER OF EXCELLENCE



INTRODUCTION – AABH CoE

Funded October 1, 2020, for 5 years by the Substance Abuse and Mental Health Services Administration:

- From its administrative and academic home in the National Center for Primary Care at Morehouse School of Medicine (MSM) in Atlanta, the new Center of Excellence develops and disseminates training, technical assistance (TA), and resources to help practitioners eliminate behavioral health disparities within this large and diverse population.



African American Behavioral Health
CENTER OF EXCELLENCE

SAMHSA
Substance Abuse and Mental Health
Services Administration

Why Were We Funded?

- Because of the urgent need for greater Equity and Effectiveness in Behavioral Health Services for African Americans. This innovative yet deeply grounded Center has been structured to mobilize the scholarship and expertise of many distinguished voices in African American behavioral health and health equity to address:
 - Systemic inequities that have blocked access to and engagement in behavioral health services and support for African Americans
 - The scarcity of culturally appropriate evidence-based interventions and approaches for African Americans — and insufficient dissemination of the resources that do exist
 - Minimal workforce development on social determinants of health, health disparities, historical trauma, unconscious bias, and ways of building cross-cultural respect/trust



African American Behavioral Health
CENTER OF EXCELLENCE

SAMHSA
Substance Abuse and Mental Health
Services Administration

GOALS:

1

Increase the capacity of BH systems to provide outreach, engage, retain, and effectively care for Black/African American (B/AA) people.

2

Improve dissemination of up-to-date information and culturally appropriate evidenced-based practices/approaches for B/AA people.

3

Increase workforce development opportunities focused on implicit bias, social determinants of health, structural racism, and other factors that impede high-quality care for B/AA people.

4

Increase collaboration between CoE and SAMHSA TTA providers, to infuse culturally appropriate information on B/AA people in all SAMHSA-funded TTA Centers.

1. Increase the capacity of BH systems to provide outreach, engage, retain, and effectively care for Black/African American (B/AA) people
2. Improve dissemination of up-to-date information and culturally appropriate evidenced-based practices/approaches for B/AA people
3. Increase workforce development opportunities focused on implicit bias, social determinants of health, structural racism, and other factors that impede high-quality care for B/AA people
4. Increase collaboration between CoE and SAMHSA TTA providers to infuse culturally appropriate information on B/AA people in all SAMHSA-funded TTA Centers





Community Model



African American Behavioral Health
CENTER OF EXCELLENCE

SAMHSA
Substance Abuse and Mental Health
Services Administration



VISION—THE LIGHT THAT GUIDES OUR WORK



VISION

"The work that the CoE is doing has helped us move our community to a health equity approach."

Joe Powell, LCDC, CAS

OUR PERSPECTIVE:

- traces the burdens of history and calls on the healing gifts of Black cultures;
- explores the science and promotes culture-specific models and adaptations;
- encompasses the behavioral health effects of the social determinants of health; and
- focuses on the strengths and needs of individuals, families, and communities.

OUR APPROACHES:

