

Agenda Coalition Meeting

July 17, 2015, 12:00 – 1:30 p.m.

Lisa Elliott, PhD
WATCH Chair

Tiana Gooden, LCSW
WATCH Vice-Chair

Connections Child &
Family Services
Counseling

Clinicas Mi Doctor

Communities In
Schools of North Texas

Marla Conger, M.D.

Cook Children's
Behavioral Health
Center

Cumberland
Presbyterian Children's
Home

Denton Community
Health Clinic

Denton County
Federation of Families

Denton County Health
Department

Denton County MHMR

Denton Independent
School District

George Ebertin

Family Tree Program

Karen Goff, M.D.

Grace Counseling
Center

Green Apple Therapy

Lisa Henry, PhD

Marilyn Janke, M.D.

Lewisville Independent
School District

Rhonda Love, PhD

Love to Live Well

Vanessa Morales, DC

Susie Ramisetty-Mikler,
PhD, MPH

Touched By Suicide of
North Texas

United Way of Denton
County

University Behavioral
Health

Julie Wright

Youth & Family
Counseling

Welcome & Introductions

Lisa Elliott, Ph.D.
Licensed Psychologist and Clinic Manager
Cook Children's Health Care System

Strategic Plan 2015 – 2017 (ACTION)

Courtney Barnard, LMSW
Coordinator, Regional Services
Cook Children's Health Care System

All Members

Education Work Group Update

Rachel McGinnis, LMSW, QMHP-CH
Director of Child and Adolescent Mental Health Services
Denton County MHMHR Center

Membership Committee Update

Jennifer Jaynes, MPH, CHW
Quality Improvement Consultant
TMF Health Quality Institute

United Way Update

Dr. Lisa Elliott

Member Satisfaction Survey Results
(ACTION)

Courtney Barnard & All Members

Community Conversations

Dr. Lisa Elliott

Adjourn & Networking

Dr. Lisa Elliott

**Next Meeting: Friday, September 18th, 12:00 – 1:30pm
Denton County Health Department, 535 S. Loop 288, Denton, 76205**

Coordinator: Courtney Barnard, LMSW
Cook Children's Community Health Outreach
801 Seventh Avenue | Fort Worth, TX 76104
682-885-3070 (Office) | 682-885-4909 (fax)
courtney.barnard@cookchildrens.org
www.WATCHdenton.org

Vision: "Because every child deserves hope, the Denton County community dedicates its unified resources to equip our children to reach their full potential mentally, physically, and socially to achieve their maximum personal success"

Engage the Denton Community to support children's health	Sustain a strong network of quality mental health services	Increase access to information and resources for children and parents	Monitor children's health issues for Denton County children
<p>1.1: Manage WATCH to implement the strategic plan according to the bylaws</p> <p>1.2: Maintain a diverse coalition membership</p> <p>1.3: Maintain a strong network of community advisory members</p>	<p>2.1: Facilitate educational opportunities based on evidence informed practices for providers</p> <p>2.2: Assess opportunities to strengthen mental health resources and network</p>	<p>3.1: Manage website for information sharing and social marketing</p> <p>3.2: Increase community knowledge of mental health issues</p> <p>3.3: Partner with local organizations to create children's mental health awareness campaigns</p>	<p>4.1: Maintain knowledge and expertise of children's health issues</p>

Strategy 1.1: Manage WATCH to support implementation of the strategic plan according to the bylaws

Strategy 2.2: Assess opportunities to strengthen mental health resources and network

Strategy 3.1: Manage website for information sharing and social marketing

Outcomes

- ✓ Coalition and committee meetings are facilitated
- ✓ WATCH achieves strategic plan objectives
- ✓ Assessment of community resources and network is continuous
- ✓ Website is functional and current
- ✓ Community knowledge of coalition and children's mental health issues and resources increases
- ✓ Website management plan is developed

➤ Manage coalition according to the bylaws	Ongoing
➤ Guide the coalition to maintain focus on strategic plan objectives	Ongoing
➤ Monitor progress according to evaluation plan to ensure coalition efficacy and fidelity to principles and detailed strategic plan objectives	Ongoing
➤ If needed, explore the need for a fiscal agent and funding partners to implement the strategic plan	Ongoing

➤ Collect data from website through pulse surveys and site analytics	Ongoing
➤ Review data sources to identify information (i.e. organizations, types of licensures, geographic locations, etc.) of those reached by WATCH	August 2015 & Ongoing
➤ Explore potential partnerships with academic institutions for research assistance and guidance	October 2015 & Ongoing

➤ Update and maintain website content submitted by coalition and community members	Ongoing
➤ Monitor website analytics to track how site is being used	Ongoing
➤ Identify a few key community organizations to test the functionality of the website	Ongoing
➤ Create a website management plan to outline site maintenance schedule and process	July 2015

Strategy 1.1: Manage WATCH to support implementation of the strategic plan according to the bylaws

