Maternal and Child Health Tele-Behavioral Health Care Programs Technical Assistance Innovation Center

Quarterly Recipient Meeting

Vision: Healthy Communities, Healthy People

Wednesday, August 7, 2024, 3:00–4:00 p.m. ET

Housekeeping Items

- **Muted Lines:** All participant lines will be muted upon entry into the meeting; you also have the ability to unmute at any time. However, we ask that you make sure you are muted if not speaking.
- **Questions and Answers:** We want to hear from you! Please share via the chat.
- **Technical Issues:** If you experience any technical problems during this webinar, please message us through the chat feature or email MCH-TA-Innovation-Center@jbsinternational.com.
- **Polling Questions:** Some polling questions will be launched during the webinar. We will provide sufficient time for you to respond to each question.
- **Feedback Form:** During the webinar, you will find a QR code and a link in the chat to the feedback form. We value your feedback and kindly ask you to take a moment to complete the form. Your input is highly appreciated, and we encourage you to share your thoughts.
- **Recording and Presentation Slides:** We are recording the webinar. The recording and presentation slides will be available on the Maternal and Child Health Bureau (MCHB) Technical Assistance (TA) Provider Shared Calendar at https://mchb.jbsinternational.com/ in the coming weeks.

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Agenda

I. Welcome and Housekeeping

II. MCH TA Innovation Center Updates and Review of TA From This Year

III. MCH TA Innovation Center TA Feedback

IV. TA Portal Demonstration

V. Q and A

MCH TA Innovation Center Updates

Elizabeth Carr, MA, LPC, ACS
MCH TA Innovation Center, Technical Assistance Specialist

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Upcoming TA Events

- August 13 @ 9am ET:
  - Emergency Medical Services for Children Innovation and Improvement Center (EIIC) Office Hour: Meet with the Quality Improvement Coach and Data Analyst
- August 14 @ 3pm ET:
  - Training and Capacity Building Webinar: Diversity, Equity, Inclusion and Accessibility – Collecting Data From Providers to Enhance Strategies in the Delivery of Culturally and Linguistically Appropriate Services
- August 21 @ 3pm ET:
  - HRSA MCHB Evaluation Capacity Building Webinar Series
- August 27 @ 2pm ET:
  - EIIC Webinar: Emergency Department Disposition and Safety Planning with the Oklahoma Pediatric Mental Health Care Access (PMHCA) program
- **September** is National Suicide Prevention Month.
- **October** is Depression Awareness Month.

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Overview of Year 1 Technical Assistance

Elizabeth Carr, MA, LPC, ACS

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Individual TA

- **Resource Sharing**
  - Sent toolkits and engaged subject matter experts for additional information and ideas
  - Provided lists of relevant entities (e.g., School-Based Health Centers [SBHCs]) and assessment resources
- **Facilitated Discussions and Coaching Calls**
  - Conducted drop-in office hours on topics such as working with SBHCs and data and evaluation
    - ❖ Scheduled follow-up coaching calls based on specific needs and interests
  - Made peer-to-peer connections for mentorship, resource sharing, and collaboration
- **Follow-Up and Implementation Support**
  - Followed up on previous coaching calls, assisting with planning and implementing initiatives such as needs assessments and website launches
  - Discussed various methods for gathering information from stakeholders, such as listening sessions, focus groups, and surveys
- **Specific, Targeted Interventions**
  - Assisted with integrating consult lines and focusing outreach efforts, particularly in response to new legislation
  - Helped programs explore technology solutions and collaborate with external vendors for evaluation and central triage lines

Individual TA Provided to PMHCA

**Key topics/takeaways covered in individual TA**

- Provider training
    - Use Extension for Community Healthcare Outcomes (ECHO)-type model to increase attendance at trainings.
- Provider registration/enrollment
    - Find a provider "champion."
- Engaging SBHCs
    - Conduct a needs assessment for school professionals.
    - Navigate care coordination between primary care providers (PCPs) and SHBCs.
- Obtaining CMEs/CEUs for educational events
    - Partner with a university.
- Engaging emergency departments
    - Use the EIIC Implementation toolkit.
- Data and Evaluation
    - Data collection platforms:
        - ❖ Examples are Trayt, Salesforce, REDCap, and Excel.
    - Create a more robust evaluation tool.
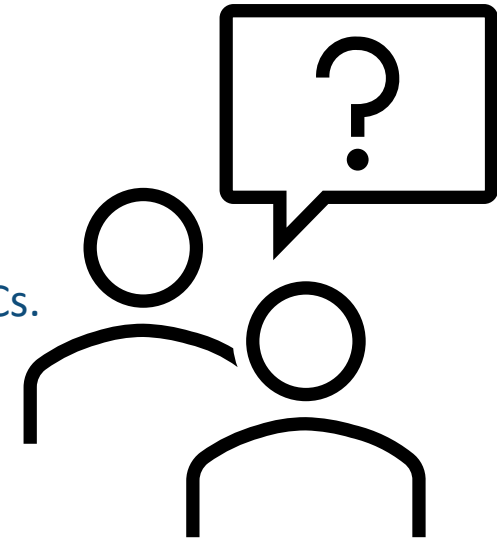
Individual TA Provided for Maternal Mental Health and Substance Use Disorder (MMHSUD) Awardees

