Conference Vision

As with any collaboration, planning a Mental Health in Schools conference begins with a vision. The vision in Williamson County began as a broad idea that the community agencies would support ISDs in filling existing gaps in services for youth with the intentional focus of targeting youth through health promotion and prevention/intervention services provided at school.   The idea was to provide adequate services at these phases in order to prevent youth from entering the "deep end" of the system. The vision built on previous learning from the 2009 Williamson County Joint School and Public Health Nurses Conference. At this conference the following model was introduced:

Williamson County

Aligning Our Efforts & Unifying Our Vision

- Promote prevention and healthy development
- Screen and intervene early & appropriately when indicated
- Frontload support to reduce over reliance on deep end services
- Reduce fragmentation and duplication of effort
    - by minimizing the "silo mentality"

    - Maximize the use of financial and human capital

- Braid resources to weave a stronger network of support
- Synergize school and community efforts
- Work collaboratively and proactively;
    - Smarter, not harder!

A second model that was central in formulating the vision for the conference is one that is commonly referred to in our county as "The Upside-down Snowman" (See Attachment 1), which is a diagram from the Center for Mental Health in Schools at UCLA that outlines the Interconnected Systems for Meeting the Needs of All Children.

As we began our planning, we also realized the situation that many ISDs were finding themselves in as funding cuts at the state level forced the elimination and/or reduction of school-based mental health and support services.

Rather than complain about the lack of funding or waiting and hoping that we might influence the next legislative session, we decided to pool our resources and begin developing a coordinated plan to bring community and school together in order to provide better outcomes for students. This effort is on-going in Williamson County.

Williamson County is blessed to have a Mental Health Taskforce made up of community agencies and county officials that meets monthly. Our original discussion for this conference came at a Mental Health Taskforce meeting where we were planning for Suicide Prevention Month (September) while also

discussing school based mental health services that had been eliminated or reduced. We recognized that we needed to offer some targeted training to school personnel along with an "expo" of sorts, informing schools about existing community resources for youth. As many youth were no longer able to receive direct services through the schools, it was clear that the community would need to take the lead in offering the services.

Strategic Social Marketing

Developing a strategic plan for social marketing at the outset is crucial to delivering a quality conference. Several members of the Mental Health Taskforce contributed to the strategic plan for the conference.

Introduced by Philip Kotler and Gerald Zaltman in 1971, the concept of social marketing combines traditional approaches to social change with commercial marketing and advertising techniques. Rather than dictating the way that information is to be conveyed from the top-down, public health professionals are learning to listen to the needs and desires of the target audience themselves and start building the program from there. Social marketing seeks to influence social behaviors, not to the benefit of the marketer but to benefit the target audience and society at large. Like commercial marketing, the primary focus is on the consumer—on learning what people want and need rather than on trying to persuade them to buy what we happen to be producing. This focus on consumer involves in-depth research and constant re-evaluation of every aspect of the program. In fact, research and evaluation together form the very cornerstone of the social marketing process.

PLANNING STEPS

I. Situational analysis – Where are we now?

II. Campaign objectives – What are we trying to do?

      A. Identify the initiative.

      B. Identify the target audience.

      C. Identify resources

            1. Who would do it?

            2. With what $$$?

3. With which partners?

    D. Identify strategies to involve the "consumers" in a MEANINGFUL way.

III. Implementation plan – How are we going to do it?

IV. Evaluation – How will we know if it worked?

TYPICAL SOCIAL MARKETING LOGIC MODEL

In order to help __(specific target audience)__

To do ____(specific behavior)____

We will address ___(specific factors that influence behavior)___

Benefits to promote _____

Costs to lower _____

Product/Service placement _____

Promotional activities and interventions _____

Sources: "What is Social Marketing?" Nedra Klein Weinreich, Social-Marketing.com;

and "A Short Course in Social Marketing" Novartis Foundation.

PLANNING STEPS AS APPLIED TO OUR CONFERENCE

I. Situational analysis – Where are we now?

Schools in Williamson County are fragmented, with no cohesive or synergistic approach to addressing the mental health issues plaguing the county. Too many children who need help are ending up in the juvenile justice system. There are too many suicides.