Strategy 1.2: Maintain a diverse active coalition membership

Strategy 1.3: Maintain a strong network of community advisory members

Outcomes

- ✓ Community members are knowledgeable about WATCH
- ✓ Ecosystem representation is improved or completed
- ✓ Member orientation packet remains updated
- ✓ New members are aware of coalition history, bylaws, etc. and are able to actively participate
- ✓ Community leaders are aware of and engaged with coalition activities
- ✓ Advisory board is available to provide guidance to coalition
- ✓ WATCH is a participant/partner in other mental health efforts

➤ Develop short statements about WATCH to articulate the strategic plan succinctly	August 2015
➤ Meet as a Membership Standing Committee as needed	Ongoing
➤ Update and maintain ecosystem model as needed	Ongoing
➤ Identify ecosystem sectors, geographical representation, and potential representatives that are needed; re-assess periodically as needed	June & December
➤ Invite targeted community representatives to join coalition efforts as needed	Ongoing
➤ Update and maintain membership orientation materials with coalition coordinator	June
➤ Conduct membership orientations with coalition coordinator as needed	Ongoing
➤ Identify community leadership who can support WATCH goals	June & December
➤ Develop plan for engaging community leadership as advisory members	June
➤ Contact community leadership	Ongoing
➤ Participate in other community mental health efforts	Ongoing

Strategy 2.1: Facilitate educational opportunities based on evidence-informed practices for providers

Strategy 2.2: Assess opportunities to strengthen mental health resources and network

Strategy 3.3: Partner with local organizations to create children's mental health awareness campaigns

Outcomes

- ✓ Workshops are facilitated
- ✓ Mental health providers increase knowledge of children's mental health services and issues
- ✓ Mental health providers are implementing evidence-informed practices
- ✓ Assessment of community resources and network is continuous
- ✓ Many community members have access to mental health information
- ✓ Denton County families know how to get help

➤ Identify key message themes for workshops for community organizations and providers	Ongoing
➤ Determine logistics for workshops	Ongoing
➤ Determine how to evaluate workshops and create evaluation tools	Ongoing
➤ Host workshops and give corresponding evaluations	February, May, & November
➤ Analyze evaluation results and report to coalition	Ongoing

➤ Collect data at educational and networking events	Ongoing
---	---------

➤ Explore opportunities to promote a community awareness campaign	Fall 2015
➤ Develop key messages to promote in the Denton community	Fall 2015
➤ Develop a communication plan outlining how WATCH will distribute key messages	Spring 2016
➤ Create marketing materials	Spring 2016
➤ Determine how to evaluate community awareness campaign	Spring 2016
➤ Seek local organizations for partnerships to raise awareness about children's mental health	Spring 2016

Strategy 3.1: Manage website for information sharing and social marketing

Strategy 3.2: Increase community knowledge of mental health issues through community events

Strategy 4.1: Maintain knowledge and expertise about children's health issues

Outcomes

- ✓ Mental health information is accessible to community members
- ✓ Website information is accessed frequently
- ✓ Community knowledge of children's mental health issues and resources increases
- ✓ Community awareness of WATCH and its activities increases
- ✓ WATCH is a partner or participant in community events
- ✓ Denton community is aware of current children's health data
- ✓ Coalition is aware of children's health issues and is able to act as needed

➤ Promote the website to the Denton Community	Ongoing
➤ Identify and participate in community events as appropriate	Ongoing
➤ Disseminate mental health educational materials to community members through community events and WATCH membership	Ongoing
➤ Participate in the Center for Children's Health activities as appropriate	Ongoing
➤ Partner with the Center for Children's Health to review local and regional children's health data	Spring 2016
➤ Monitor children's health news and research and share with coalition members on a regular basis	Ongoing
➤ Monitor status of children's health issues in order to be responsive to new needs	July 2015

19

members (of 47)
answered the survey
(FY 2014: 20 of 35)

Top reasons for participating:

1. Coalition provides valuable information and resources (74%)
2. Coalition increases community awareness (74%)

Overall, members are satisfied with the progress made on the coalition's priority objectives and agree that WATCH is fulfilling its vision.

	FY 2014	FY 2015	
Obj. 1: Facilitate creation of web-based platform for information sharing and social marketing	83%	95%	↑ *
Obj. 2: Provide educational and networking opportunities to providers	89%	100%	↑
Obj. 3: Facilitate and support a strong network of providers	84%	95%	↑
Vision: The coalition is equipping children to reach their full potential mentally, physically, and socially to achieve their maximum personal success	85%	100%	↑

Overall, members agree that Cook Children's provides effective leadership of the coalition.

FY 2014	FY 2015	
95%	100%	↑

Overall, members are satisfied with their involvement in the coalition.

FY 2014	FY 2015	
95%	89%	↓

Comments from members:

- ✓ "As I said at the meeting, the growth is remarkable and praiseworthy, but so is surviving all the threats to WATCH's existence. Numerous coalitions come & go all the time, but this one will have longevity. Good work all around and thanks to Cook Children's."
- ✓ "I am grateful for the opportunity to serve with such a distinguished panel of passionate and dedicated experts in the field. I am honored to be a part of such great work!"

*Up and down arrows indicate a change of two percentage points or more from FY 2014 to FY 2015, while side arrows indicate a change of less than two percentage points.