

July 8,2025 Rachel DeCarlo ISG



# Agenda





# Our Journey



# **Strategic Planning Journey**

- 14 respondents
- Resulted in an updated top 5 strategies of focus
  - Built out 3 strategies



Survey

West Strategic Planning Session



- 11 Participants
- The group updated the top five priorities, based on work already being done, and seeing the opportunity to consolidate
- Built out 3 strategies (advocacy strategies and exchange information...)
- Output focused on creating outreach and communication subcommittee(s) and hosting listening sessions

- 3 Participants
- Built out one strategy:
   "Continuously advise DBHR..."
   with emphasis on creating
   qualitative data collection
   processes

Today!
Strategic
Plan &
Roadmap



Output, consolidation, roadmap, and next steps



East Strategic Planning Session



# **Strategic Planning Meeting Objectives**

#### We captured:

#### **Approach**

- High-level concept regarding how the Strategy will be addressed.
- "Strategic How"

#### **Action Plan**

- High-level plan for executing the approach to include high-level steps that will be required to complete the plan
- The Action Plan will describe the following components:

Tasks - Specific High-level activities that will be required to implement the plan

**Responsibility** - Who will be responsible for completing the tasks identified as part of the plan? Responsibility may be assigned to teams or individuals within the BHAC as deemed necessary and/or appropriate (i.e., the BHAC Executive Committee, a BHAC Subcommittee, a BHAC Officer, or a BHAC member)

- Responsibility may be assigned at either the "Action Plan" level, the "Task" level, or both, as appropriate

**Timeline** - Information required to establish and monitor expectations regarding the scheduling, sequencing, and completion of tasks by those responsible.



# **Updated Strategies from Session**

Key:

**West Session** 

**East Session** 

- Exchange information, evaluate and communicate ideas about behavioral health care, and develop resources to increase access to services
- Continuously advise DBHR on the adequacy of the allocation of funds for behavioral health services within the states
- Subcommittee creation/management

#### Two advocacy strategies to work on in parallel:

- Advocate for/with populations with substance use disorders, mental health, and co-occurring disorders, and problem gambling, including children
- Advocate and educate the state government regarding how policies and regulations are affecting behavioral health,
   including mental health, children's emotional disorders, substance use disorder, and problem gambling



# **Major Initiatives**



#### Create three subcommittees

• Communications & Outreach Subcommittee, Year-long Peer Review Subcommittee, Recommendations/Priority Subcommittee



# Build a qualitative and quantitative survey/data collection process

• Owner: Recommendations/Priority Subcommittee



## **Conduct regional listening sessions**

• Owner: Communications & Outreach Subcommittee



# Create resources and templates to better disseminate information from prior and future resources

Owner: Communications & Outreach Subcommittee

Aligned to four phases...

Phase 1: Foundation Building

Aug '25 - Dec '25

Phase 2: Execution & Data Collection

Jan '26 - Mar '26

Phase 3: Analysis & Recommendations

Apr'26 – Dec '26

Phase 4: Expansion & Sustainability

2026 - 2028



# Plan & Recommendations in Detail



# **Phase 1: Foundation Building**

1

### **Defining Process**

August 2025

#### **Governance Structure**

- Identify a chair to lead each subcommittee and the cadence of meetings before the August BHAC meeting
- Vote on subcommittee creation and membership
- Establish three core subcommittees:
  - Communications & Outreach Subcommittee, Year-long Peer Review Subcommittee, Recommendations/Priority Subcommittee
- Recruit and identify subcommittee members
- Define subcommittee charters, responsibilities, decisionmaking authority, and meeting cadences.
- Determine if there are workgroups for certain initiatives within the subcommittee and identify

#### **Planning Initiation**

- Begin qualitative survey/data collection process planning
- Identify process owners and the delegation structure based on BHAC local/regional leads
- Create a list of targeted survey recipients, owners, and potential partners

2

#### **Process Kickoff**

September 2025

#### **Subcommittee Launch**

- Begin subcommittee operations
- Develop a workgroup(s) for planning activities
- Create a schedule and method for sharing activities and progress to BHAC

#### **Survey Development**

- Start planning 5-6 question qualitative survey
- Consider adapting provider peer review questionnaire for end-user feedback



Determine survey customization by audience, if needed

#### **Initial Recommendations from Subcommittee**

 Draft recommendation to change the statute to include peers in all behavioral health services and determine priority as other recommendations come up.