II. Campaign objectives – What are we trying to do?

1) Grow awareness and understanding of Suicide Prevention strategies/programs
2) Provide specific training in strengthening youth connection to school and community and guiding youth toward increased motivation to make positive changes
3) Build capacity for synergistic school-community collaboration and referral
4) Strengthen county-wide vision and capacity for creating a school/community continuum of health that includes a full range of mental and behavioral health supports
5) Include school representation in developing Williamson County Community Plan (CAPCOG) goals and strategies to support above-mentioned objectives.

A. Identify the initiative.

We want to pull all of the school districts in the county together and introduce them to some of the local service providers in a two-day "Mental Health in Schools Conference". Conference sessions should focus on ways to reverse the flow in the school-to-prison pipeline and be more proactive in meeting the mental health challenges of our children and youth.

B. Identify the target audience.

All 12 WilCo school districts: Assistant principals, Lead counselors, Lead nurses, Special Education Directors, Special Education Parent Liaisons, LSSPs, Central Office Admin staff, SHAC coordinators & members, Site Base Planning Team rep, Master teachers

C. Identify resources

1. Who would do it?

Juvenile Justice Center & WilCo Mental Health Task Force

2. With what $$$?

Task Force grant funds, Strategic partners to fund meals,

Maximize use of local pro bono speakers, Utilize JJC staff & facility

3. With which partners?

>Non-profit and for-profit organizations serving on the MH Task Force that will benefit from the visibility and having access to the school audience

D. Identify strategies to involve the participants in a MEANINGFUL way.

>Interactive sessions, dynamic animated presenters, creative use of media, strategic room arrangement, maximize networking by having breaks and lunch on site, a wide variety of topics, offer *something* for *everyone* in the diverse audience, teach them about CAPCOG funding streams and process for submitting an application, provide a highly informative conference binder.

III. Implementation plan – How are we going to do it?

1. Set date and location. One day or two? (Email superintendents for suggested dates that won't conflict with state testing schedule.)

2. Develop conference agenda and identify guest speakers. (Strategically examine strategies to avoid audience psychological reactance when using local speakers.)

3. Identify target audience. As much as possible, for each district identify some targeted individuals by name & role.

4. Identify potential partners in marketing the conference: Agency folks, CRCG, SpEd Parent Liaisons, etc. (Folks who have skin in the game for moving this forward.)

5. For each targeted audience member, identify barriers to getting full attendance.

6. On an individual basis, formulate a plan to overcome the barriers identified in step 5.

   a) $$ is a selling point: no cost, local training will save on district travel expenses, CAPCOG plan is tied to funding requests put forward at the county level.
   b) Personal emails or phone calls from marketing partners to targeted individuals.

      c)   Develop & share the agenda as a marketing tool. (Which experts/topics will draw them in? Alienate them? Accentuate the CAPCOG funding & free meals!!!)

7. Set plan in place to encourage early registrations. Send registration reminders.

8. Follow up via email or phone messages as needed to encourage a vibrant conference with meaningful representation from all districts.

IV. Evaluation – How will we know if it worked?

1. Does anyone attend? (!) How many attended? Are all 12 school districts represented?

2. Is vibrant participation and networking observed during the conference?

3. Do participants collectively agree to attend a "2nd Annual" conference next year?

4. Do participants volunteer to serve on a Juvenile/Youth Mental Health Sub-Committee of the WilCo MH Task Force?

5. Do participant responses on the conference evaluation forms reflect a high level of satisfaction and appreciation of the material presented?

6. How many WilCo high school teachers take the Kognito At Risk Gatekeeper Training?

7. Do any schools later apply for CAPCOG funding?

8. Are increased school/community interactions about mental health observed or reported post-conference?

(See Attachment 2)

Setting the Date/Agenda Setting

One of the primary steps in planning a Mental Health in Schools conference is scheduling the conference at a time that is workable for the targeted attendees. In selecting the date for the conference, there are a number of factors to consider:

- School holidays

- Student testing dates

- Grading periods

- Schedule the time ranges according to the school day (ex: 8am-3:30pm)

- Schedule around other conferences (TEA, etc.)