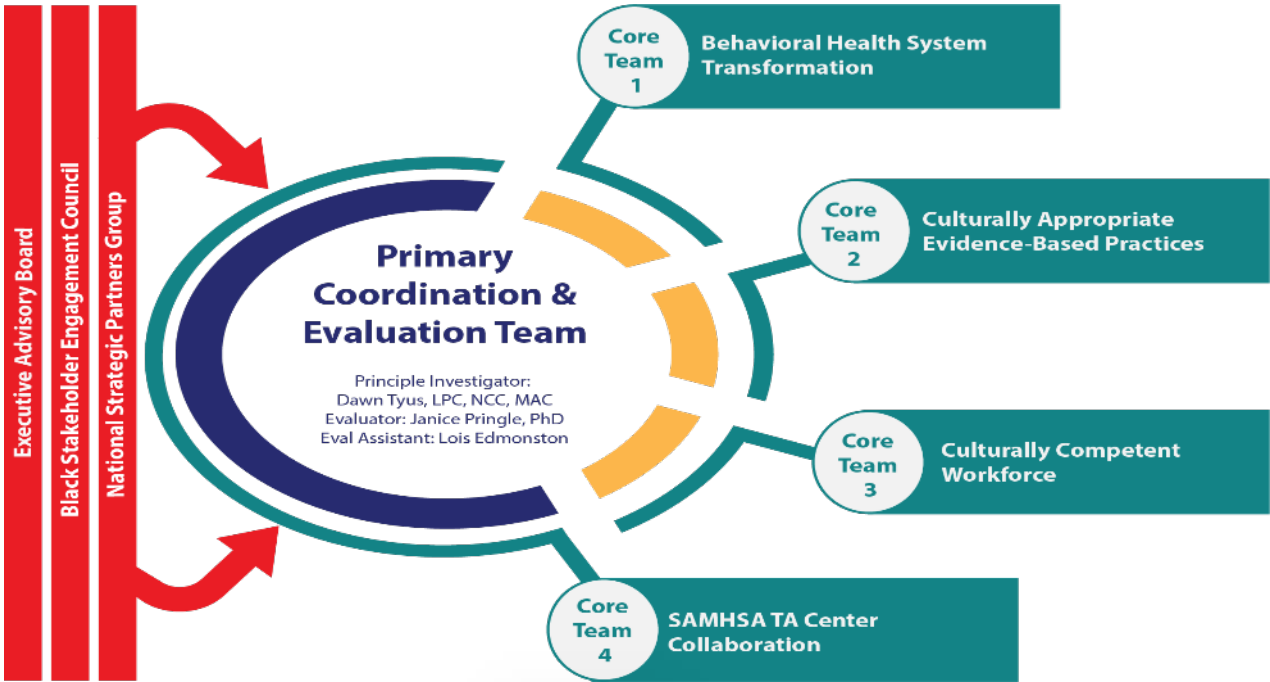
- create inclusion in our work, and in services for a people wounded by exclusion;
- explore and instill engagement based on honesty, respect, and compassion;
- model and promote true and trustworthy collaboration on all levels; and
- seek to find, foster, and reward innovative solutions.

OUR FOUR CORE TEAMS:

- encourage and support systems transformation to increase equity and effectiveness;
- find and disseminate culturally relevant evidence-based practices;
- develop the behavioral health workforce, from pre-service to leadership; and
- seek and engage in collaboration with federal and SAMHSA-funded partners.

OUR KEY INITIATIVES:

- instill wellness and inspire new careers through collaboration with HBCU networks;
- prepare the new generation of behavioral health leaders through our Fellows Academy;
- study the roots of Black youth suicide and foster collaborative efforts and solutions; and
- develop tools for increasing the welcoming, inclusion, and respect of African Americans.



African American Behavioral Health
CENTER OF EXCELLENCE

SAMHSA
Substance Abuse and Mental Health
Services Administration



ACCOMPLISHMENTS — REDUCING DISPARITIES AND INCREASING EQUITY



ACCOMPLISHMENTS

REDUCING DISPARITIES through training, technical assistance (TA), and resources that:

- make organizations more welcoming and inclusive,
- help practitioners recognize and address their own biases,
- improve engagement and retention by promoting evidence-based treatment, and
- reach multiple disciplines by providing a variety of continuing education credits.

INCREASING BEHAVIORAL HEALTH EQUITY, BY:

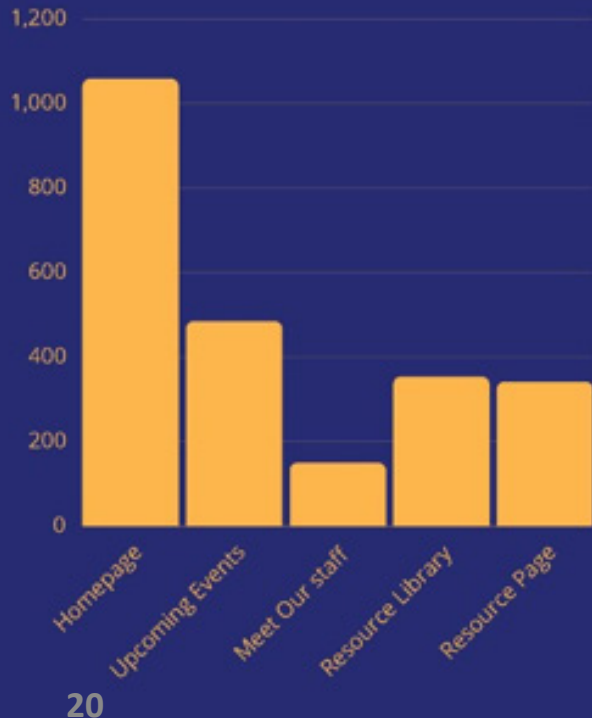
- examining inequity through a system of environmental scans,
- helping the field implement change strategies, and
- sparking collaboration across the SAMHSA training and TA networks.