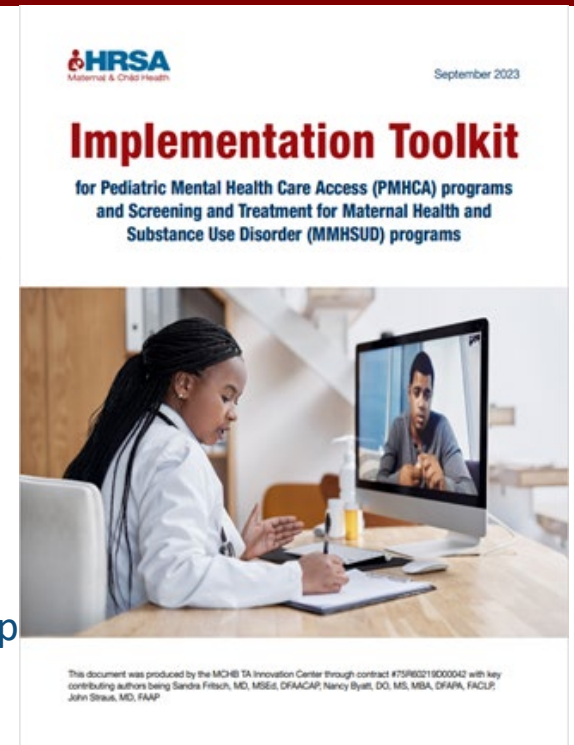**Key topics/takeaways covered in individual TA:**

- Use of doulas in the MMHSUD program
  - Provide general mental health training, such as Mental Health First Aid, to doulas.
- Onboarding a new medical director
- Implementing a peer support component
  - Postpartum Support International is a resource for training around specialized support.
- Reimbursement for services
- Examples of needs assessments/gaps analysis
- Connection to another program with success using Redcap
  - Colorado and Kansas are examples of a couple of the programs using this platform.
- Job description for a social worker
- Messaging and strategies for engaging physicians
- Metrics and monitoring of outreach activities
  - Track the number of consultations.
- Provider enrollment
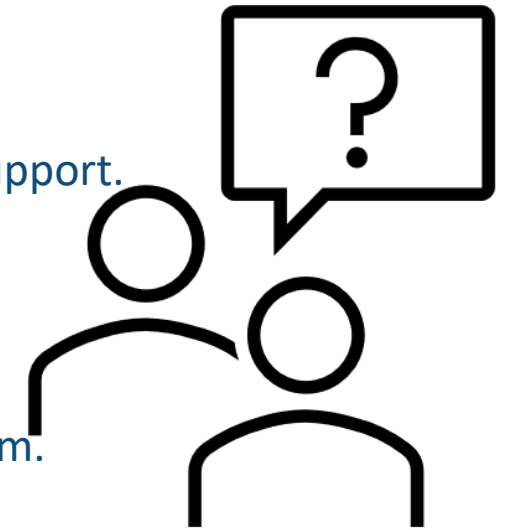
Community of Practice (CoPs) 2024

Newly awarded PMHCA and MMHSUD programs – Key takeaways from each session

- February 27, 2024: **Kick-Off Meeting – Review of Implementation Toolkit**
    - The toolkit includes information on developing the core team and advisory committee, partnerships, conducting a needs assessment and determining core components of the program.
    - The toolkit has a sample training schedule, suggested content, learning vignettes, and links to resources such as job descriptions, needs assessments, marketing materials, guidebooks, and workplans.

- March 26, 2024: **Establishing a Core Team With Standards of Practice**
    - Resources, such as job descriptions, can be found in the Implementation Toolkit.
    - National Network of Child Psychiatry Access Programs and Lifeline for Moms both have basecamp sites with resources for PMHCA and MMHSUD awardees.
    - A medical director or equivalent position is needed to oversee programmatic aspects.

- April 30, 2024: **Partnerships to Impact Success of a Behavioral Healthcare Access Program**
    - Programs may incorporate home visiting for screening results and referral options.
    - MMHSUD programs often partner with Postpartum Support International or their state perinatal quality collaborative.
    - Convey a message of "We're here to help you" when recruiting partners.

