



Outreach and Education

2024 Strategic Plan

Brooke Cowden & Rachel Larson
Outreach and Education Specialists



Strategic Planning Process



Historical approach



Reimagining team began in September, 2023



Guided by input from Outreach and Education Advisory Board



Focused on priorities and goals of each program



Outreach and Education Strategic Plan

- Enhance the Health District's impact on the health of our community by creating awareness and understanding of programs and services offered by the Health District
 - Foster communications across Health District programs and in community
 - Intentional focus on board-identified Health District goals
 - Intentional application of diversity, equity and inclusion practices
 - Work with Evaluation Team to collect meaningful data

O&E Strategic Plan



Community Partnerships

Support strategic relationships with community partners.



Event Attendance

Identify strategic opportunities to participate in community awareness events/initiatives

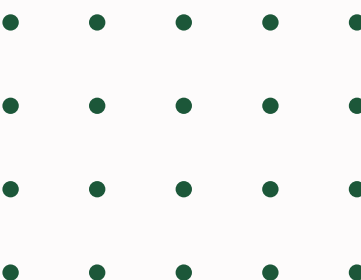


Education

Deliver information that supports the community's access to services and information.

Short Term Goals

- Scope of Work about team
- Community partner tracking form
- Comprehensive events calendar
- Attend quarterly team meetings for all programs to review program goals
- Procedure to streamline community/educational event requests



Long Term Goals



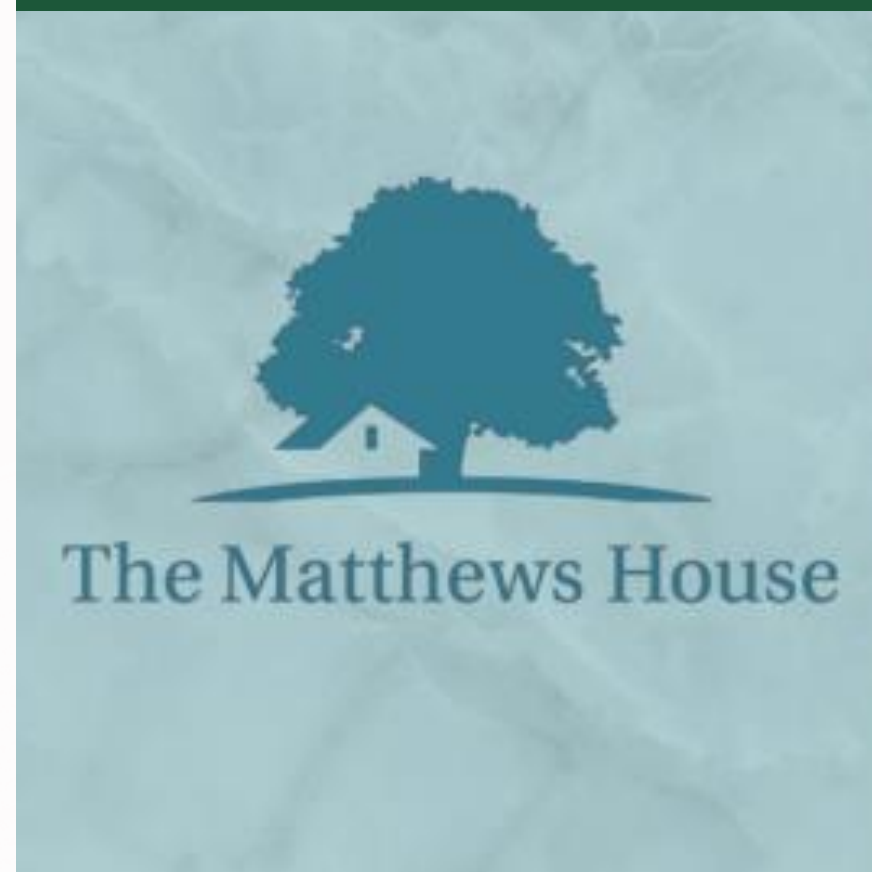
- Support Communications Team
- Capture and share barriers to care
- Develop online resource and video library
 - Available to both in and out-of-district residents
- Create Outreach and Education Operations Manual

Recent Events and Presentations

Teen Self Care Fair



Caring and Sharing



Resources and Rights Community Event

Recursos y Derechos
EVENTO COMUNITARIO

DOMINGO, DIC. 3, 1-5PM
FORT COLLINS SENIOR CENTER
1200 RAIN TREE DR, FORT COLLINS

poudre
libraries

LUCHANDO
POR NUESTRAS
FAMILIAS
**FUERZA
LATINA**

Rifa con
Tarjetas de
\$200 a Walmart
para los que
llegan Para la
Charla a la 1!

1-2 Presentación: Oportunidades para capacitación y trabajo, Apoyo en formar un negocio, Ayuda con la hipoteca y otros préstamos de vivienda

¿Cómo puedo capacitarme para ser proveedor de cuidado infantil? ¿Qué otro apoyo laboral existe en el condado de Larimer? ¿Cómo puedo formar una pequeña empresa de limpieza, producción de alimentos, jardinería y más? ¿Existe algún apoyo para ayudarme a pagar mi hipoteca o el préstamo que tomé para comprar mi casa (móvil)?

2-5 Feria de Recursos y Ayuda Legal

- Consultas privadas con abogados de vivienda
- Asistencia con el alquiler y la hipoteca
- Navegación con desempleo y capacitación laboral
- Información sobre los ITIN, LLC y licencias de conducir

LONCHE
GRATIS,
ACTIVIDADES
PARA NIÑOS

Berthoud & Estes Park Enrollment Events



Social Media



Larimer Health Connect

CAYAC and Connections



Meet the CAYAC Team!

Name: Lindsay

Pronouns: she/ella

Role: Care Coordinator

Background: Lindsay is originally from Wyoming. She completed both her bachelor's in human communication and later her K-12 Teaching Certificate/ Spanish endorsement from the University of Northern Colorado. Originally setting out to be a professional interpreter, she has always had a desire to help others and feels the Health District is an excellent fit.

Fun Fact: Lindsay played varsity tennis in high school and she looks forward to playing tournaments again one day.



Communications

Do you need health insurance?

CHECK IN

OPEN ENROLLMENT EVENT:
Tues., December 12
10:30 am – 3:30 pm
Estes Valley Library
Appt. Required

LEARN MORE

Health District
OF NORTHERN LARIMER COUNTY

CERTIFIED by
CONNECT for HEALTH
COLORADO

Do you need health insurance?

Larimer Health Connect can help!