# **Phase 1: Foundation Building (continued)**

3

#### **Content & Outreach**

Oct - Dec 2025

#### **Resource Development**

- Create PPT templates, presentation facilitation tools, and a resource one-pager template
- Develop outreach and meeting materials
- Begin inventory of existing communications resources
- Reach out to prior resources who have presented at BHAC meetings or shared their work to populate new templates and make available
- Establish evaluation process and feedback loops for resource and user feedback

#### **Regional Planning**

- Begin planning for regional listening sessions, including developing outreach and meeting materials and an engagement plan
- Recruit membership from marginalized communities
- Identify audience populations, e.g., YYA, immigrant, incarcerated
- Identify collaboration opportunities with regional BHABs
- Develop outreach strategies and recruit membership for marginalized communities
- Research pay structure availability for lived experience participants



#### **Evaluation**

Dec 2025 - beyond

#### **Annual Review & Planning**

- Complete peer review compilation by December 31<sup>st</sup> (Peer review sub)
- Conduct annual communications resources inventory (Secretary or Member at Large)
- Evaluate strategy effectiveness and plan improvements (BHAC)
- Prepare for Year 2 expansion (BHAC)



# Phase 2: Execution & Data Collection

Expand & Prepare

January 2026

# Resource Hub Launch (expansion of website)

- Implement resource index and template system
- Expand website visibility and traffic of indexed resources
- Begin reaching out to prior BHAC presenters for resource development

#### **Data Collection Preparation**

- Finalize survey questions and distribution strategy
- Create instructions and communication materials for local/regional owners
- Establish an engagement tracking system
  - This approach would ensure balance in the advice on the allocation of funds.
- Coordinate teams of BHAC members per region

2

#### Collect & Deliver

Feb - Mar 2026

#### **Active Data Gathering**

- Send BHAC members to existing stakeholder meetings with surveys
- Begin regional listening sessions and roundtable conversations
- Host mental/behavioral health listening sessions
- Collect qualitative and quantitative data

#### **Deliverable Preparation**

- Compile recommendations from workshops/listening sessions
- Organize collected data for DBHR presentation
- Prepare service gap analysis/identification based on collected data and pre-existing data in working with partners/collaborating with state agencies
  - Could leverage existing data collection activities

#### March Deliverables

- Deliver data and analysis from surveys and listening sessions to DBHR
- Submit listening session recommendations for the 2027 decision package
- Provide initial funding allocation recommendations



# Phase 3: Analysis & Recommendations

1

# **Share Findings**

Spring 2026

#### Information Dissemination

- Create and execute an information dissemination plan for BHAC recommendations
- Make data collection results publicly available (gov delivery)
- Presentation of service gap identification through state agency collaboration (DOH, OSPI, HCA)

2

# **Ongoing Operations**

2028 and Beyond

#### **Continued Activities**

- Continuing regional listening sessions
- Maintain resource hub updates and evaluations
- Conduct periodic member surveys and year-in-review assessments (Secretary or Member at large)
- Make BHAC state recommendations publicly available online for legislators
- Maintain ongoing peer review subcommittee operations
- Provide continuous funding allocation advice to DBHR
- Expand marginalized community recruitment and engagement



# Phase 4: Expansion & Sustainability

# Continuous Improvement

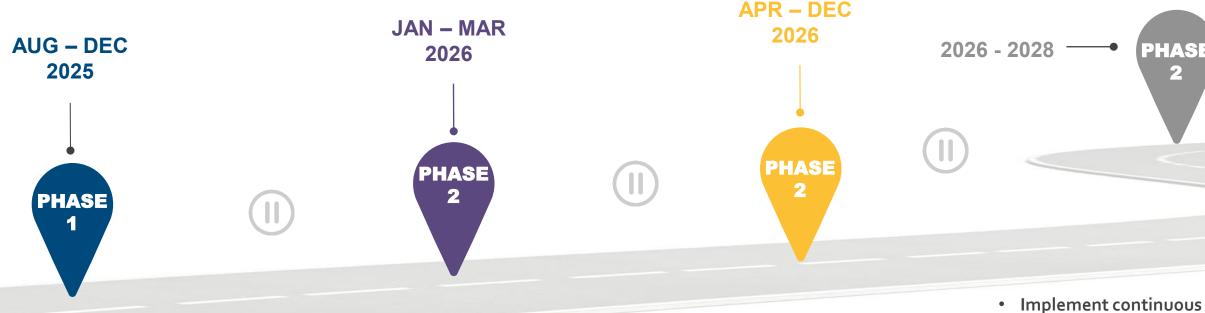
- Implement evaluation and continuous improvement processes for initiatives
- Regular assessment of policy impact on target populations
- Ongoing resource hub maintenance and expansion
- Annual strategy effectiveness reviews
  - Assess if these activities continue to align with your strategy, and the strategies align with your mission and vision.
- Mission, vision, and values, workshop in 2026 to ensure alignment, connection, and engagement with BHAC's purpose (ISG can support as needed)
- Monthly team coaching to ensure accountability and progress on these initiatives (ISG can support as needed)
- Change Management support around communications and engagement of these initiatives (ISG can support and provide options, e.g., advice, selfservice, execution support)



# Strategic Plan Roadmap



# Our Visual Roadmap



- Establish governance structure & subcommittee
- Launch qualitative survey planning & design
- Begin subcommittee work & initial recommendations
- Develop outreach materials and resource templates
- Plan regional listening sessions & recruit marginalized voices

- Launch public-facing resource hub
- Finalize & distribute surveys
- Conduct listening sessions & stakeholder outreach
- Collect data to inform service gap analysis
- Deliver insights & early funding recommendations to DBHR

- Disseminate results & BHAC recommendations
- Share service gap data with state agencies
- Continue listening sessions & peer review
- Maintain and evaluate resource hub
- Expand community engagement