HRSA Maternal & Child Health   September 2023

Implementation Toolkit

for Pediatric Mental Health Care Access (PMHCA) programs and Screening and Treatment for Maternal Health and Substance Use Disorder (MMHSUD) programs

This document was produced by the MCHB TA Innovation Center through contract #75R60219D00042 with key contributing authors being Sandra Fritsch, MD, MSEd, DFAACAP; Nancy Byatt, DO, MS, MBA, DFAPA, FACLP; John Straus, MD, FAAP

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Communities of Practice 2024 (cont.)

- **May 28, 2024: Determining Core Components and Data Metrics**
  - Examples of data collection systems being used include Trayt, REDCap, Salesforce, and Excel.
  - Perinatal support programs typically include telephone and face-to-face consultation, resource referral, and TA.
  - Operationalizing screening practices is needed for integrating mental health care into pediatric visits.

- **June 25, 2024: Developing and Implementing an Enrollment Process With Strategies for Retention**
  - Use of the word sign-up or registration may be more effective than enrollment.
  - Some MMHSUD programs include doulas, social workers, and nurses in addition to physicians.
  - Provide an incentive, such as continuing education units/credits, for providers to participate.

- **July 30, 2024: Lessons Learned and Plans for the Future**
  - Awardees shared lessons learned throughout the CoPs.
    - ❖ Guided discussion co-facilitated by programs funded in 2022
    - ❖ Support in identifying next steps in program development
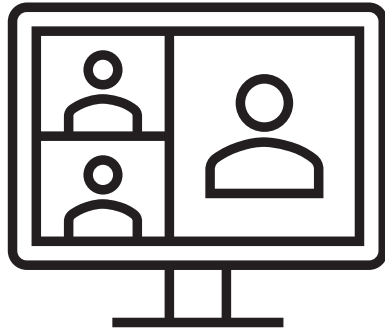
Peer-to-Peer Sharing Sessions

- November 8, 2023: **Messaging and Marketing Programs to Providers**
    - Building strong foundational relationships with providers through face-to-face meetings
    - Creating region-specific marketing campaigns
    - Recruiting physician champions and including testimonials in promotional materials
    - Beginning with an ECHO series before the call line is available to allow the provider network to become familiar with the program

- March 11, 2024: **Aligning PMHCA and MMHSUD Programs**
    - Using cloud-based systems for communication and coordination
    - Creating universal outward-facing messaging and marketing campaigns
    - Ensuring that incoming data metrics have program-specific identifiers
    - Educating providers about the differences between pediatric and perinatal services

- April 17, 2024: **Expanding in Federally Qualified Health Centers (FQHCs), SBHCs, and EDs**
    - Creating tailored training programs to address legal obligations such as mandated reporting
    - Partnering with FQHCs to allow them to use their limited capacity for more critical care needs
    - Understanding the cultural context of potential partners and adapting approaches accordingly
    - Integrating the ECHO model with EDs

- July 17, 2024: **Culturally Relevant Services**
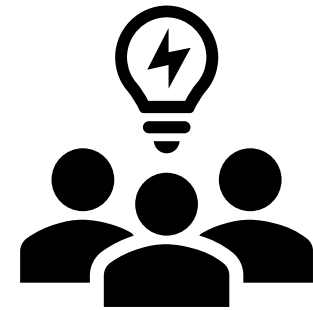
Note: Session summaries can be found on the shared calendar at https://mchb.jbsinternational.com/event-calendar and will soon be on the Event Calendar in the TA Portal.

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Quarterly Meetings

- December 6, 2023: HRSA, TAIC updates, and presentation from the REsource for Advancing Children's Mental Health (REACH) Institute

- February 7, 2024: HRSA, TAIC updates, and new awardee introductions

- May 1, 2024: HRSA, TAIC updates, and presentation from the Department of Education and Postpartum Support International

- August 7, 2024: TAIC updates, overview of TA provided, TA feedback, and TA Portal demonstration

❖ **Meeting recordings can be found on the shared calendar at https://mchb.jbsinternational.com/event-calendar on the day they occurred and will soon be available on the Event Calendar in the TA Portal.**

Training and Capacity Building Webinars

- **January 24, 2024:** Sustainability of a Behavioral Healthcare Access Program
  - Speakers: Sandra L. Fritsch, MD, DFAACAP, MSEd; Nancy Byatt, DO, MS, MBA, DFAPA, FACLP; and John Straus, MD, FAAP

- **March 27, 2024:** Adaptations and Considerations for PMHCA Program Expansion Into SBHCs
  - Speakers: Addie Van Zwoll, MJ, MSW, LCSW; Micayla Rivin, BA; and Laura Hurwitz, LCSW