"The COE has developed a way to identify neatly and cleanly the intersectionality of the other CoEs' work with the issues they face, and has moved forward to provide education, technical assistance and collaborations." Holly Hagle, PhD

THE AABH COE WEBSITE — OUR WINDOW TO THE FIELD

TOP FIVE PAGE ATTRACTING VIEWS WERE:



20

Downloaded files

2,902

People visited our website

17,765

Engaged

45,288

Most were visiting from

1. Washington State
2. Virginia
3. Texas
4. Wyoming
5. California
6. Georgia
7. Iowa
8. New York
9. Ohio
10. Maryland

SITE VISITS FROM 48 STATES AND 18 COUNTRIES

United States 6.2k

Canada 43

China 31

United Kingdom 21

Germany

Australia 17

Philippines 17



African American Behavioral Health

CENTER OF EXCELLENCE

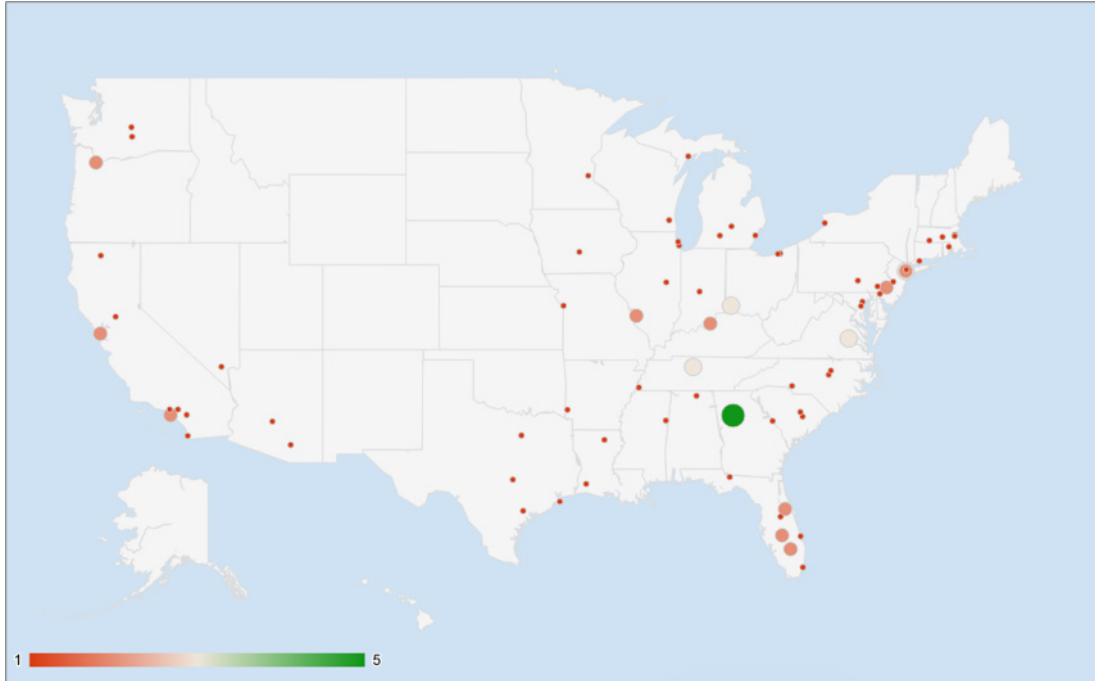
SAMHSA
Substance Abuse and Mental Health
Services Administration

5200 +



African American Behavioral Health
CENTER OF EXCELLENCE

SAMHSA
Substance Abuse and Mental Health
Services Administration



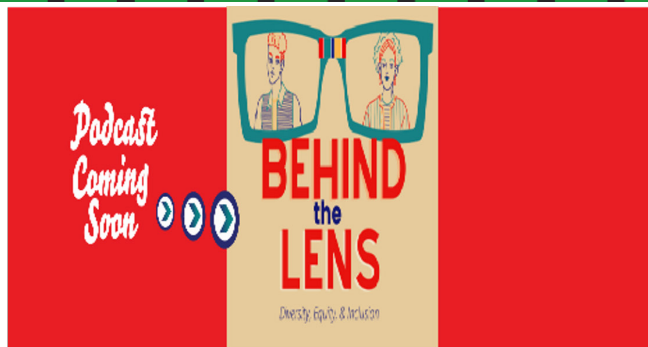
AABH-COE
Technical
Assistance Heat
Map : Year 3