We will be onsite at
Estes Valley Library, Hondius Room
Dec. 12 • 10:30 a.m.-3:30 p.m.
335 E. Elkhorn Ave., Estes Park

Free or low cost health insurance options including Medicaid, CHP+, Connect for Health Colorado, and Colorado Connect

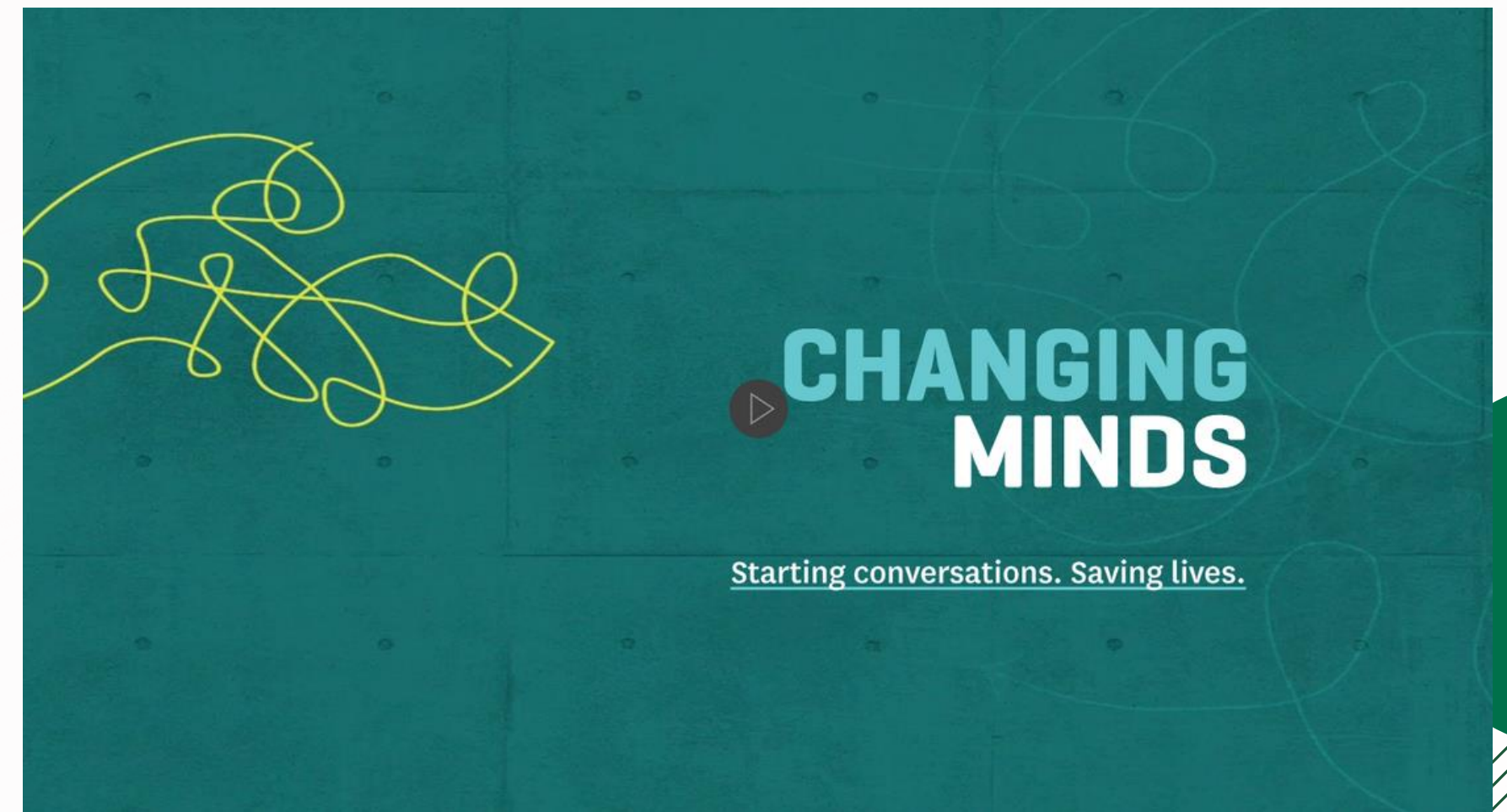
Call to schedule your appointment

Health District
OF NORTHERN LARIMER COUNTY
LARIMER HEALTH CONNECT

970-472-0444
larimerhealthconnect.org

CERTIFIED by
CONNECT for HEALTH
COLORADO

Community Impact Team



Identify New and Expand Existing Partnerships

01

Alianza NORCO



02

Arc Thrift Stores



03

PFLAG



04

Interfaith Solidarity and Accompaniment Coalition





OE Ticketing System

In progress, will go live early 2024



Name of Event
Date, time, location



Event Description
Tabling, presentation, partnership meeting, have we attended previously?












Estimated reach
Materials, swag, target audience, staffing needs




Health District Program of Interest
May be multiple or focused on particular service
Any other relevant information

Living Calendar


 Edit       Scheduling poll 




Teen Self-Care Fair







Sun 10/15/2023 11:00 AM - 4:00 PM



Fort Collins Museum of Discovery



Annual Teen Self-Care Fair, free event for youth (6th - 12th grades) to explore self-care practices including yoga, aerial skills, music jam, and therapy dogs.
Booth application submitted 9/20
Contact: Rachel Olsen, rachel@imaginezerosuicide.org
High volume event.

Today ^ v October 2023 v						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Oct 1	2	3 7:30 AM  Rethinking Addi	4	5	6	7 9:30 AM  Warrant Clearan
8	9	10	11	12	13 8:30 AM Red Feather Lakes :	14
15 11 AM Teen Self-Care Fair	16	17	18	19	20	21
22	23	24 6 PM  Health Literacy Clas	25 3 PM EVICS Community Resc	26 6 PM  Health Literacy Clas	27 9 AM Veterans Stand Down	28
29	30	31	Nov 1	2 9 AM FC Interfaith Council	3	4

EVALUATION

Key Questions and
Performance Measures

01



How much did
we do?



03



Is anyone
better off?



How well did we
do it?