- Implement continuous improvement cycles
- Sustain resource hub and peer review
- Consider coaching, change management & communications support
- Evaluate impact and align on future direction
- Institutionalize BHAC strategy & values



# Additional Takeaways and Recommendations



# **Additional Considerations**

#### **Success & Evaluation**

#### **Key Performance Indicators**

- Number of regional listening sessions completed
- Engagement tracking metrics (event attendance, survey responses)
- Resource hub utilization and feedback scores
- Policy recommendations implemented
- Service gap identification and resolution tracking
- Peer integration success in behavioral health services

#### **Evaluation Framework**

- Quarterly subcommittee performance reviews
- Annual strategy effectiveness assessment
- Continuous feedback collection from service users and stakeholders
- Regular policy impact analysis
- Resource utility and accessibility evaluation

### Resource, Skills, Support

#### Staffing

- Subcommittee members
- Regional coordination teams/workgroups
- Data collection and analysis, communications, and outreach specialists

#### **Technology**

- Resource hub website and database
- Engagement tracking systems
- Survey and data collection platforms

#### **Partnerships**

- State agencies (DBHR, DOH, OSPI, HCA) and regional BHABs
- Community organizations, peer groups, lived experience networks

### **Funding Considerations**

- Event, travel, and participant compensation
- Technology subscriptions, maintenance, and platform support



# **Support Recommended**



\*ISG can support

Phase 1: Foundation Building	Phase 2: Execution & Data Collection	Phase 3: Analysis & Recommendations	Phase 4: Expansion & Sustainability
<ul> <li>Governance Design &amp;         Facilitation*         <ul> <li>Support in developing subcommittee charters, roles, and workflows.</li> <li>Facilitate initial subcommittee kickoff meetings and norm-setting.</li> </ul> </li> <li>Stakeholder Engagement         <ul> <li>Strategy*</li> <li>Help plan engagement with BHAC local/regional leads, and targeted partners.</li> <li>Develop a partner engagement map and coordination model.</li> </ul> </li> <li>Qualitative Research Design</li> <li>Design a sound and inclusive survey methodology.</li> <li>Support in audience segmentation and customization of survey tools.</li> </ul>	<ul> <li>Survey Deployment &amp; Data Collection*</li> <li>Project management support for scheduling and coordinating regional listening sessions.</li> <li>Technical assistance in using survey platforms and data systems.</li> <li>Community Listening &amp; Facilitation*</li> <li>Train and/or provide facilitators for regional listening sessions and roundtables.</li> <li>Support the design of culturally responsive and trauma-informed facilitation tools.</li> <li>Data Synthesis &amp; Visualization*</li> <li>Analyze qualitative and quantitative data for insights.*</li> <li>Create deliverables (slide decks, briefing memos) that communicate findings for DBHR and public audiences.</li> </ul>	<ul> <li>Strategic Communications &amp; Dissemination*</li> <li>Develop a distribution and storytelling strategy.</li> <li>Create templates and toolkits for local partners to share findings</li> <li>Policy &amp; Program Analysis</li> <li>Provide service gap analysis using mixed-methods approaches (qualitative and quantitative collection)</li> <li>Support the development of policy recommendations and impact frameworks.</li> <li>Evaluation Design*</li> <li>Build feedback loops, monitoring dashboards, and reporting templates.</li> <li>Train BHAC on using evaluation tools for continuous learning</li> </ul>	Organizational Development & Capacity Building*  • Facilitate mission/vision/values refresh sessions  • Provide team coaching (monthly or quarterly) to sustain strategic focus and accountability.  Change Management *  • Communication and engagement consulting (from advising to full execution support).  Sustainability Planning*  • Develop a long-term sustainability and funding roadmap.  • Facilitate cross-agency collaboration strategies and stakeholder alignment workshops.

#### Cross-Phase (Ongoing Support Services)

Program Management Office (PMO) Support: Oversight and alignment across phases, timelines, deliverables, and communications. \*

Equity & Inclusion Consulting: Ensure listening sessions and materials are inclusive and accessible, especially to marginalized communities.\*

Co-Design & Participatory Methods: Train and support peer groups and stakeholders to co-develop solutions (not just provide input).\*

Coaching & Facilitation: Monthly team coaching on initiatives for accountability, reflection, and learning; and/or facilitation of complex discussions \*

Success Measures Session: A workshop dedicated to identifying key performance indicators, owners, and timeline \*



# Next Steps - Breakouts





# **Example Charter**

#### Communications & Outreach Subcommittee - Action Tracker

#### Subcommittee Charter

Mission: Develop and execute comprehensive communication strategies to enhance BHAC's visibility, resource accessibility, and stakeholder engagement.