- **August 14, 2024:** Diversity, Equity, Inclusion and Accessibility: Data to Focus Strategies to Assist Providers in Delivering Culturally Appropriate Services
  - Speakers: John Straus, MD, FAAP, and Kevin M. Simon, MD, MPH

❖ **Recordings for the training and capacity webinars can be found in the Event Calendar on the day the event occurred at https://mchb.jbsinternational.com/event-calendar and will soon be available in the TA Portal.**

2024 Annual Meeting Topics

- Sustainability
- Navigating workplace stress
- Purposeful partnerships
- Tribal implementation of PMHCA and MMHSUD
- Emergency Department expansion
- Overview of American Academy of Pediatrics (AAP) TA Program
- Engaging families

- Integration of workforce development programs
- Strategies for designing a program evaluation
- Applying human-centered design
- Leveraging perinatal quality collaboratives
- Addressing health equity
- Leveraging resources and tools for PMHCA and MMHSUD improvement

2024 PMHCA/MMHSUD All-Awardee Meeting
June 4 – 5 | Bethesda North Marriott 5701 Marinelli Road, Rockville, MD 20852
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2024 Annual Meeting Networking Session

Key takeaways:

- Overcoming barriers
  - Cross train with other programs to address issue of limited staff.
  - Engage rural practitioners by hosting conferences.
- Partnerships
  - MMHSUD partners include doula associations, home visiting staff, and perinatal quality collaboratives.
  - PMHCA partners with Department of Education and family-based groups.
  - Meet partners where they are and use food as a trust-building tool.
- Provider engagement
  - Distribute swag/promotional items.
  - Personalize outreach such as in-person meetings and handwritten notes.
  - Organize CME events.
  - Use advisory committee members to give presentations about the program.

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2024 Annual Meeting Networking Session (cont.)

- PMHCA and MMHSUD alignment
  - Emphasize co-branding and cross-training staff.
  - Improve sustainability and demonstrate comprehensive program coverage.
- Sustainability
  - Leverage partnerships with medical schools.
  - Bill Medicaid.
- Research and evaluation
  - Conduct follow-up surveys after consultation for rapid feedback.
  - Promote resources on program websites with tools providers trust.
- Maternal substance use disorder (SUD)
  - Review hospital policies on mandated reporting and training, as they can vary.
  - Include hesitant or resistant providers of interest at stakeholder meetings.
  - Market the program by emphasizing that health centers can bring more patients to their practices if they train providers in perinatal mental health and SUD.

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2024 Site Visits: Key Takeaways

Republic of Palau – March 2024

- Previously developed materials already exist, such as Colorado Care Guides, Virginia Mental Health Access Programs provider guidebook, AAP's Bright Futures, American Academy of Child and Adolescent Psychiatry's Parent Medication Guide, AAP's Suicide Blueprint for Youth Suicide Prevention, and Seattle's Partnership Access Line's Washington Care Guides.
- Consider a program such as "Sources of Strength" in the high school setting; it is a model focused on suicide prevention that can engage the Youth Coalition.

Federated States of Micronesia – March 2024

- Use remote applied behavior analysts in the program when having difficulty finding local providers who work with autism spectrum disorder.
- Train community health workers to ensure they have knowledge of PMHCA and can effectively market services to providers and the community.

West Virginia – June 2024

- While the call line is primarily for PCPs, consider secondary audiences such as ED providers and school-based health providers.
- Establish a joint call line process with MMHSUD and PMHCA to help with staffing and operational support.
- Look for providers who demonstrate interest and skill to be your "champions."

Quarterly Newsletters

Newsletter #1: November 15, 2023 – Welcome from Lauren Ramos and Dawn Levinson with HRSA, including an overview of MMHSUD accomplishments and status of PMHCA programs

- Resources shared: Implementation toolkit, customizable fact sheet for policy makers, and demonstrating the value of behavioral health care access programs

Newsletter #2: February 15, 2024 – Aligning PMHCA and MMHSUD Programs

- Examples from Missouri and Kansas

Newsletter #3: May 15, 2024 – Awardee Level Program Evaluation

- Evaluation articles from Massachusetts, New York, Washington DC, and Washington State

Newsletter #4: August 15, 2024 – Messaging and Marketing

- Example of marketing materials from North Carolina

❖ **Newsletters can be found in the event calendar at: https://mchb.jbsinternational.com/resources and will soon be available in the event calendar in the TA Portal.**
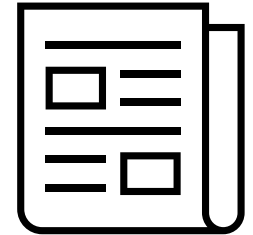
Resources

TA Resources: Coming soon!