THE AFRICAN AMERICAN
BEHAVIORAL HEALTH
**DIVERSITY LEADERSHIP
FELLOWS ACADEMY**

Honoring Our Past, Acknowledging the Present, and
Celebrating Our Future: **DEVELOPING LEADERS FOR CHANGE**

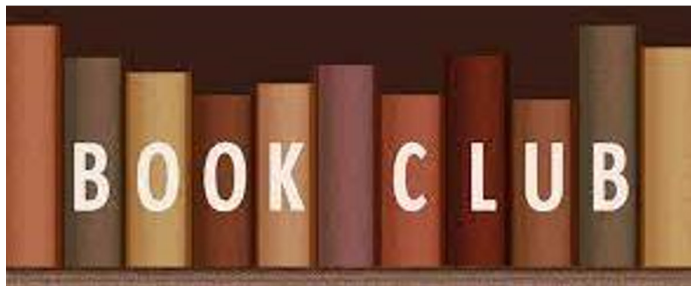


Podcast
Coming
Soon



**BEHIND
the
LENS**

Diversity, Equity, & Inclusion



BOOK CLUB



**Black Health Matters:
Safe Spaces to
Exist and Thrive.**

Healthy communities are free of the
stress of racism



African American Behavioral Health
CENTER OF EXCELLENCE

SAMHSA
Substance Abuse and Mental Health
Services Administration

Improving Mental Health Outcomes for Vulnerable Black Children and Youth

A Toolkit for Practitioners



African American Behavioral Health
Center of Excellence

September, 2023



African American
Behavioral Health
CENTER OF
EXCELLENCE



HEALING HISTORY

Where History Meets Behavioral
Health Equity for African Americans



A Self-Study and Discussion Guide
Pamela Woll, MA, CPS, Senior Consultant



African American Behavioral Health
CENTER OF EXCELLENCE

SAMHSA
Substance Abuse and Mental Health
Services Administration

How Can I Connect with the AAABH-COE?

- 1 Register for/ attend trainings** 
- 2 Visit our website** 
- 3 Submit a TA Request** 


<https://africanamericanbehavioralhealth.org/>



African American Behavioral Health
CENTER OF EXCELLENCE

SAMHSA
Substance Abuse and Mental Health
Services Administration

WELCOME & INTRODUCTIONS – Speaker



Robyn Thomas, Ph.D.
**State Suicide Prevention
Coordinator**
Louisiana Department of Health

988

**HELP & HOPE
ARE HERE**

A small, dark green silhouette of the state of Louisiana is positioned to the left of the text "ARE HERE".

Louisiana 988 Public Awareness Campaign

Louisiana Department of Health/Office of Behavioral Health

Survey and Focus Group Research



- A 5-minute, online survey (convenience sample) was conducted from Nov. 28th to Dec. 13th, 2022
- 527 participants responded to the survey
- Survey topics: awareness and usage of the 988 number, barriers and motivators around emergency number usage
- Nine, 75-minute virtual focus groups were conducted with residents in Louisiana (Dec. 7th – Dec. 12th, 2022)
- Total of 39 respondents across 21 parishes in Louisiana
- 2-BIPOC, 2-LGBTQ, 2-SMVF, 3-Suicide Attempt/loss survivor

Campaign and Exposure

Campaign Goals

- Increase general 988 awareness and intent to contact 988 statewide
- Increase 988 awareness among key populations including BIPOC, LGBTQIA+, Veterans, suicide attempt survivors, and loss survivors
- De-stigmatize the need for mental health treatment and services particularly among key populations with emphasis on areas of the state with low engagement
- Flight 1 & 2: YouTube, Meta, SEM (Search Engine Marketing)
- Flight 3: YouTube, Meta, SEM, Cable/Streaming TV, Out-of-Home, Digital Audio, Programmatic Video

Louisiana 988-Bayou Classic Campaign

1. Strategic Activation

- Targeting Bayou Classic attendees with strategic efforts before, during, and after the events
- Priority given to Black audiences to emphasize awareness of the 988 helpline

2. Digital Paid Ads

- Placement of digital paid ads on major platforms: Facebook, Instagram, and programmatic channels
- Utilization of diverse online channels for comprehensive reach and engagement

