CAPE Training: Mental Health First Aid & Community Action Planning Planning Overview
What is CAPE?

CAPE | Community Assessment and Education to Promote Behavioral Health Planning and Evaluation

Project Sponsors:
CAPE Overview

• Multifaceted, multi-year research and outreach initiative focusing on community behavioral health
  – How leaders form views of community BH needs
  – Sources of BH data
  – Social media analysis
  – National survey of BH literacy
  – Test community BH surveillance systems
  – Community innovations
CAPE Training Curriculum

- Lessons learned from CAPE
  + Community capacity building
  + Behavioral health literacy
CAPE Training Objectives

• Create and sustain community coalitions addressing behavioral health
  – Community development training via distance
  – CAPE community action planning

• Enhance behavioral health literacy and reduce mental health stigma
  – Mental Health First Aid training
CAPE Training

- Eight video lectures covering the planning of a community-scale initiative (20-30 min. ea.)
- MHFA workshop (one day)
- Self-study
- Webinars for discussion (60-90 min. ea.)
- Goal: Develop a strategic community action plan
CAPE Video Content

Lesson 1
- Intro/Overview
- Behavioral health

Lesson 2
- Community development overview
Lesson 3
• Community needs assessment (CNA)
  – Secondary data resources
  – Accessing data and communicating BH information

Lesson 4
• CNA:
  – Gathering primary data
Lesson 5

• CNA:
  – Community stakeholders
  – Community assets and history

Lesson 6

• Public relations
• Building coalitions

Exercise:
Make a list of the key informants in your community who can help you understand the situation or problem with which you are concerned.

Video 5 - Video 5: CAPE Assessing Community Preparedness: Community Stakeholders
Video 3/a: Community Stakeholders, Assets, and History (May 26-June 6, 2017)

Thought Questions:
• What do you think is the key(s) to your most vibrant, successful community?
• What are the current behavioral health gaps that exist in your community?
• What assets does your community have that can be brought to bear to solve the problem with which you are concerned?
• Make a list of the key stakeholders who would ideally work with you on your project. Identify their current mission and priorities.

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Video 6 - Video 6: CAPE Assessing Community Preparedness: Public Relations
Video 3b: Building Coalitions and Public Relations (May 26-June 6, 2017)

Thought Questions:
• What are the essential leadership roles that need to be fulfilled to work on your community issue, and who will fulfill them?
• What are your strengths and weaknesses in the planning and execution of a community public relations campaign?
• What types of social media are you involved with? Which might be useful to apply to your issue?
• Review the CDC Social Media Works handout made available for you (https://www.cdc.gov/hhsaengineering/raft accumulation.html?asocialMediaWorkshands/67). Identify two or three new social media tools/platforms you could apply to your work. Indicate how you would use them.

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CAPE Video Content

Lesson 7
- Engaging the community
- Organizing effective public events

Lesson 8
- Building consensus
- Community Action Planning

Video 7 - Video 7: CAPE Engaging the Community
Video 4A: Organizing Effective Public Events (May 26-June 6, 2017)

Thought Questions:
- Think about your most successful meeting(s) with stakeholders or the public. What made it/them successful?
- What public participation techniques are you skilled in using?
- How would you establish a consensus on a priority (versus majority rules or power dictates)?

Exercise:
Make a list identifying what you think are discrete and achievable accomplishments that are possible in your community.

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Video 8 - Video 8: CAPE Community Action Planning
Video 4B: Building Community Consensus (May 26-June 6, 2017)

Thought Questions:
- In your experience, what are key elements to sustaining community initiatives?
- In addressing your community concern or problem, how will you start? What can you accomplish in the next year? What can you accomplish in the next three years?
- Is there currently a local coalition capable of addressing community behavioral health needs?

Exercise:
Sit down and write answers to the following questions. What is the behavioral health situation in your community you would like to see changed? What are the most important things that need to be done to address the situation? What will be the situation or condition in your community when you have attained your goal? Now that you’ve started, go to the next page of the Community Action Planning Worksheet, and keep writing!

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Final Webinar Discussion 4: Community Action Plan Presentation (each participant presentation is 3-5 minutes) followed by discussion (5/18/2017)

Reminder: complete the Post Qualtrics Survey by:
Community Action Planning

- Create and sustain a community coalition to address BH challenges (opioid use)
- Extension program planning
- Logic Model
Mental Health First Aid Training
What is Mental Health First Aid?

Mental Health First Aid program:
• An international, evidence-based training program
• Presents a “first-aid kit” with application for mental health
• One day, eight-hour, in-person training program
• Adult, youth, and other variations
CAPE Training MHFA

Helps participants:
- Recognize signs of behavioral health distress
- When they do, know what to do to be helpful
- Address broader behavioral health challenges by helping to reduce stigma

Completion provides certification of the participant
First Aid Action Plan

**A**ssess for risk of suicide or harm

**L**isten nonjudgmentally

**G**ive reassurance and information

**E**ncourage appropriate professional help

**E**ncourage self-help and other support strategies
Mental Health First Aid

MENTAL HEALTH FIRST AID USA
FIRST EDITION (REVISED) | ADULT

SAMHSA
USDA
National Institute of Food and Agriculture
RRDC
Regional Rural Development Centers
MHFA Adult Curriculum

How to recognize problems and apply the First Aid Action Plan

• Depression and anxiety disorders
  – Suicidal behavior; self-injury; traumatic events; anxiety

• Psychosis

• Substance abuse
CAPE Offerings

- Pilot-tested in MI/OH
- Offered in WV, OK, CO
- Evaluations showed knowledge improved across both community development and mental health literacy dimensions
- Note: every question or issue raised by participants had been addressed somewhere in the training
Future Plans

• Proposal to USDA
  – Redo videos to enhance quality and emphasize opioids
  – Two new videos to discuss evidence-based community initiatives and opioid response action planning
  – Emphasize substance abuse in MHFA training

• Two-part community initiative: build an effective coalition, if one doesn’t exist, and opioid response action planning
CAPE Resources

• The CAPE website is a useful resource: http://www.healthbench.info/
  – CAPE videos
  – Publications
  – Internet resources
  – Training Webinars
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