Meeting Cadence: [To be determined in August 2025]

#### Key Responsibilities:

- · Resource hub development and maintenance
- Public communications and outreach materials
- Regional listening session coordination
- · Website and digital presence management

#### Phase 1: Foundation (Aug-Dec 2025)

#### August 2025

Task	Owner	Status	Due Date	Notes
Vote on subcommittee creation	BHAC Committee	Pending	Aug 2025	
Define subcommittee charter	Subcommittee Chair	Pending	Aug 2025	

#### Ongoing Responsibilities (Starting 2026)

#### Monthly Tasks

- [] Update resource hub content
- [] Monitor website traffic and engagement
- [] Support regional listening session promotion
- [] Coordinate with other subcommittees on communications

#### **Quarterly Tasks**

- [] Evaluate resource hub effectiveness
- [] Survey user feedback on resources
- [] Update outreach materials and templates
- . [] Report to full BHAC on communications metrics

#### **Annual Tasks**

[] Conduct comprehensive communications resource inventory



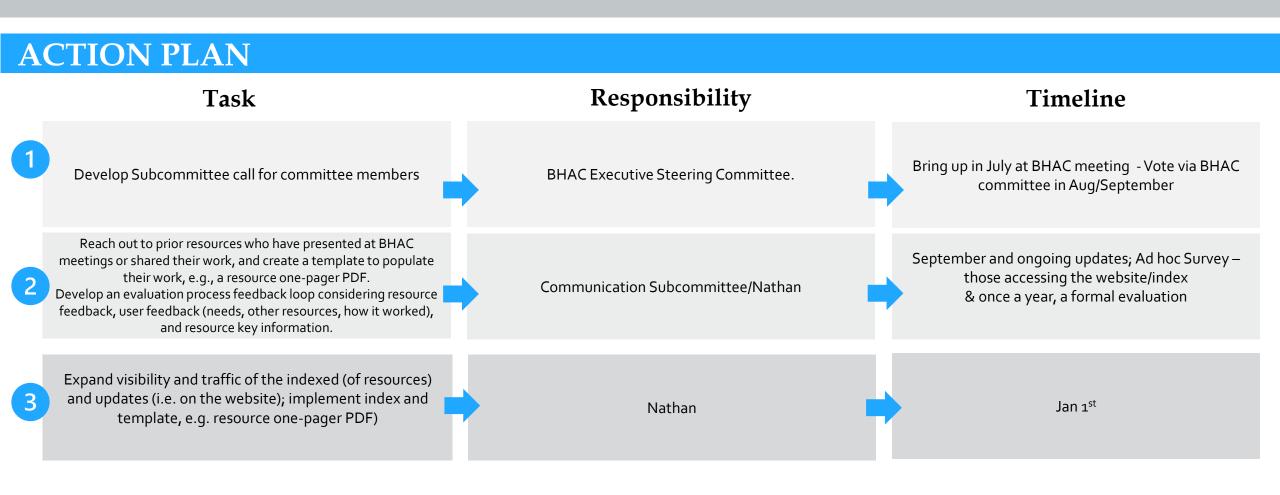
# Output of BHAC West Session



Exchange information, evaluate and communicate ideas about behavioral health care and develop resources

### **APPROACH**

Creating index for resources to keep updated info as well as "Hub" to access info



Exchange information, evaluate and communicate ideas about behavioral health care and develop resources

# **APPROACH**

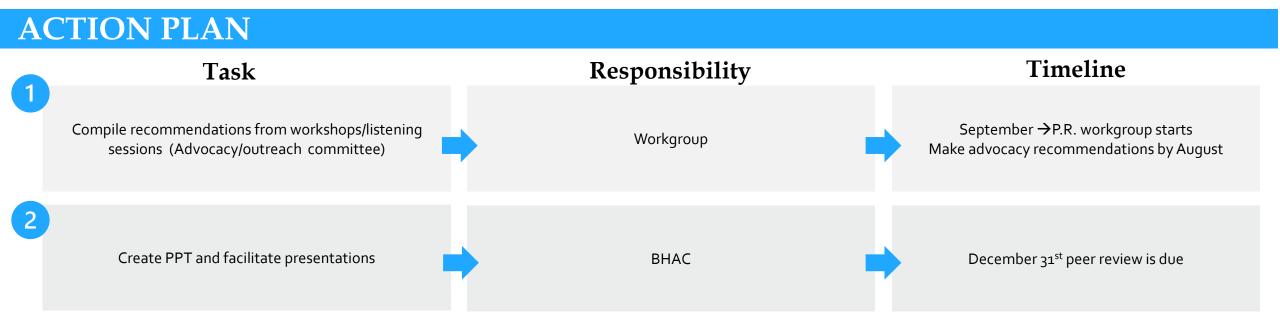
Creating index for resources to keep updated info as well as "Hub" to access info



Advocate and educate the state government regarding how policies and regulations are affecting behavioral health, children's emotional disorders, substance use disorder, and problem gambling

# **APPROACH**

- 1. Use engagement with HCA lived experts/People with experience engaging with HCA
  - 2. Peer review



Advocate for populations with substance use disorders, mental health, and co-occurring disorders, and problem gambling, including children.

### **APPROACH**

- 1. Regional Listening Sessions:
- Roundtable conversations with people with lived experience
- 3-year timeline with different regions, prioritizing statewide representation
- 2. Educate the state government regarding how resolutions and policies are affecting populations

#### **ACTION PLAN** Task Timeline Responsibility Identify if a pay structure is available for guests with lived experience (part of Outreach work Workgroup/subcommittee Workshops/Listening sessions within a listening session) Inventory and review of what we know, the resources we have, and what we have done Workgroup/subcommittee Annually (Communications resources specifically) Recruit membership from marginalized Workgroup/subcommittee communities (sub-bullet outreach Workshops/Listening sessions strategy/advocacy strategy)

Advocate for populations with substance use disorders, mental health, and co-occurring disorders, and problem gambling, including children.