- **Sustainability Toolkit (PMHCA and MMHSUD):** Tools and templates for programs to develop a sustainability plan

- **Marketing and Messaging Toolkit (PMHCA):** Strategies for marketing the program to providers

- **School-Based Health Alliance Resource (PMHCA):** Outreach kit to promote and facilitate PMHCA engagement and collaboration with SBHCs

White Papers

- **PMHCA:** "Specialized Consultation Expansions: Early Childhood, Autism Spectrum Disorde,r and Substance Use"

- **MMHSUD:** "Implementation and Evaluation of Perinatal Psychiatry Access Programs"

- ❖ [Resources can be found in the event calendar resources tab: Resources](#) **and will soon be available in the TA Portal.**

Looking for Follow-Up TA?

TAIC Event Calendar

- https://mchb.jbsinternational.com/
  - Upcoming events hosted by TAIC and other TA providers (e.g., AAP, EIIC)

  - Session summaries and recordings
- Request one-to-one support by completing the TA Request form.

TA Feedback

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Poll Question #1

- What topics covered in the past year would like to see more of in the upcoming year?
    - Sustainability
    - Culturally relevant services
    - School-based health
    - Messaging and marketing
    - Aligning PMHCA and MMHSUD
    - Other
    - None

Poll Question #2

- If you responded "other" to the previous question, please describe any other topics covered in the last year that you would like to see more of in the upcoming year.

Poll Question #3

- Are there topics that were not covered in the past year that you would like to be covered in TA events next year?
  - Billing
  - Culturally relevant screening tools
  - Serving other federally funded primary care programs in your state (FQHCs, rural health clinics, Ryan White HIV) clinics, health department clinics)
  - Substance use disorder
  - Implementing consultation services for perinatal substance use disorder
  - Perinatal substance use disorder training curriculum
  - Stigma training/overcoming provider stigma
  - Identifying/reducing behavioral health disparities in your state; targeting access programs to populations that experience disparities
  - Mandatory reporting
  - Lessons learned regarding state legislation for access programs
  - Working with SAMHSA-funded behavioral health programs in your state
  - Third party reimbursement, fee-for-service, value-based payments
  - Other

Poll Question #4

- If you responded "other" to the previous question, please list other topics you would like to see covered in the upcoming year.

Poll Question #5

- Which type of TA delivery has been the most helpful?
  a. Peer-to-peer sharing sessions
  b. Quarterly meetings
  c. Training and capacity webinars
  d. Individual TA
  e. Resource development
  f. Newsletters

Poll Question #6

- It would be helpful to have more TA that included:
  - Peer-to-peer interactions
  - Question-and-answer segments
  - Sharing of existing resources
  - Resource templates that can be adapted to your program

Poll Question #7

- Requesting one-to-one TA:
  - Is easy
  - Is not easy
  - I've not requested TA because I have not needed TA.
  - I've not requested TA because I don't know what I can request TA on.
  - I've not requested TA because I don't know how to describe my TA needs.

Poll Question #8

- What topics would you like to see at the next annual meeting?

Poll Question #9

- What is the top goal for your program to accomplish in the next year?
  - Implementing a consultation line
  - Increasing use of a consultation line
  - Recruiting providers
  - Training providers
  - Marketing your program
  - Other

Poll Question #10

- If you answered "other" to the previous question, describe the top goal for your program to accomplish in the next year.

Poll Question #11

- What resources would be helpful for your program for the TA Innovation Center to develop?
  - Template for a program one-pager
  - Q and A document with TA session key takeaways
  - Examples of provider recruitment strategies
  - One-pagers for all funded programs with contact information
  - Other

Poll Question #12

- If you answered "other" to the previous question, please describe resources that would be helpful for the TA Innovation Center to develop.

Poll Question #13

- What is your program's biggest barrier to overcome within the next year?

TA Portal Demonstration

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TA Portal: Accessing Resources and Event Recordings