02



THANK YOU

Brooke Cowden & Rachel Larson



Outreach and Education Specialists

- ✉ outreach@healthdistrict.org
- 📍 Larimer Health Connect
144 N Mason Ave., Fort Collins, CO 80524

Health  **District**
OF NORTHERN LARIMER COUNTY





Youth Behavioral Health Assessment

Board of Directors Presentation
January 23, 2024

Hannah Groves | Community Impact
Team Manager

Alyson Williams | Director Planning,
Policy Research and Evaluation

Agenda

1. **Overview of the Youth Behavioral Health Assessment**
2. **Review Assessment and Deliverables**
3. **Questions and Our Next Steps**



Youth Assessment Process



Literature Review



Compile/Analyze Existing Data



Qualitative Data Collection



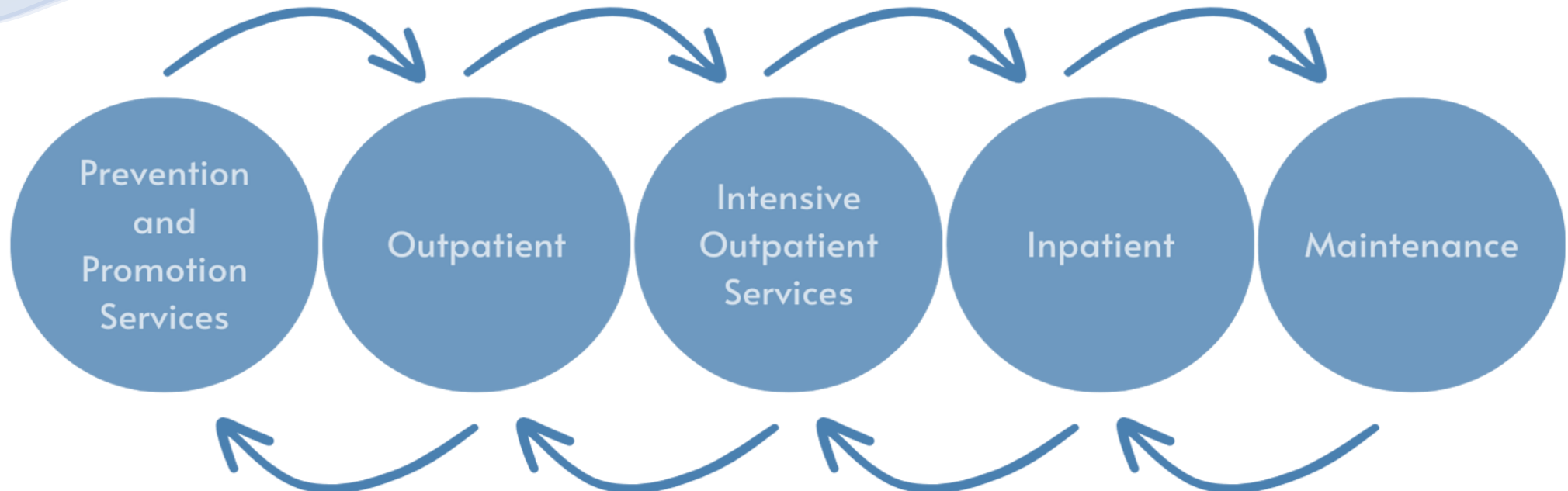
Youth Voice and Validation

Assessment Process Highlights:

- ✓ Incorporated **47 reports** from other organizations
- ✓ Included the perspectives of **48 individuals and 21 organizations** through 15 Key Informant Interviews and Surveys
- ✓ Encompassed comprehensive **organizational focus areas** (e.g. specific populations, schools/after-school program, support programs, etc.)

Continuum of Care

- Afterschool Programs
- Clinics
- Community-Based Organizations
- Family Centers
- Government Agencies
- Grassroots Organizations
- Health Providers
- Hospitals
- Hotlines
- Individual Providers
- Private Organizations
- Referral Sources
- Religious Organizations
- Schools
- Treatment Centers
- Virtual Agencies



Strengths, Opportunities, Weaknesses and Threats (SWOT)