### **APPROACH**

- 1. Regional Listening Sessions:
- Roundtable conversations with people with lived experience
- 3-year timeline with different regions, prioritizing statewide representation
- 2. Educate the state government regarding how resolutions and policies are affecting populations

### **ACTION PLAN** Task **Timeline** Responsibility Develop outreach and meeting materials Workshops/Listening sessions Workgroup/subcommittee Review and gather input from subpopulation to Workshops/Listening sessions Workgroup/subcommittee inform strategy Outreach and identify audience populations, Workgroup/subcommittee Workshops/Listening sessions e.g. YYA, immigrant, incarcerated

Advocate for populations with substance use disorders, mental health, and co-occurring disorders, and problem gambling, including children.

### **APPROACH**

- 1. Regional Listening Sessions:
- Roundtable conversations with people with lived experience
- 3-year timeline with different regions, prioritizing statewide representation
- 2. Educate the state government regarding how resolutions and policies are affecting populations

# **ACTION PLAN** Task Responsibility **Timeline** Collaboration with regional BHABs Workgroup/subcommittee Workshops/Listening sessions Workshops/Listening sessions Develop a workgroup for planning Workgroup/subcommittee Build engagement plan Workshops/Listening sessions Workgroup/subcommittee

Advocate for populations with substance use disorders, mental health, and co-occurring disorders, and problem gambling, including children.

### **APPROACH**

- 1. Regional Listening Sessions:
- Roundtable conversations with people with lived experience
- 3-year timeline with different regions, prioritizing statewide representation
- 2. Educate the state government regarding how resolutions and policies are affecting populations

# Task Responsibility Timeline Determine evaluation process and collect surveys Workgroup/subcommittee Workshops/Listening sessions

# **Output of BHAC East Session**



Continuously advise DBHR on the adequacy of the allocation of funds for behavioral health services within the states

# ☆ APPROACH

Create qualitative data collection processes to hear from people served by behavioral health services (in addition to quantitative data already being collected). BHAC would organize regional qualitative and quantitative data, with qualitative data being the priority. Part of the data collection would be engagement tracking (e.g., how many people attended a specific event or responded to a survey). This approach would be an input to the strategy to ensure balance in the advice on the allocation of funds.

Leveraging qualitative data is the suggested approach across all strategies

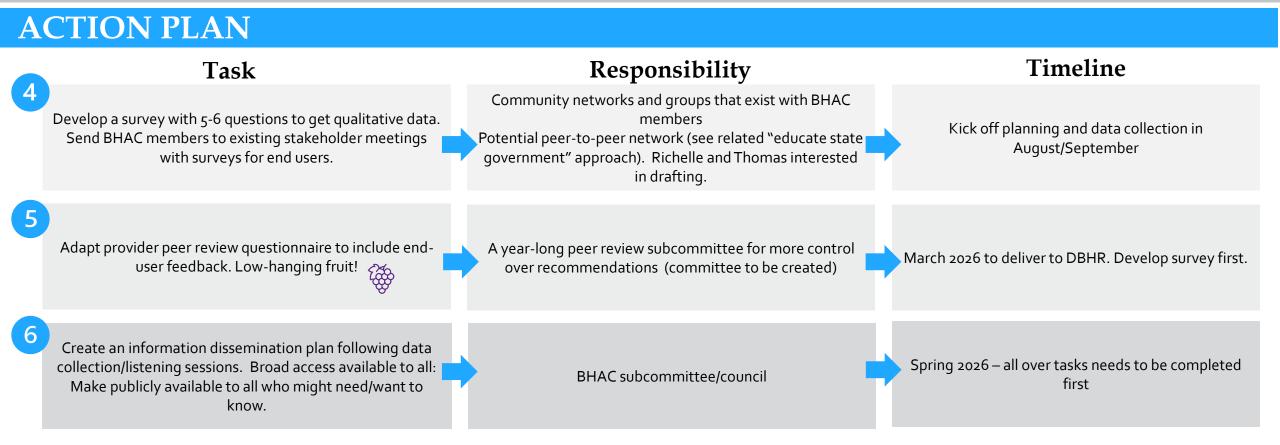
### **ACTION PLAN**

	Task	Responsibility	Timeline
1	Host listening sessions on mental/behavioral health for the K-12 system and the community with lived experience in rural communities. Host listening sessions with target populations	BHAC Member in the region (Local/regional focus)	Deliver to DBHR in March 2026 (for 2027 decision package)
2	Coordinate teams of BHAC members per region to create data gathering for the survey. Subtasks: Develop surveys, design event type, coordinate the event, gather data, organize data, advise DBHR, and execute outcomes	BHAC Member in the region (regional focus)	After the July Behavioral Health Advisory Council Meeting. Dependent on the initial survey draft/creation.
3	Identify service gaps within the state by collaborating with state agencies (DOH, OSPI, HCA through qualitative and quantitative data collection. Could leverage existing data collection activities, e.g., Behavioral health navigator, School-based coordinators, coordinators w/I DBHR, etc.	DBHR and State Agencies Partner with other organizations/stakeholder groups for funding events and listening sessions	After the July Behavioral Health Advisory Council Meeting.