Navigate to the 'Event Calendar' workspace along the lefthand navigation pane. Then toggle from list view to calendar view by clicking on the calendar icon. 📅 This will allow you to easily view upcoming events.
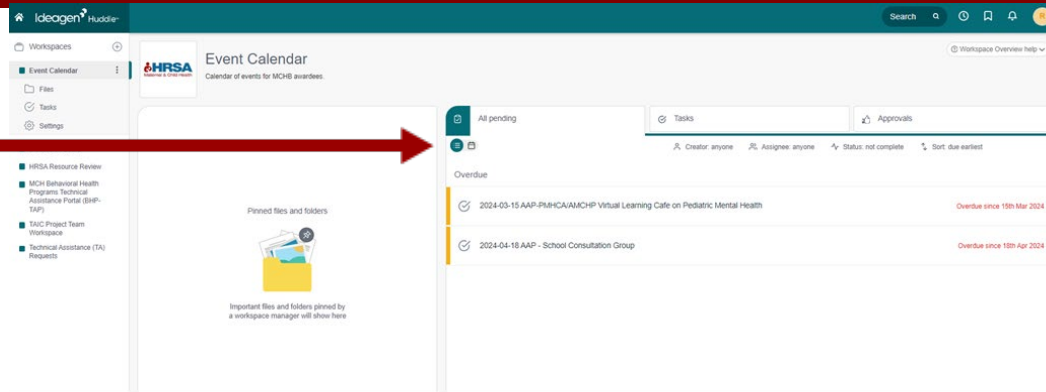
Tasks are used to create events in the calendar. You can view events on the 'All pending' tab or in the 'Tasks' tab.
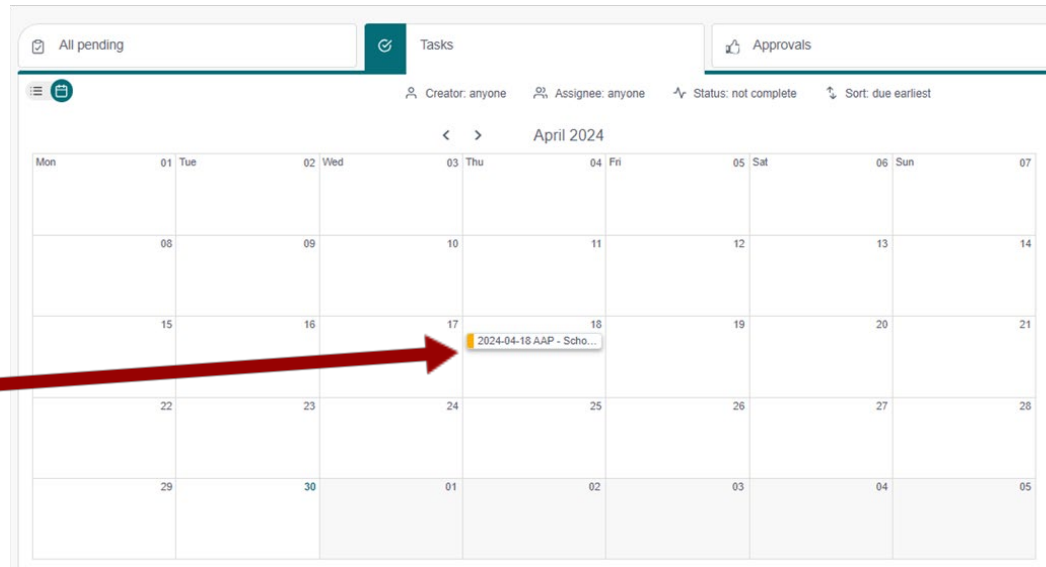
Click on the event in the calendar to view details.

TA Portal: Discussion Board

Navigate to the 'Discussion Board' workspace along the lefthand navigation pane. This will show the list of discussion topics which can also be accessed by selecting 'Files' in this workspace.

Select a discussion topic that you want to respond to.

Discussion will take place in the pane to the right of the discussion topic document. To join the discussion, go to the 'Comments' section and start typing your response or question in the "Join the conversation' section.

Tag or alert other people in the workspace by using the '@' symbol followed by their name. **Always use @mentions to reply to another user's comment.**

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TA Portal: Discussion Board (cont.)

To add a discussion topic, select the folder where you want to add a discussion topic.

On the righthand side of the page, select "Note."

On the note, enter a title for your topic. Then add your discussion question or prompt. Hit "Save" when you are finished. This will save your new discussion topic to the folder.

To get the discussion started, you can enter a comment in the Comments section, using @<username> to mention other users. @ mentions will send that user a notification in BHP-TAP and via email.
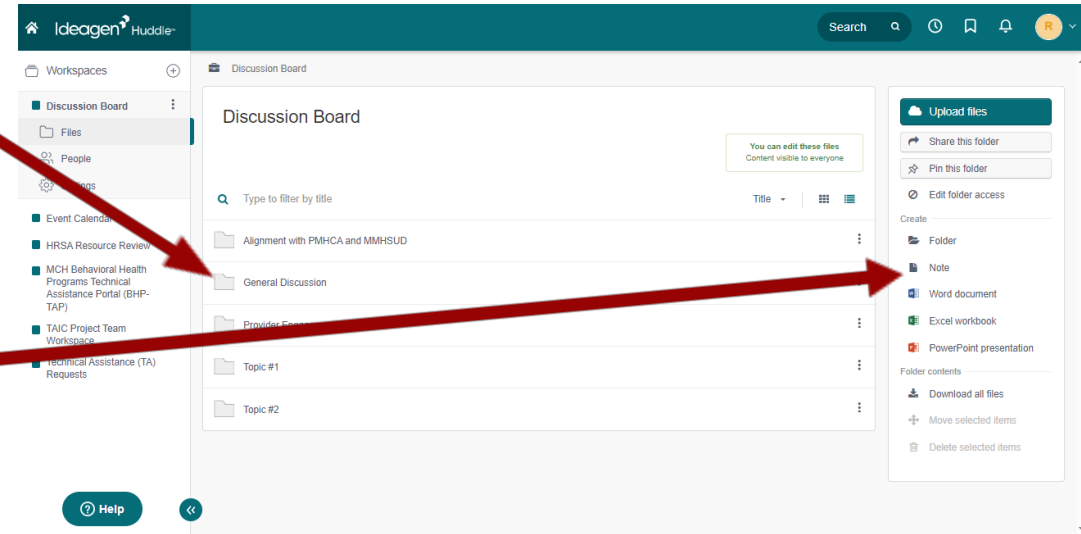
TA Portal: Submitting a TA Request