- Be aware of district in-service dates

As it was a tedious undertaking to take this into consideration for all 12 school districts within our county, the first step we took was to email all superintendents in the county to ask what dates would work best for their district. While we did not hear back from all ISDs, we were able to come up with a date that worked based on the feedback we received. This email also served as our initial marketing tool to advertise our intentions regarding the conference to the superintendents. It is important that the email be sent well in advance of the conference. In our case, this email was sent in May and the conference dates were set for late October.

Setting the agenda is another major planning step. Using the campaign objectives from our social marketing plan as a guide, we outlined our topics. We focused on evidenced-based practices and research-based initiatives. We made sure to include a focus on "leading with the data" encouraging participants to begin their own strategic planning after collecting and analyzing relevant data from their population. We looked for experts who would provide pro-bono sessions along with state agency representation. We sought out dynamic speakers who would engage the audience. We varied the topics due to the diversity of the attendees including presentations that touched on legal, policy, practice, spirit, and practical aspects of mental health service delivery in schools.

(See Attachment 3 – Conference Agenda)

Budgeting/Pooling Resources

As we had identified funding as a major barrier for the ISDs in attending a conference, we set out to provide this training at no cost to the participants. This was a marketing strategy from the beginning and one that we kept in mind in selecting speakers and looking for sponsors.

All of the speakers provided their services pro-bono or at minimal cost.

On-site meals were provided by conference sponsors.

We accessed grant funding through the Mental Health Taskforce to pay travel and lodging expenses for our keynote speaker who was coming from out of town. This funding also paid for conference binder supplies.

Williamson County Juvenile Services offered to host the training and provide all copied materials for the conference binders along with conference bags.

Through pooling of resources, we were able to accomplish our goals of providing a free training to all participants including free meals and a wealth of take-home resources to take back to their campuses.

None of the contributing agencies/organizations were overburdened financially.

(See Attachment 3 – Conference Budget)

Where to Host/Who To Invite

Finding a central location with adequate training space is a key component to the conference. Choice of location will also depend on how many attendees are targeted. It is recommended that the number of attendees dictate the location rather than limiting your attendees based on space.

For the initial conference, we wanted key representation from all ISDs in the county. We wanted to limit the number of attendees to 60 participants in order to maintain a focus in the room as we only provided one track and were planning on some interactive sessions.

The Juvenile Services Department in Williamson County met these requirements as the location of the Juvenile Justice Center was centrally located in Georgetown, the training room was adequate for the audience and set-up for multimedia for a projector, and because the agency had an existing relationship with the ISDs through the Memorandum of Understanding for the Juvenile Justice Alternative Education Program.

As indicated in our social marketing plan, we targeted participants with varied functions in the school related to mental health service delivery for students. We intentionally brought together Assistant Principals, Lead Counselors, Lead Nurses, Special Education Directors, Special Education Parent Liaisons, LSSPs, Central Office Admin Staff, and School Health Advisory Committee Members among others. In doing this, we hoped to stimulate discussion at multiple levels, hear differing perspectives, and increase interactions both within and among the ISDs involved.

We also invited distinguished guests including members of the Legislative Budget Board and the University of Texas School of Social Work Research.

Community Agency Involvement/ Building the Expo

The key to coordinating a Mental Health in Schools conference is energizing the community to work together for the benefit of the schools and the students. At the time of the planning of this conference, Williamson County had a number of collaboratives that were working toward the vision of the conference already. As mentioned earlier, the primary discussion about starting the conference came out of the Williamson County Mental Health Taskforce.

In 2003, community input led the Williamson County Commissioners Court to appoint a task force of dedicated professionals from the fields of mental health, primary healthcare, social service, law enforcement, and justice who were charged with researching the capacity, functioning, and gaps in Williamson County's mental health system. The committee, known as the Mental Health Task Force, met for the first time in September 2003, and has continued holding monthly meetings ever since. Currently, the Task Force has active participation from two County Commissioners, the Sherriff, District

Attorney, County Attorney, and Williamson County Adult Probation, Williamson County Juvenile Services, Mobile Outreach Team, Crisis Intervention Team, Chief Jail Administrator, Williamson County and Cities Health District, Bluebonnet Trails Community Services, Veterans Services, EMS, local hospitals and emergency departments, school districts, parent advocates, NAMI, and Lone Star Circle of Care, the local Federally Qualified Health Clinic.