Continuously advise DBHR on the adequacy of the allocation of funds for behavioral health services within the states

# **☆** APPROACH

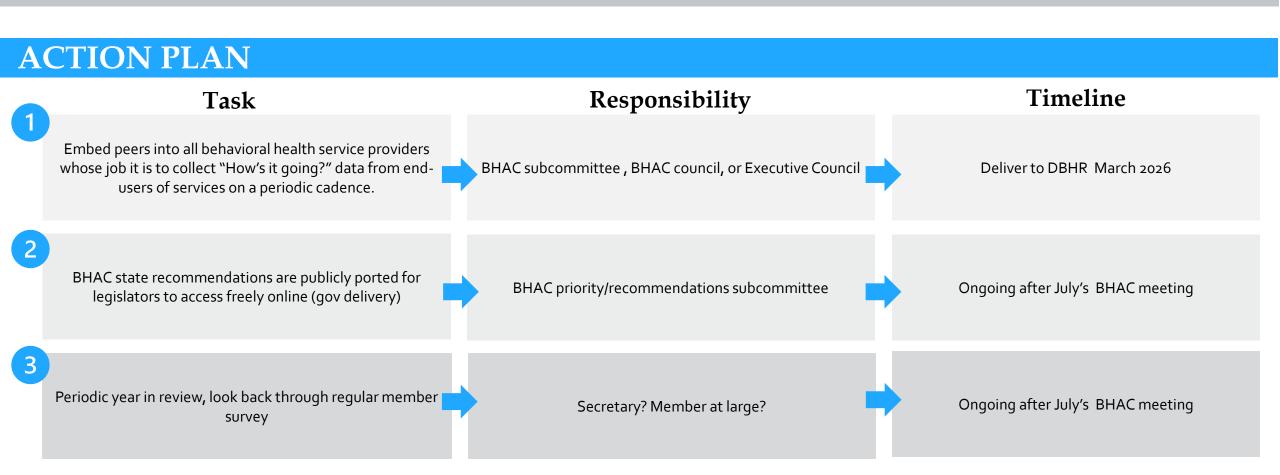
Create qualitative data collection processes to hear from people served by behavioral health services (in addition to quantitative data already being collected). BHAC would organize regional qualitative and quantitative data, with qualitative data being the priority. Part of the data collection would be engagement tracking (e.g., how many people attended a specific event or responded to a survey. This approach would be an input to the strategy to ensure balance in the advice on allocation of funds.



Advocate and educate the state government regarding how policies and regulations are affecting behavioral health, children's emotional disorders, substance use disorder, and problem gambling

## **APPROACH**

- 1. Discover/create accountability mechanisms for providers to hear from end-users of services.
- 2. Make recommendations to change the statute to include peers in all behavioral health services



#### **Subcommittee Creation/Management**

# **APPROACH**



# Example Scenario: A public sector committee is tasked with improving community access to public health services over the next year.

# Approach or method for tackling the objective

- Community-Centered: Engage residents and service users in designing improvements.
- Data-Informed: Use quantitative and qualitative data to identify barriers.
- Collaborative Governance: Work across agencies and levels of government.
- Equity-Focused: Prioritize underserved communities in decision-making.

These approaches define how the committee will operate and make decisions, but don't yet list specific tasks.

#### **Action Plan**

Action	Owner	Deadline
Conduct a community survey on access barriers (translated in 4 languages)	Subcommittee on Engagement	July 15
Analyze service usage data from local clinics and community health centers	Data & Evaluation Workgroup	August 1
Host 3 listening sessions in high- need neighborhoods	Engagement Lead + Partner NGOs	August 30
Draft access improvement recommendations and present to the Mayor's Office	Full Committee	October 15
Develop cross-agency implementation plan with short-and long-term initiatives	Interagency Task Team	November 30



# **Output Summary for Strategic Planning Sessions**

### Westside Strategic Planning

Attendees: Tessa Clements, David Musser, Katie Mirkovich, Siyu Lu, Kailey Lawless, Angie Williams (Exchange Information workgroup); Derrick Kretschmer, Jessica Rychtarik, Vanessa Lewis, Kiki Serantes, Ruth Leonard (Advocacy workgroup)

Facilitator: Bob Beymer

The group updated the top five priorities, based on work already being done, and seeing the opportunity to consolidate

#### Filled out plans for three strategies:

- Advocacy focus, worked in parallel
  - Advocate for/with populations with substance use disorders, mental health, and co-occurring disorders, and problem gambling, including children
  - Advocate and educate the state government regarding how policies and regulations are affecting behavioral health, including mental health, children's emotional disorders, substance use disorder, and problem gambling
- Exchange information, evaluate and communicate ideas about behavioral health care, and develop resources to increase access to services