3. On-Site Activation:

- Activation space during the Fan Festival Exhibitor event
- Distribution of 988 materials at the Thanksgiving Parade
- LED Ribbon Board banner and mental health commercial aired on the Superdome jumbotron during the game

4. Digital Integration

- Inclusion of 988 graphics on the Bayou Classic app, website, and various social media channels
- Successful collaboration with influential student community members, including ambassadors and a dance team member



5. Geo-Targeted Campaign

- Utilization of geo-targeting for digital ads within a two- to five-mile radius of key locations
- Targeting during Bayou Classic events and game day from November 22 to November 30

6. Post-Event Retargeting

- Continued retargeting of individuals previously within the radius for five days post-event
- Aim to increase the frequency of exposure to key 988 messages among the target audience

7. Integration into Statewide Campaign

- Incorporation of high-performing, evergreen ads into the broader statewide paid media campaign
- Leveraging success at Bayou Classic for a wider reach across the state

8. Influential Student Community Involvement

- Inclusion of influential student ambassadors: Miss GSU Madison Johnson and Miss SU Jordan Williams
- Collaboration with a member of the GSU dance team to strengthen ties with student communities

Meta (Facebook & Instagram) Overview

- **Meta Performance:**
 - 295,319 impressions (times ads were served to the audience)
 - 135,333 unique people reached
 - Ads were shown to each user 2.5 times on average
 - Ads resulted in 286 clicks to the Louisiana 988 website
- **Meta Reach by Gender and Age:**
 - Men: 80,048
 - Women: 54,197

Meta ads were served to people who were geo-targeted within a two-mile radius of Caesars Superdome, GSU, and SU during the Bayou Classic events



Search Engine Marketing Overview

Programmatic Performance of SEM:

- 257,500 impressions (times ads were served to the audience)
- 124,451 unique people reached
- Ads were shown to each user 2 times on average
- Ads resulted in 342 clicks to the Louisiana 988 website
- Average click-through rate (CTR) of 0.13%, surpassing benchmarks
- The benchmark average CTR for this ad type is 0.10%

Bayou Classic Creative Highlights on Programmatic: The “Feeling Offbeat” creative was a top performer for the programmatic ad placements:

- Most impressions with 28,569 views
- 62 clicks to the Louisiana 988 website
- CTR of 0.17% (exceeding benchmark of 0.10%)



Bayou Classic Metrics Report from Caesars Superdome

Bayou Classic Overall Attendance:

- Bayou Classic Thanksgiving Day Parade: 80,000
- Bayou Classic Fan Fest: 15,000
- 50th Annual Bayou Classic: 64,698

Bayou Classic Cumulative Social, App and Metrics:

- 4.3 million impressions, cumulative of all channels and all posts
- 4.1 million users reach, cumulative of ALL channels
- 34,625 total app engagements
- Average monthly website views: 26,920



Note: These metrics are *not* exclusive to Louisiana 988 efforts and show a cumulative total for all partners who participated in the event

Louisiana 988-Bayou Classic Campaign

HBCUs Unite for
HOPE

988
HELP & HOPE
ARE HERE

HOPE IS THE POWER OF
COURAGE TO TAKE ACTION

HOPE IS THE POWER
TO BELIEVE IN YOURSELF

988 can help
you keep
your head
up high.

Call, text or chat online. **988**

**NOT FEELING
THE HYPE?**

988 can help.

988

**HELP &
HOPE ARE
HERE.**

988 can help with
problems big & small. **988**

988 can help
with problems
big & small.

Call, text or chat online. **988**

**HOPE
988**

988

**TIRED OF
KEEPING
YOUR
GAMEFACE
ON?**

988 can help.

988

**Tired of
dancing
around your
feelings?**

988 can help.

