

## **CSW Mental Health - Work plan**

### ***Introduction***

#### **Background:**

The Mental Health Work Group has been meeting since February 2020 to assess and learn how the Commission on the Status of Women (CSW) can tackle the issue of “mental health” for women and girls. Mental Health is a vast topic and it is challenging to focus on just one area. Thus, the Work Group is providing a recommendation that has generated 3 project areas that we have currently prioritized. Additionally, we continue to welcome interested and available commissioners to join the Work Group.

**Operating Mechanics:** The workgroup meets bi-weekly (every other week) on Fridays to discuss the progress and update each other of new developments.

#### **Goal**

To bring Mental Health Awareness and knowledge to Women in San Mateo County on a quarterly basis through meetings, forums and online information sessions.

#### **Objectives**

The following 3 project areas were identified:

1. Connections in the Community- Advocacy Campaign
2. Expert Spotlight (Talks and Discussions)
  - a. Objective 1: To provide a forum to showcase the work of SMC mental health experts.
  - b. Objective 2: To bring awareness to mental health challenges faced by women/girls in SMC.
  - c. Objective 3: To provide education and resources to the CSW and the public regarding priority mental health challenges faced by women/girls in SMC.
3. Resourcing Web page/digital Portal

#### ***Timeline***

*State when the project will begin and end with any other deadlines or important milestone timelines.*

*Connections/Advocacy:*

*2021 Jan-March: Research, Survey, and Interview to identify priority needs, community resources, and opportunities for CSW to impact.*

*2021 April-June: Convene meetings/roundtables with community providers addressing CSW's priority needs to learn how CSW can advocate for and promote access to their services, as well as to inform our “Expert Spotlights”.*

*2021 June-August:: Carry out a promotional campaign for one priority area every through Expert Spotlight, website, flyers, guest presenters to full CSW, ect.]*

*2021 September - December: Evaluate impact and effectiveness of tactics and revise as warranted.*

*2022 Jan-September: Carry out promotional campaigns focusing on one area/quarter.*

*2022 October-December: Evaluate impact/effectiveness and determine if worthy of continuing.*

### **Resources**

*Work group commissioners support convening virtual interviews, roundtables.*

### **Team Responsibilities**

*Include team member's roles and responsibilities on the project.*

*Connection/Advocacy: Cheryl Fama and Marguerite Machen (+Karen Pyles)*

*Expert Spotlights: Nirmala Bandrapalli and Anya Drabkin*

*Communications: Sue Datta and Ellen Tafeen*

*Issue/Problem/Challenge: Women/girls in SMC face significant and specific mental health challenges.*

*State your goal for addressing that issue, problem, challenge.*

**Increase utilization of needed behavioral wellness support, mental health services, coping tools and social connections by increasing awareness and education to remove real and perceived barriers to services.**

*Sentence 3: State your project/solution.*

**Increase CSW members' awareness of the issue and resources  
Increase women and girls awareness of available services through  
advocacy of existing services.  
Remove stigma and perceived barriers through Expert Spotlights, CSW  
website, promoting community provider programs and educational  
opportunities.**

*Sentence 4: Explain how the project/solution will address the issue.*

*See #3 above.*

## Timeline and Milestones:

Activity	Q1 Initiate	Q2 Formulate	Q3 Act	Q4 Learn/Repeat
Connections in the Community	<i>Research, Survey, and Interview to identify priority needs, community resources, and opportunities for CSW to impact.</i>	<i>Convene meetings/roundtables with community providers addressing CSW's priority needs to learn how CSW can advocate for and promote access to their services, as well as to inform our "Expert Spotlights".</i>	<i>Carry out a promotional campaign for one priority area every through Expert Spotlight, website, flyers, guest presenters to full CSW, ect.]</i>	<i>Evaluate impact and effectiveness of tactics and revise as warranted.</i>
Expert Spotlight	<i>Analyze survey data; collaborate with other sub-groups to identify key topics to focus on; begin outreach to potential experts; begin to hone in on the format for spotlight series.</i>	<i>Collaborate with other subgroups to select format for spotlight series; continue outreach to potential speakers; develop evaluation tools for spotlight series; host 1 expert spotlight.</i>	<i>Continue outreach to potential experts; analyze feedback from 1st spotlight and incorporate learnings; host 1 expert spotlight.</i>	<i>Analyze feedback from 2nd spotlight; solicit feedback from CSW; continue outreach to potential experts; assess learnings from Connections/Advocacy group roundtables and forums; evaluate expert spotlights to determine how to revise for 2022 (e.g., topics, format, etc.).</i>
Communication				