### **Eastside Strategic Planning**

Attendees: Thomas Jackson, Richelle Madigan, Erika Rodriguez

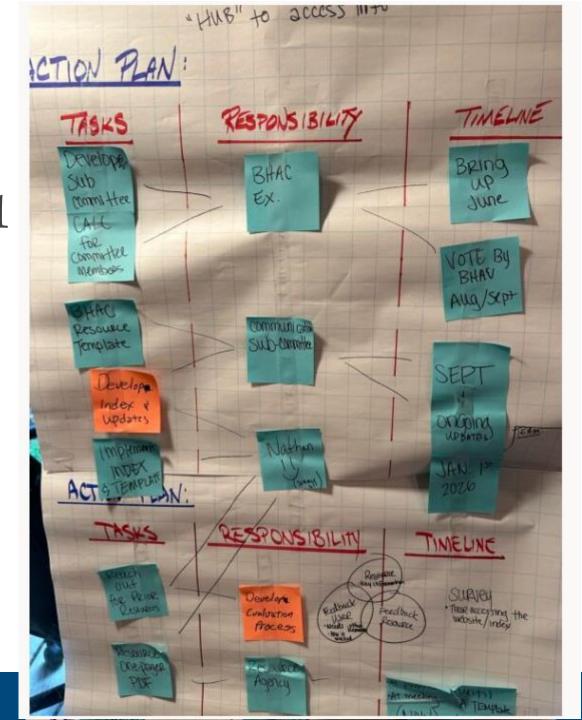
Facilitator: Rachel DeCarlo

The group decided to focus on one strategy, primarily "Continuously advise DBHR on the adequacy of the allocation of funds for behavioral health services within the states," with a particular emphasis on creating qualitative data collection processes to hear from people served by behavioral health services (in addition to quantitative data already being collected). BHAC would organize regional qualitative and quantitative data, with qualitative data being the priority.

- While this approach was used to build out the plan for "Continuously advise DBHR strategy..." the group recommended that it be a foundational approach for all strategies.
- Even though the focus was on the above strategy, the group naturally came up with a few ideas for other strategies as they were brainstorming, namely Subcommittee Creation/Management and Advocate and educate the state government... so those are also included in the photos and notes.