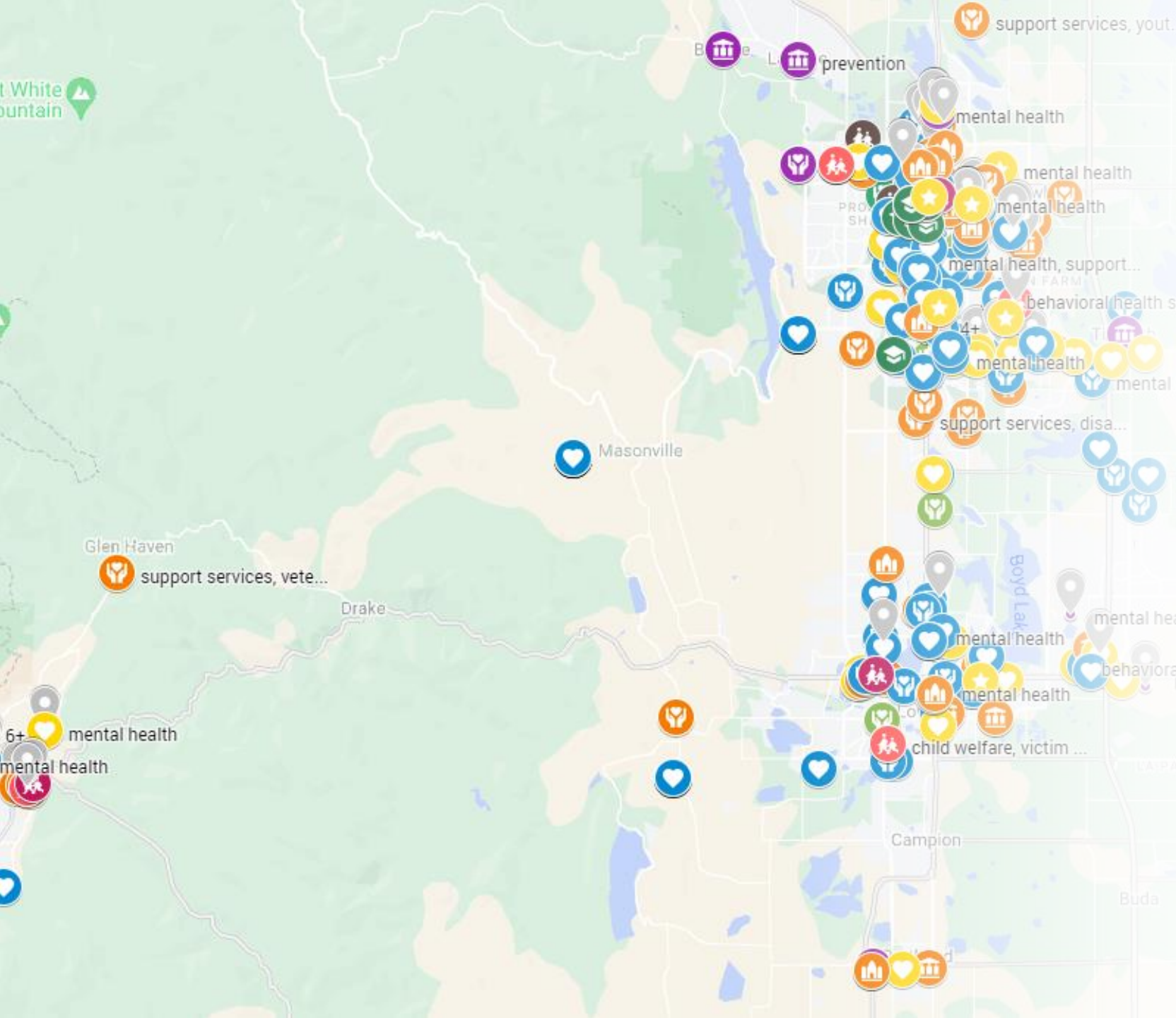
Themes

- Larimer County is a **community that cares** about its residents, particularly youth.
- **Stigma** at all levels is a concern.
- **Co-design approaches** are engaging and effective and should be utilized more.
- There has been an increase in **awareness, resources, and programs** but gaps still exist.
- A diverse and **culturally responsive workforce** is lacking, but many are working on this.

Strengths, Opportunities, Weaknesses and Threats (SWOT)

Themes Continued

- There is lots of **collaboration and connection** happening in Larimer County to provide better/expanded wraparound services. However, silos still exist.
- Messaging around **substance use** varies widely (e.g. harm reduction, abstinence). Current messaging feels stigmatizing, negative, and punitive to young people.
- The **context** of young people's lives matters. Caregivers, educators, & peers all play a role.
- **Schools** play a vital role in youth's behavioral health. Bullying continues to be a challenge for young people.



Asset Mapping

The consultants compiled a comprehensive list of youth-serving organizations and services in Larimer County.

This resource is available as a spreadsheet and a map. Our partners have expressed their appreciation of this tool!



Limitations and Key Considerations

- **Majority of Participants Were Fort Collins/Loveland-Centric**
- **Response Rate was the Primary Limitation of the Assessment**
 - Under 100 participants through 6 focus groups and survey respondents
- **Majority of participants were Latine/x transitional aged youth!**

Recommendations

Attract and retain a diverse and culturally competent workforce.

Initiatives should prioritize amplifying the representation of BIPOC providers.

Efforts should bolster training opportunities for behavioral health providers.

Support and expand peer support.

Ensure and support comprehensive peer support training.

Establish safe spaces that encourage a culture of community and resilience.

Establish and promote access to local comprehensive acute care services for youth.

Establishing a robust acute system of care could promote and expand a comprehensive system geared for youth and families' needs.

The Community Master Plan 2.0 is recommending a feasibility study for a youth acute care facility.

Recommendations

Increase the accessibility of care.

Supporting enhancements or expansions to ensure that services, behavioral health resources, and information is available are accessible to ALL.

Expand wraparound services.

Areas to improve include increasing:

- Assistance with basic needs (housing, food, etc.)
- Education & skills training (self-advocacy, peer support, etc.)
- Cultural services
- Caregiver education and support

Increase awareness and education of behavioral health.

Recommended areas include services, initiatives, and efforts to reduce stigmas around behavioral health, increase awareness of the services and resources available in the community.

Recommendations

Expand and increase the capacity of services for younger youth (0-4, 5-12) and families.

Increase resources to organizations working to address this issue, focus on priority demographics.

Includes supporting services/collaborations that enhance early child experiences, development, screening, and early intervention.

Increase resources supporting a comprehensive school behavioral health system.

Increase young children's access to comprehensive, multi-disciplinary behavioral health and health services.

Includes student & caregiver access to community-based services.

Increase and adopt successful models for home-based behavioral health care services.

Youth-serving organizations emphasized the need for in-home behavioral healthcare to supplement services and access to care.

This encompasses prevention, treatment, and recovery services to reduce barriers to youth and families.

Now What?

- 1. Communicate recommendations with partners, identify leads/supporters and Health District priorities**

1. Email outreach, meetings, etc. to share recommendations and results
2. Mental Health & Substance Use Alliance

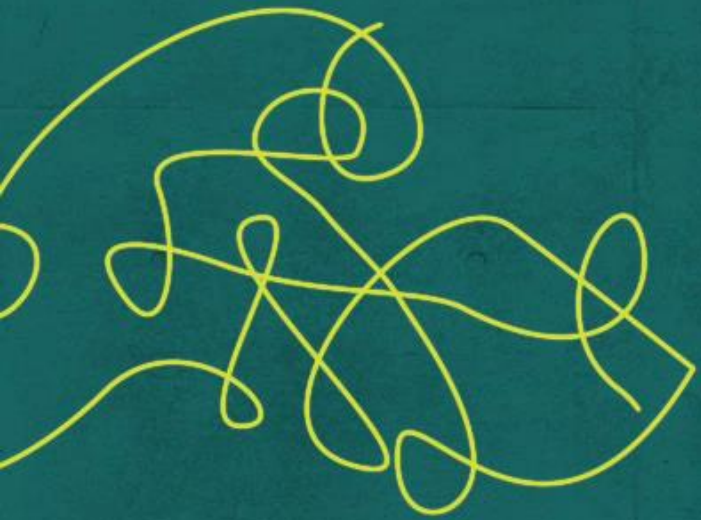
- 2. Community Master Plan 2.0**

1. Feasibility study, youth focused programs, workforce (adult & youth), awareness & education

Questions?
Contact Us!
CIT@healthdistrict.org

THANK YOU!

Special shout-out and
**thank you to Jessica
Shannon and Sam
Bruick**, who helped
take this to the finish
line during staff
transitions!



