

AT THE TABLE OR ON THE MENU?

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Technical Expert Lead

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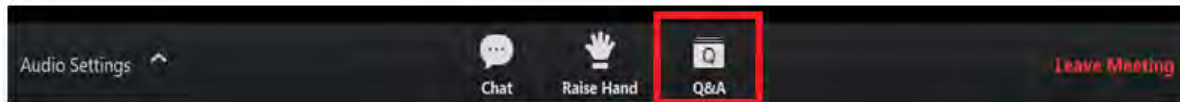
Elisha Figueroa, LMSW, CPS
Technical Expert Lead



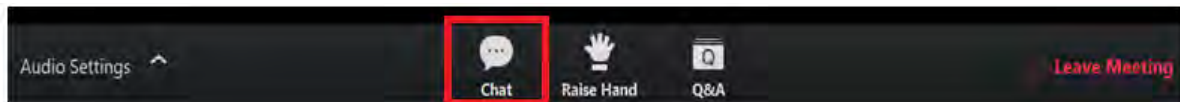
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Submitting Questions and Comments

- Submit questions by using the Q&A feature. To open your Q&A window, click the Q&A icon on the bottom center of your Zoom window.



- If you experience any technical issues during the webinar, please message us through the chat feature or email RCORP-TA@jbsinternational.com.



Learning Objectives

Participants will be able to:

1. Identify the key partners needed at their table to successfully increase the reach and sustainability of their rural community coalition.
2. Identify the strengths and unique contributions traditional and non-traditional partners may make to successful initiatives.
3. Identify the potential challenges involved in recruiting coalition members as well as strategies for overcoming the challenges and engaging new partners.
4. Identify strategies for retaining coalition members.



Carlos Alcaraz, MPA

- Professional Background
 - Technical Expert Lead, JBS International, 2017-Present
 - CEO, private behavioral health consulting firm
 - Clinical Director, community-based behavioral health center
- Recent Experience
 - TEL providing technical assistance to:
 - Health Resources and Services Administration (HRSA)-funded Rural Communities Opioid Response Program (RCORP)-Planning grantees
 - Department of Justice Office for Victims of Crime grantees
- Special Expertise
 - Evidence-based substance use disorder/trauma treatment and recovery
 - Behavioral health and integrated care technical assistance



Donald McDonald, MSW

- **Professional Background**
 - Technical Expert Lead, JBS International, 2019-Present
 - National Field Director, Faces & Voices of Recovery 2018-2019
 - Executive Director, Addiction Professionals of North Carolina, 2017-2018
 - Director of Advocacy & Education, Recovery Communities of North Carolina, 2016-2018
 - 14 years sustained recovery from mental & substance use disorders
 - Navy Veteran, Public Educator, Clinician, Peer Recovery Coach
- **Recent Experience**
 - Provided TA to rural & underserved communities with Substance Abuse and Mental Health Services Administration (SAMHSA)
 - Mobilized recovery communities to create Recovery Community Centers with SAMHSA
- **Special Expertise**
 - Stigma Elimination
 - Peer-Based Recovery Support Services Development & Integration
 - Coalescing Prevention, Harm Reduction, Treatment, and Recovery Professionals & Communities
 - Public policy



Elisha Figueroa, LMSW, CPS

- Professional Background
 - Technical Expert Lead, JBS International, 2017-present
 - Directed Idaho's Office of Drug Policy, 2012-2017
 - Chaired Idaho's Prescription Drug Abuse Workgroup, 2012-2017
 - Led Naloxone accessibility law
 - Spearheaded Prescription Drug Monitoring Program (PDMP) registration law
 - Built & chaired state-level multi-sector consortia on prescription drugs/opioids, underage drinking, marijuana
- Recent Experience
 - Provided TA to RCORP-Planning I, II, and III grantees and RCORP-Implementation I and II grantees in 15 states
 - Provided TA to 26 states SAMHSA grantees
- Special Expertise
 - Needs assessment and strategic planning
 - Partnership development/consortium building
 - Public policy
 - Substance abuse prevention/state and local prevention initiatives



IDENTIFICATION STRATEGIES



Consortia Are Key Factors



<https://www.precious-trial.eu/the-group/consortium/> owns this photo. PRECIOUS Consortium, Kick-Off Meeting



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Strengths of Consortia

- Each member brings unique experience and expertise.
- Each member influences a different sector/sphere.
- Inclusion of individuals with lived experience is vital.
 - “Nothing about us without us.”