988

Bayou Classic Partnerships

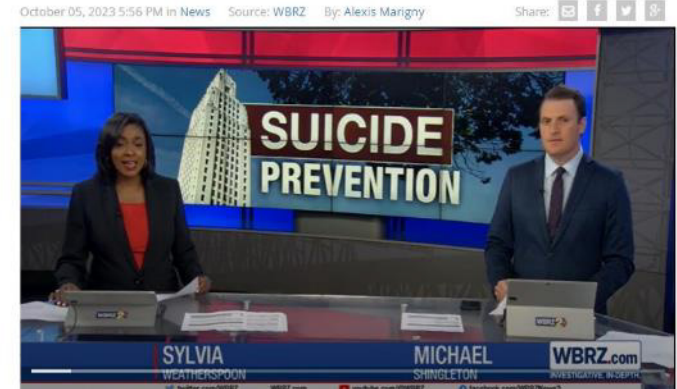
- Marketing for Change
- Miss Southern University A & M College
- Miss Grambling State University
- Caesars Superdome (LED Banner & Fan Fest)
- Capital Area Human Services District
- Set Free Indeed Ministry (Tonja Myles Fan Fest)



HCR 84 Task Force

- House Concurrent Resolution No. 84: proposed by Representative Edmond Jordan, 2023 Regular Session
- To create a task force to study suicide rates among African Americans in Louisiana
- Brings together mental health professionals to study suicide among African Americans
- Next meeting scheduled for January 31, 2024
- Task force will report its findings to the legislature no later than February 1, 2024

Louisiana task force continues research into racial disparity and suicide



Louisiana Team: BYS Policy Academy



- Robyn Thomas, PhD, MA, LPC, LMFT, NCC - LDH/OBH
- Jasmine Harkless-Thomas, LCSW-BACS - LDH/OBH
- Catrice Tolbert, PhD - Louisiana Center for Preventative Resource
- Lizzy Nguyen, MPH, CHES - Office of Public Health
- Stephen Guccione, MA - Department of Education
- Sherrard Crespo, LCSW - Via Link
- Ken Brown - Peer Support Initiatives
- Allison Cormier - American Foundation for Suicide Prevention, Louisiana Chapter

Black Youth Suicide Policy Academy Action Plan

❑ **Goal #1- Build a community network centering on Black youth populations**

- ❑ Involve black-owned businesses and organizations that serve youth to become suicide informed of warning signs, risk factors, protective factors, and how to help; Barbershops, Recreational Departments, Sports Coaches, Faith Based Organizations, Libraries, School-based programs, etc.

❑ **Goal #2- Increase awareness of wellness for Black youth**

- ❑ Partner with local HBCU students to create an awareness campaign that emphasizes mental and emotional wellness; the campaign would consist of art designs, the creation of a song/jingle, and PSAs
- ❑ Develop a Black Youth Advisory Council to include participants that are within the youth population

❑ **Goal #3- Analyze suicidal behaviors and deaths among Black youth**

- ❑ Develop an analytical report on youth suicide in Louisiana that is filtered by demographics to capture the trends of black youth suicide within the state

THANK YOU

988

**HELP & HOPE
ARE HERE**



WELCOME & INTRODUCTIONS – Speakers



Andria Bannister, Esq

Director BRJ-SOC
Partnership for Child Health



Jocelyn E. Turner

Director CARE Initiative
Partnership for Child Health

ReCAST Program Introduction



ReCAST Jacksonville “Still I Rise”

*Building a Resilient Jacksonville System of Care
Cultivating Action Resilience and Empowerment System of Care*

www.partnershipforchildhealth.org

SAMHSA
Substance Abuse and Mental Health
Services Administration

ReCAST Program

Maya Angelou's poem "Still I Rise" is a powerful expression of resilience, strength, and defiance in the face of oppression and adversity. While the poem doesn't explicitly address stress and trauma, its themes can be related to those experiences.

ReCAST Jacksonville System of Care

Partnership for Child Health

- Vicki Waytowich, Ed.D. – Executive Director/Principal Investigator
- Jocelyn Turner – Project Director
- Andria Bannister – Project Director
- Tina Johnson – Project Coordinator/Community Engagement
- Shirley Moon – Project Coordinator/Community Engagement
- Faye Maldonado – Administrative Assistant
- Tia Leathers – Family Engagement

University of Florida – evaluation

- Lori Bilello, PhD. – Research Scientist



Focus Areas



- Trauma Informed Congregation
- Open Table
- Preventing Long-term Anger & Aggression in
- Youth
- Speaker Series

PLAAY: Preventing Long-term Anger & Aggression in Youth



A culturally relevant intervention that relies upon the stress reduction benefits of physical activity and Recast theory (Racial Encounter Coping Appraisal and Socialization Theory) to promote the development of healthy coping skills



Trauma Informed Congregation

Trauma-informed/faith-based training assists organizations in realizing the impact of trauma and integrating knowledge about trauma into policies and practices. These trainings help the organizations to become better equipped to provide safe environments for children, youth, families, and individuals who have been traumatized. Becoming a Trauma Informed Congregation allows organizations to learn and put into practice new ways of compassionately and effectively approaching trauma and mental health concerns as a trauma informed organization/congregation.