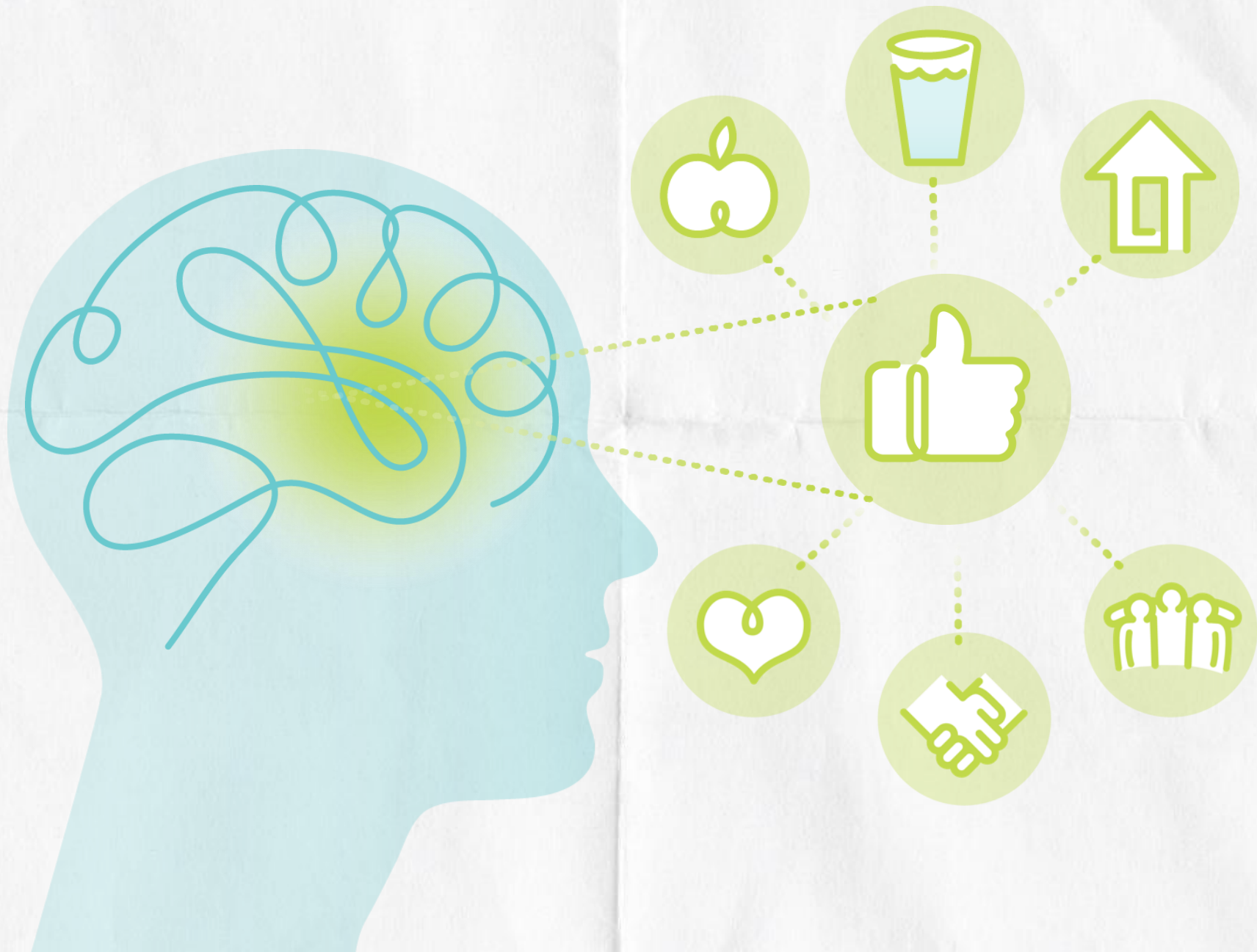
CHANGING MINDS

Starting conversations. Saving lives.