Navigate to the 'Technical Assistance (TA) Requests' workspace. Click on the 'Files' tab.
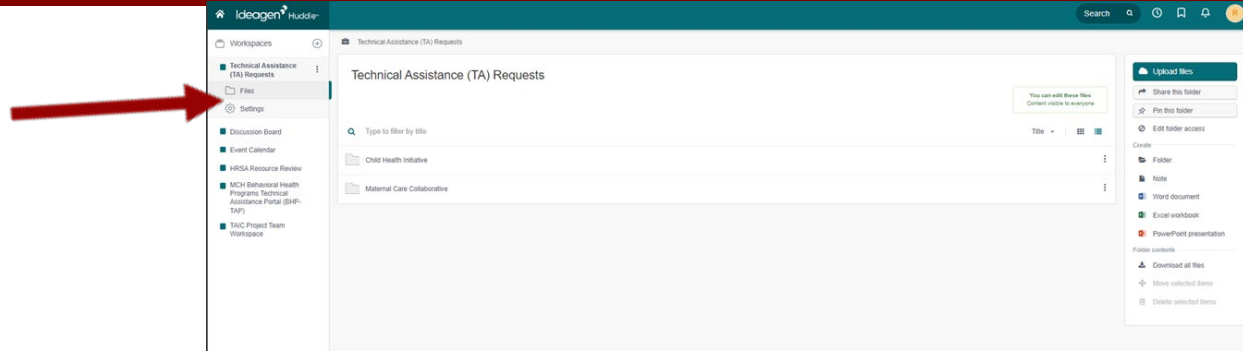
Scroll to the bottom of the page and select the file 'TA Request Form for TA Portal.'
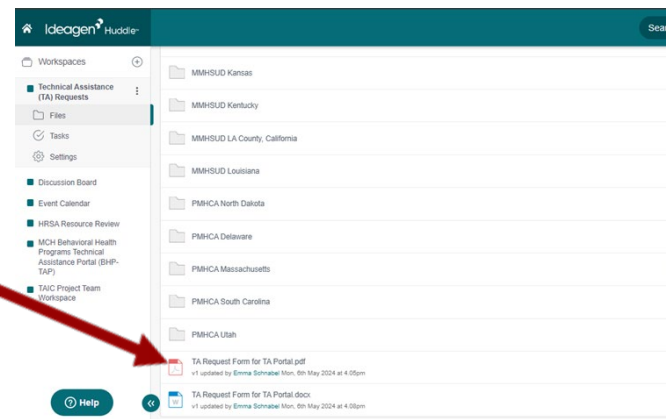
Once the file is open, select 'Download' on the actions hub on the righthand side of the page.
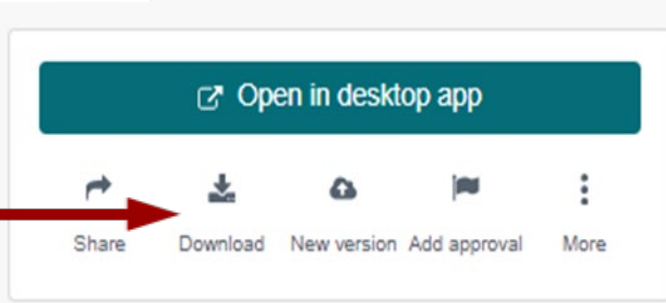
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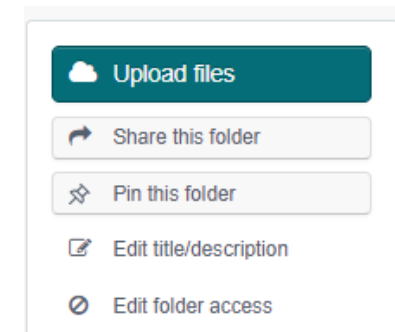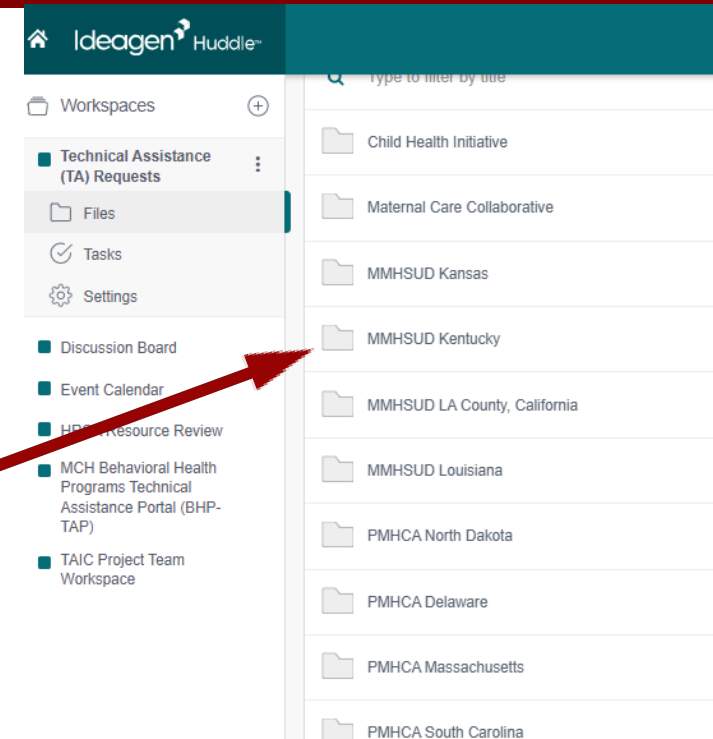# TA Portal: Submitting a TA Request (cont.)