Rise with empathy to help others



Open Table

During 2023, Partnership for Child Health joined forces with Open Table, a nonprofit organization that helps transform communities. Two Core Table Models have been launched to assist with complex challenges and to implement sustainable life plans for the Open Table families. Over the course of a year, volunteers meet weekly with the families to equip them with the skills, knowledge, and resources needed to improve and sustain their quality of life, allowing them to shift from surviving to thriving.

Rise Above Challenges



Speaker Series

Our Speaker Series is a family engagement activity that brings the families we serve together for an evening of food, fun, and fellowship. During the series we have dynamic speakers, engaging performers, and culinary delights by local caterers. We started the series to provide families with a time where they can sit with each other and be inspired.

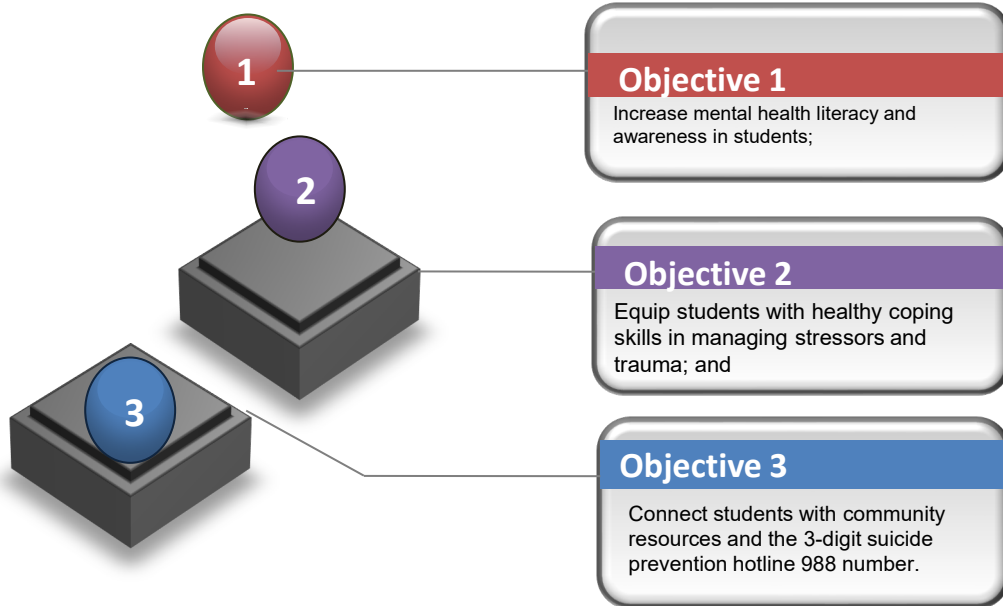


“Command Your Mental Health Youth Summit”

Youth Guided Event



“Mental MOB”



Video Message



<https://youtu.be/fJMzL5d4tAw>





Ask questions in the **Q&A box**

Closing Remarks



Walker Tisdale III

Public Health Analyst

Office of Behavioral Health
Equity

Substance Abuse and Mental Health
Services Administration (SAMHSA)

Planning Workgroup

- Tenly Pau Biggs, Office of Behavioral Health Equity, Deputy Director
- Tracey L. Cooper, Office of Behavioral Health Equity
- Jennifer Early, Office of Behavioral Health Equity, Intern
- Amber Green, Suicide Prevention Branch
- Laura House, 988 & Behavioral Health Crisis Coordinating Office
- Brandon Johnson, Suicide Prevention Branch Chief
- Yelile Saca, Office of Behavioral Health Equity
- Walker Tisdale III, Office of Behavioral Health Equity

Support provided by the Achieving Behavioral Health Equity Initiative Team



**Behavioral Health Equity Best Practices
for African Americans**

● ● ●

AVAILABLE RESOURCES

SAMHSA
Substance Abuse and Mental Health
Services Administration

#SAMHSAEquity2024

Follow Up



To view resources related to this webinar and the recording, visit share.nned.net



Questions? Email connect@nned.net



Join the NNED to join us for future learning opportunities: nned.net/join

Thank you for Joining!

Office of Behavioral Health Equity (OBHE)