# Photo Reference 1 - West



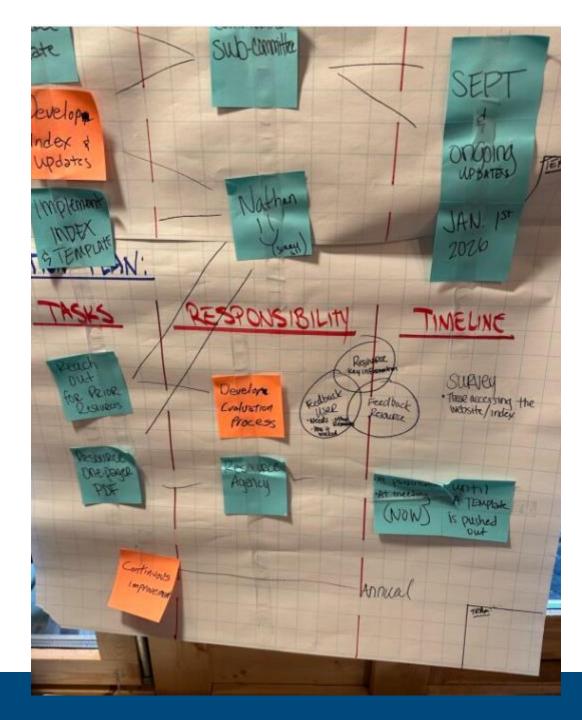


# Photo Reference -West



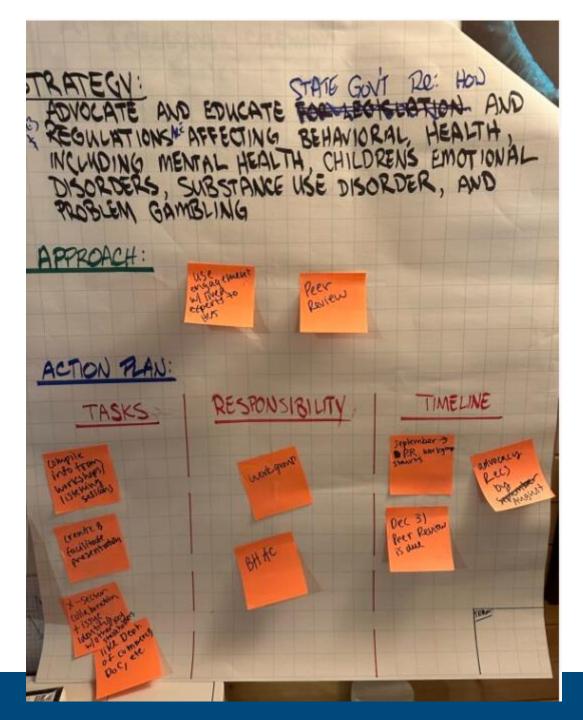


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# Photo Reference - West



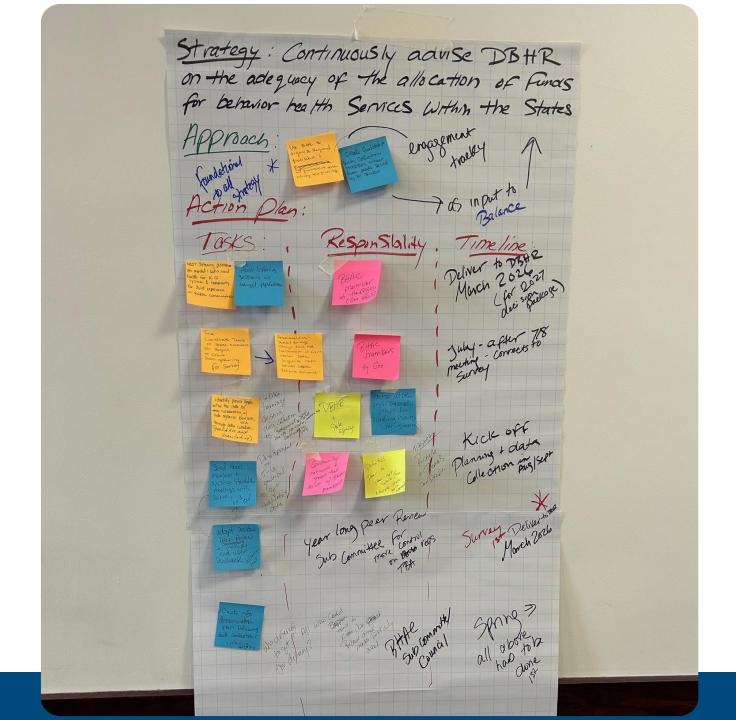


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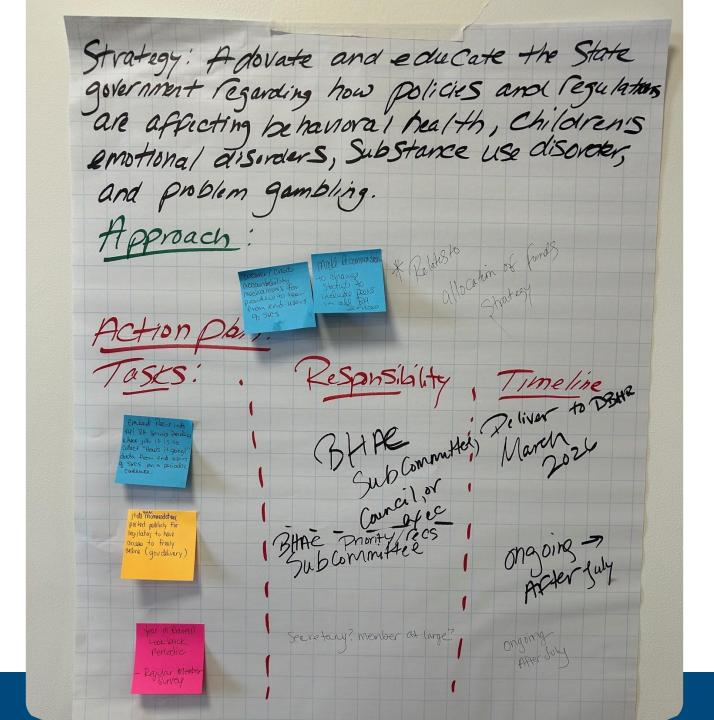


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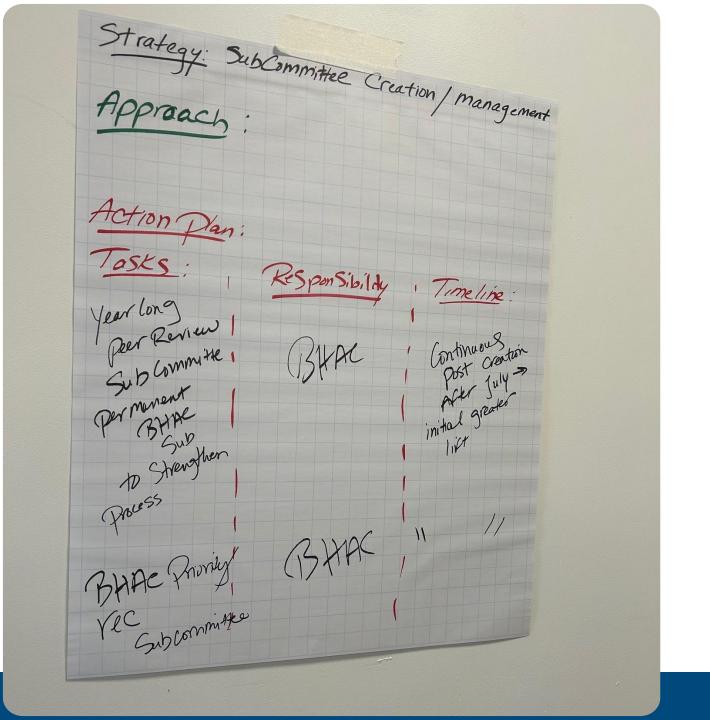


# Photo Reference 2 - East





# Photo Reference 3 - East





# Parking Lot - East:

Considerations for how to do the peer review survey:

- 1. A Google Form
- 2. The person doing the peer review gives out the survey