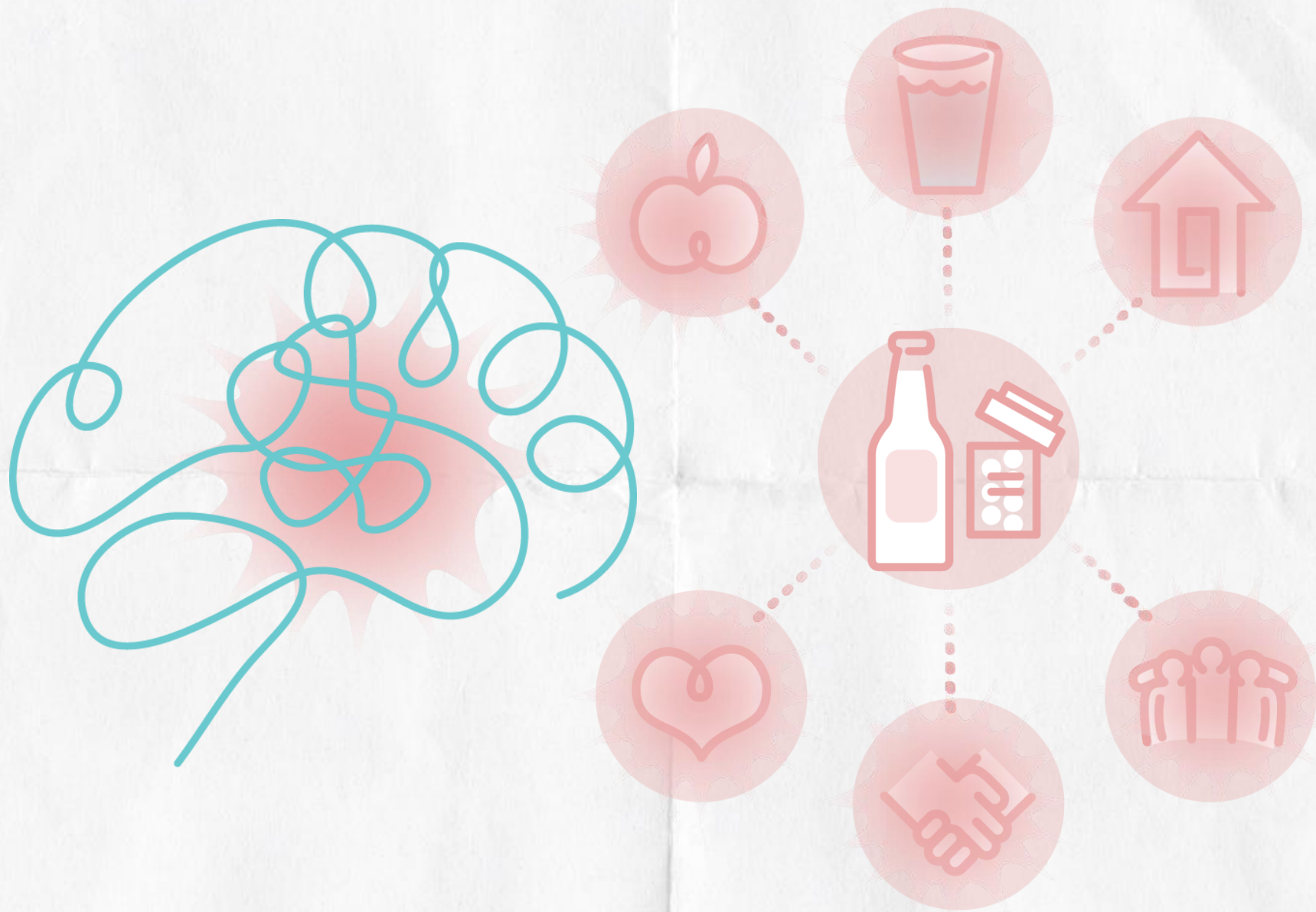


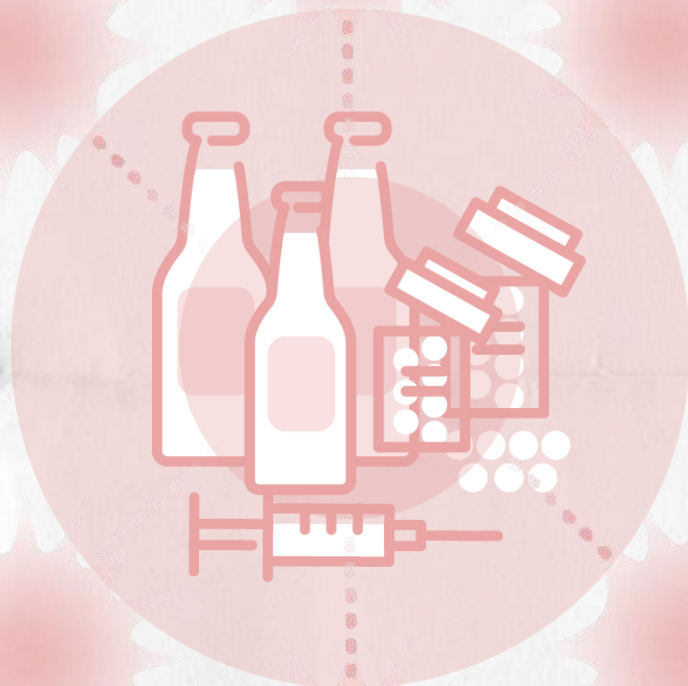
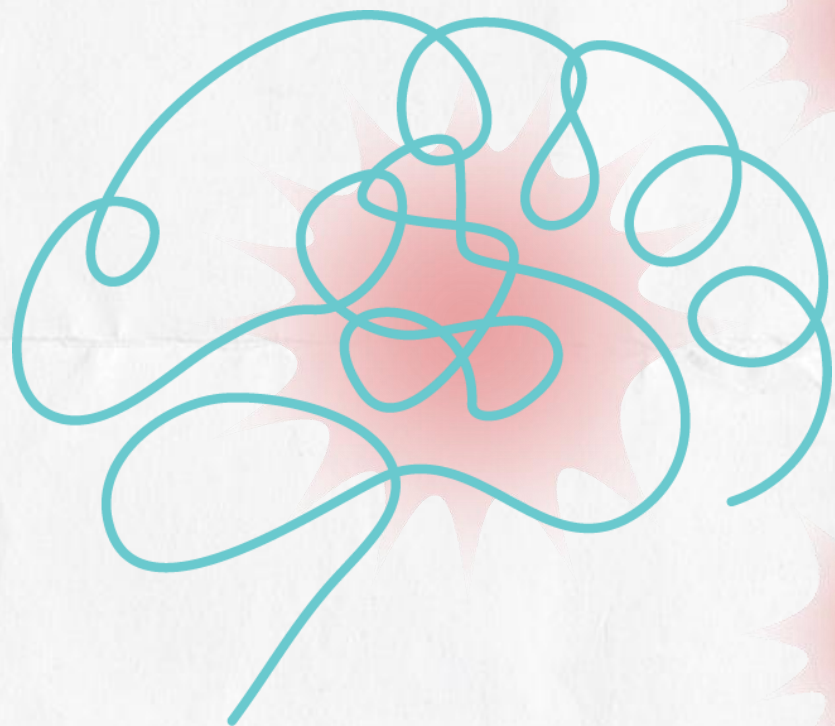
**Addiction is a disease that
changes the brain.**

Here's how:









MEASURING CRAVING





5 DAYS

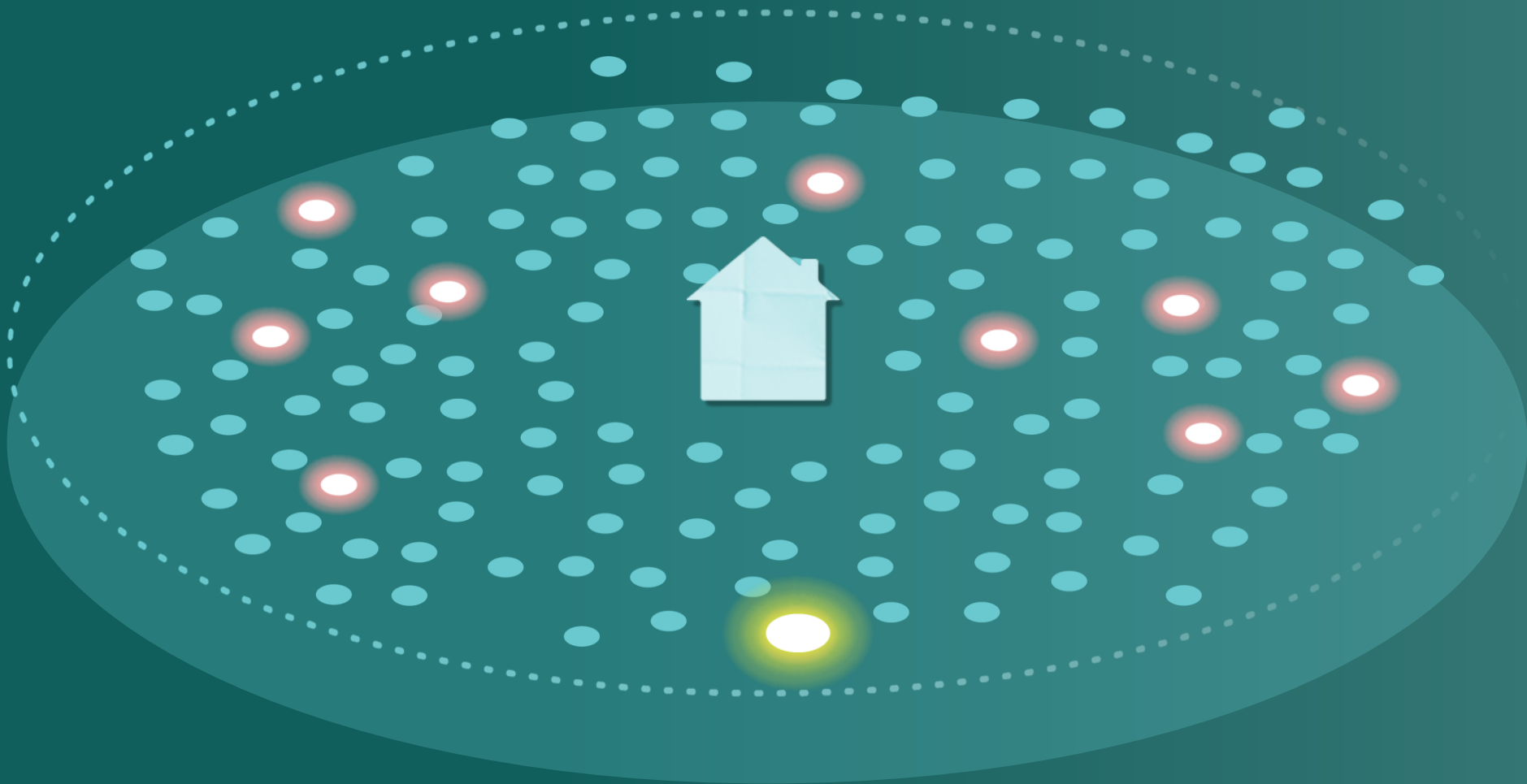
Starvation

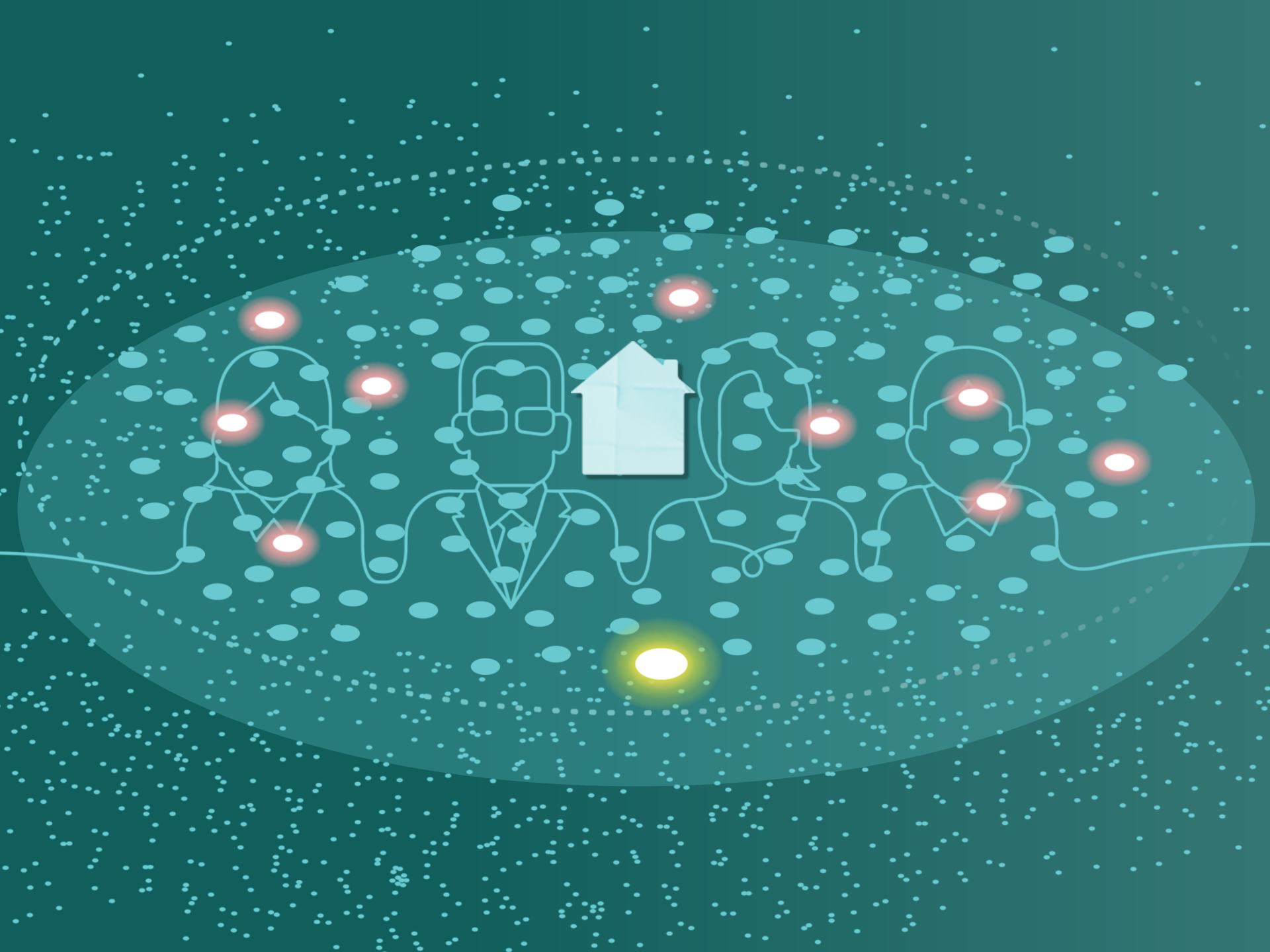


n



Addiction





TREATMENT
CAN WORK



Behind the Scenes: Vision for 2024

1. Expand to new target audiences.

- Hire a consultant/contractor and compensate community members for participation/feedback.
- Leverage key insights and data provided by the Youth Behavioral Health Assessment.
- Utilize social media and other avenues to share evidence-based messages.

2. Shift language.

- Incorporate new evidence and best practices for language use to support stigma prevention efforts.
- Example: Use Substance Use Disorder over the term “addiction” in messaging.

Follow Us! Interact! Stay Tuned!