From the "Downloads" folder on your computer, select the "TA Request Form for TA Portal" document and open the file.

Complete the TA Request Form by typing in your information under each section of the form.

Save the file to your computer.

On the lefthand navigation pane, select "Files" again. Find the folder with your Awardee name and select it.

In the actions hub on the right side of the page, select "Upload files."
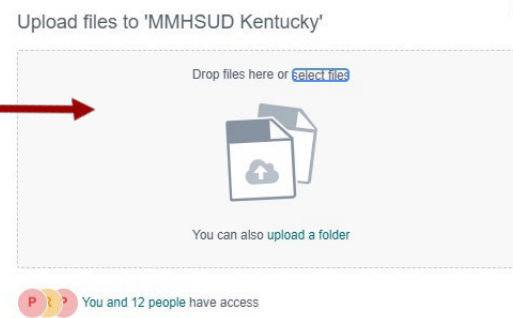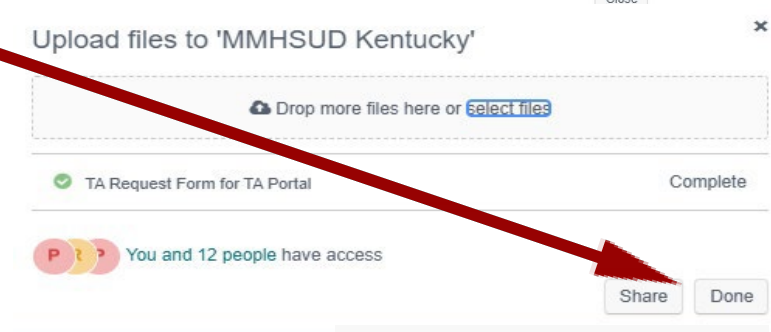

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TA Portal: Submitting a TA Request (cont.)

Follow the instructions on the screen to upload your file.

Once the file is uploaded, select "Done."
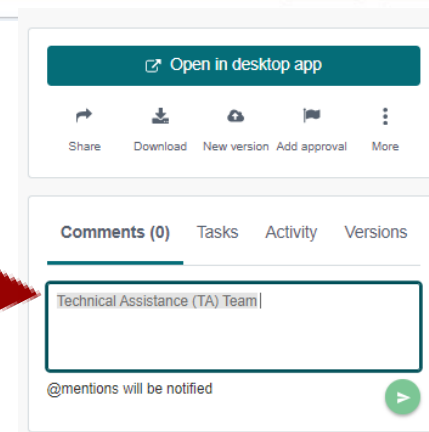
Your file is now uploaded.

Important final step:
To notify the TA Team of your request, open your newly uploaded file.
On the righthand side of the page in the "Comments" section, start typing @technical until you see the "Technical Assistance (TA) Team" user populate. Select this user.
Send the message by selecting the arrow icon.

Questions

MCH-TA-Innovation-Center@jbsinternational.com

Webinar Feedback

Feedback Form: Quarterly Webinars August 7, 2024

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