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Sector Partners Traditionally Involved in These Efforts

- Government Agencies
- Health Insurance/Medicaid Representatives
- Law Enforcement/Corrections/Prosecutors
- Coroner/Medical Examiner
- Public Health Department
- Community Health Centers
- Fire and EMS; First Responders
- Child Welfare Agencies
- Medical Society/Prescribers
- Corrections/Jail
- SUD Treatment Providers
- Health Care Providers
- Pharmacists/Dispenser
- Family/Friends/Individuals Experiencing or Recovering from Addiction/Co-Occurring Disorders
- Recovery Support
- Political Leaders
- Faith-Based Leaders
- Schools/Colleges/Universities
- Employers/Business/Vocational Assistance Organizations
- Media



**Often
Forgotten
Sectors, But
With
Unique
Knowledge**

- Neighborhood Organizations
- Senior Centers
- Telehealth
- Department of Agriculture
- Department of Transportation
- Human Resources Staff
- Broadband Providers
- Adult Protective Services
- Area Agency on Aging
- Civic Organizations
- Youth



Who Should You Invite to Your Table?

- Who can help you accomplish your goals and objectives?
- Where are your gaps and who could help fill those?
- What skill sets do you need?
- Who in your community has influence or credibility?
- Who is affected by the problem?



RECRUITMENT STRATEGIES



Challenges to Rural Recruitment

- **Role Uncertainty**
- **Availability and Access**
- **Accessing Practical Expertise**



Challenge: Role Uncertainty

- At face value, impacting the opioid crisis may not appear to be within the purview of some stakeholders.
 - E.g., veterinarians
- The significance or potential impact of stakeholder participation may be a mystery or misunderstood.



Strategy: Shape Roles Through Info Dissemination

- **Develop and Disseminate “Did You Knows!”**
 - **Brief information tools to inform desired members/stakeholders of the role that their sector, or profession, plays in combating the opioid epidemic across the country**



Strategy: Role Definition Via Sector-Specific Dialogue

- Engage stakeholders in one-on-one dialogues
 - Understand their experiences and perspectives
- Begin meetings with “Sector Stations”
 - Sector- or profession-specific seating arrangement
 - Discuss stakeholders’ perspectives of their role within the context of combating the opioid issue
 - Sample starter questions:
 - How is your organization working on this problem?
 - What other organizations have you partnered with?
 - What you have found effective in working on this problem?
 - What skill sets do you bring as a potential coalition member/key stakeholder?



“Sector Stations” (cont.)

- Use stations to assess level of interest
 - Adjust continued outreach and engagement:
 - Increased effort and customized messaging to less interested but essential stakeholders
 - Messaging in alignment with their interest/WIIFM



Challenge: Availability and Access

- Key decision-makers are often busy...but in rural communities, *they are also FEW.*
 - Agencies and orgs. are typically much smaller than their urban-based counterparts.
 - E.g., Sheriff's Department



Challenge: Availability and Access

- Geography
 - Depending on the definition you use, between 74%-95% of U.S. land is rural.
 - Consortia often cover large areas and long distances.
 - In some areas, rural is actually FRONTIER, making accessibility challenging.



Strategy: Availability Solutions

- Take your show on the road!
 - Rotate consortium meetings
 - Increases buy-in
 - Increases knowledge and exposure to local conditions and resources
- Grab a cup of joe!
 - Individual meetings/briefings
- Maximize use of technology
 - Encourage and embrace teleconnections
 - Develop capacity among stakeholders



Challenge: Accessing Practical Expertise

- Wealth of information and resources, but:
 - Toolkits and other available resources can lack key contextual information.
 - Standardized tools may not address the nuances and intricacies associated with individual rural communities,
 - It can be challenging to fully understand the “How” when resources often focus on the “What”.



Strategy: Peer-to-Peer Support

- Identify your “sister” community(ies):
 - Similar features
 - Addressing similar health issues
- Develop a collaborative sharing and solution-seeking network
 - Share:
 - Information, ideas, and lessons learned
 - Successes and challenges
 - Be curious...get into the details!



Progress, Purpose, & Politeness

RETENTION STRATEGIES



Retention Strategies

- Progress
 - Are we there yet? Are we there yet? Are we there yet? Are we there yet?



Retention Strategies

- Purpose
 - Why are we here? Do I make a difference?

Give them work. Let them work. Value their work.



Retention Strategies

- Politeness
 - R. E. S. P. E. C. T. Find out what it means me.



Summary

- Building a consortium is a key factor in triumphing over the opioid epidemic.
- Explore the various sectors in your community to maximize sustainability.
- Identify the challenges you may encounter in rural recruitment and strategize how to overcome them.
- Develop crucial retention strategies for your consortium to increase the outreach in your community.



Questions and Comments?

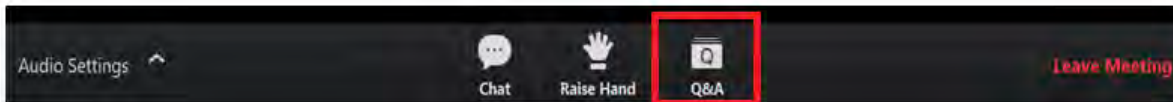


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*Your feedback provides important information to JBS TA that helps future RCORP webinars!
Thank you!*

THANK YOU!

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