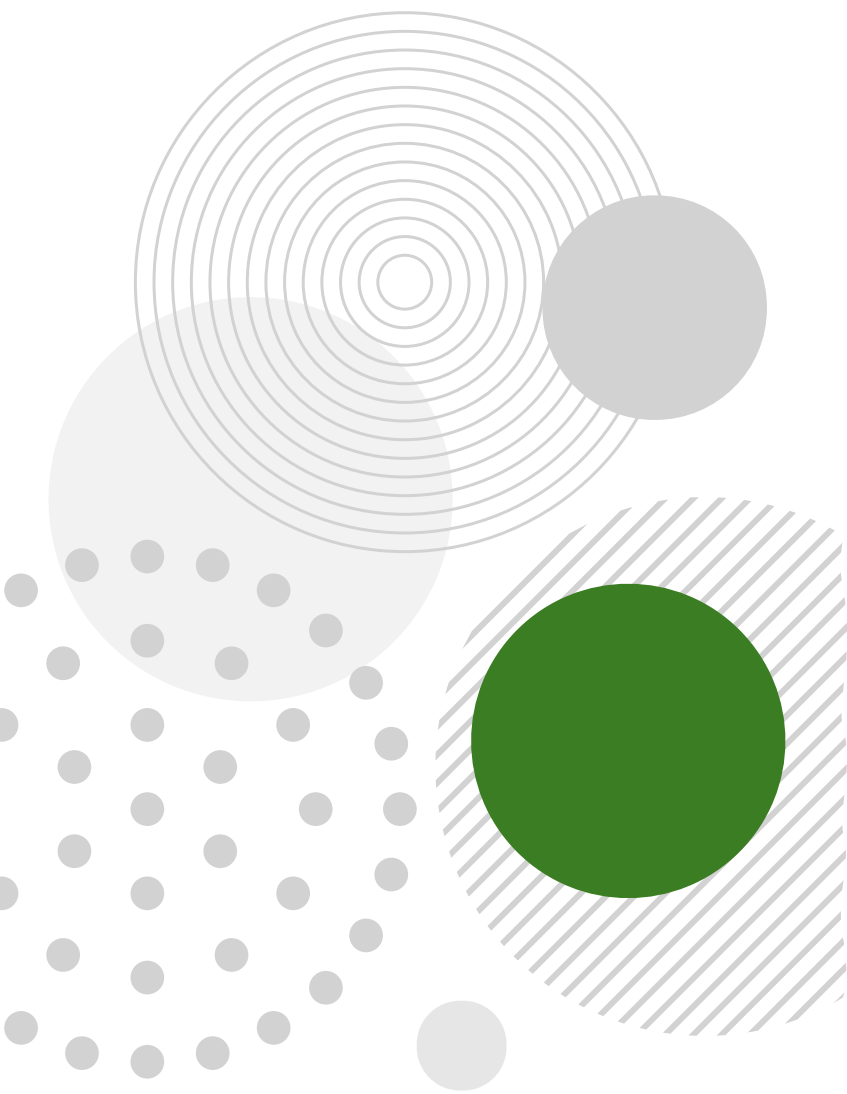


CHANGING MINDS

Questions? Feedback?

**Requests for Changing Mind
Presentations?**

Email: CIT@healthdistrict.org



Policy 2024



Objectives

- Policy Agenda
- Policy Committee
- Update from Session

Policy Agenda Introduction



Prioritization by Staff Policy Strategy Team

Priority 1

Priority 2



Regular Communication from Staff

Bill matrix

Session updates

Policy Agenda: Behavioral Health

Support

- Person-centered services along the continuum of care utilizing a harm reduction framework
- Increase access to services
- Ease access to medications for SUDs, overdose prevention tools, recovery support

Oppose

- Increased administrative burden
- Cause or reinforce stigma
- Creation of new programs without adequate funding

Policy Agenda: Oral Health

Support

- Increase access to dental care services
- Improve affordability & accessibility of dental coverage

Oppose

- Increased administrative burden
- Hindering staffing
- Preventing appropriate financing of oral health benefits

Policy Agenda: Access to Care through Coverage

Support

- Improve affordability & accessibility of health coverage (including dental)
- Increased simplification and accessibility of Medicaid process
- Prescription drug accessibility

Oppose

- Increased administrative burden for clients or enrollment sites

Policy Agenda: Operations & Logistics

Support

- Workforce support & development
- Exempting new revenue from expiring TIFs being counted toward any state mandated revenue caps
- Accessibility clarity & reasonable timelines for implementation

Oppose

- Increased burdens related to public records, public meetings, ethic standards, other matters of district authority
- Statewide limits on property tax revenues growth
- Measures that do not adequately account for budgetary timelines
- Burdens & limits for providers for billing & credentialing

Monitor

- Changes that alter ability & authority to make decisions on employment issues

Board Policy Committee

- Board Discussion (Dec 2023)
- Board Policy 99-7
 - “the President of the Board or, in the President’s absence, the Vice President, may give direction to the Executive Director, which direction will be subject to ratification or withdrawal by the Board at its next public meeting.”

Board Policy Committee Proposal



2 Board members



Meetings

Regular cadence

Review bills

Staffing



Board President approval*



Ratification or withdrawal at a regular
Board meeting

Adoption & Formation

Adopt Policy Agenda

Formation of Board Policy Committee

- Two members to be appointed through a vote of the Board

2024 Session Example



Session Overview Update

- General Assembly
 - 2024 Composition and Dynamics
 - Legislative Priorities
- Local delegation
 - Senators: Ginal, Marchman, Kirkmeyer
 - Representatives: Amabile, Boesenecker, Kipp, Lynch, Weinberg



SB24-010: Dentist and Dental Hygienist Interstate Compact

- Sen. Ginal (D); Sen. Will (R) & Rep. Duran (D); Hartsook (R)
- Senate Health & Human Services Hearing: 02/08
- Adopts the Dentist & Dental Hygienist Compact
 - A dentist or dental hygienist who holds an active, unencumbered license in a participating state may apply to another participating state for a privilege to practice within the scope authorized by the state
 - Compact Commission is created to have a coordinated database & reporting system to share information from participating states

SB24-033: Lodging Property Tax Treatment

- Sen. Hansen & Rep. Weissman
- Senate Finance Hearing 2/13
- Starting Property Tax Year 2026:
 - Short term rentals classified as lodging (27.9% assessment rate) vs. residential (6.7%) if there are short term stays for over 90 days
 - Assessor sends notice to owners for how many days thought rented in past year, owner can dispute
 - Property tax administrator must establish & administer pilot program for statewide database and reporting system for rentals

HB24-1045: Treatment of Substance Use Disorders

- Rep. *Armogost (R)*, *DeGruy-Kennedy (D)*, Young (D) & Sen. *Mullica (D)*, *Will (R)*, *Jacquez-Lewis (D)*, *Priola (D)*
- Hearing in House Health & Human Services (TBD)
- Complex components
 - Access to medications for opioid use disorders (MOUD)
 - Network adequacy of treatment providers
 - Supervision of addiction technician and addiction specialist candidates
 - Intersection of criminal justice & SUD
 - Withdrawal management denial data collection
 - Reimbursement rates