As we knew that we had limited time for the conference "expo", we selected agencies/organizations that we felt could best support schools. Many of these agencies were already present at the Mental Health Taskforce, while other agencies who were not at the table were contacted to ask for their participation. Our experience was that everyone approached about assisting with the conference was delighted to have the opportunity to help schools and students.

(See Attachment 4 – Conference Agenda)

Conference Sponsors

As part of our social marketing plan, we decided to provide free meals at the conference.

Key members of the Mental Health Taskforce offered to seek sponsors for on-site breakfasts and lunches:

- Bluebonnet Trails Community Services (local MHA) offered to provide breakfast for both days of the conference.

- The Ranch Achievement Program and Texas NeuroRehab Center provided lunch on Day 1.

- Cedar Crest Hospital & RTC and Starlite Recovery Center provided lunch on Day 2.

As with the other community agencies, the sponsors were excited about the opportunity to speak to the schools about the services available through their organizations.

All sponsors were afforded the opportunity to present about the organization at the conference "expo". We created signage with name and logo of the sponsoring agency to place by the serving tables. Sponsors were also allowed to attend the conference.

Including sponsors enriched the conference, while reducing the financial commitment of the other agencies and organizations involved.

Professional Touches

One of the highest compliments we received in putting on this conference was from our keynote speaker, Donna Black, LSSP. On her way out, Donna mentioned that the Williamson County Mental Health in Schools Conference was one of the more professional conferences that she had attended.

Paying attention to the professional details is key in developing a sense of trust with attendees and in encouraging participants to return for future conferences.

Upon entering the conference, attendees were warmly greeting by Juvenile Services staff members. They were asked to sign in, were given a name badge, and given a bag of resources that included brochures and other take-aways. Also included in the bag was the conference binder. Never underestimate the power of take-aways. All attendees were then directed toward the available breakfast.

Gathering brochures and take-aways begins at the early stages of conference planning. In building the Social Marketing plan, we identified resources to include. We placed on-line orders for free materials from various websites including SAMSHA, CDC, DSHS, the Hogg Foundation and TEA. Through a personal connection, we obtained Suicide Prevention manuals generously donated from Mental Health America of Texas.

As we were planning to provide a great deal of information to the schools, we wanted to make sure that the attendees had all of the reference and resource material they would need to take the learning from the conference back to their campuses. We filled 2" binders with key handouts, copies of all Powerpoint presentations, and a Resources DVD with live links to web-based mental health information.

The Resources DVD was developed using PowerPoint Viewer and contained links to 24 relevant articles. We used this format both to save a few trees and to introduce participants to websites and on-line resources relevant to mental health in schools. (See Attachment 10)

Both the Resources DVD and the conference binder were professionally covered in color print highlighting the conference title along with logos from all participating agencies. (See Attachment 5)

In order to limit technical difficulties during the conference (and to assist with procrastination), speakers were asked to email their Powerpoint presentations ahead of time, approximately one week before the conference. These presentations were loaded onto one document with hyperlinks for easy access in transitioning from one speaker to the next. Speakers were also asked to bring a back-up copy of their Powerpoint presentation.

Community Planning

One of the campaign objectives from the conference was to include school representation in developing the Williamson County Community Plan. Every two years the county submits the Community Plan to the Council of Government -- Williamson County submits to Capital Area Council of Governments (CAPCOG).

The Capital Area Council of Governments (CAPCOG) is a voluntary association including over 90 member governments, cities and counties as well as school districts, chambers of commerce, non-profit agencies, and any other organization that has an interest in regionalism. CAPCOG was established in 1970 under Chapter 391, Local Government Code, and is one of 24 COGS within the State of Texas.

For more than 40 years, CAPCOG's purpose has been to serve as an advocate, planner and coordinator of initiatives that, when undertaken on a regional basis, can be more effective and efficient. CAPCOG

assists the region in recognizing opportunities for cooperation and eliminating unnecessary duplication in the areas of emergency communications, elderly assistance, law enforcement training, criminal justice planning, solid waste reduction, homeland security planning, infrastructure development, transportation planning, and economic development.

At the Williamson County Mental Health in Schools conference, we set up a planning session in order to gather input from the schools in prioritizing community needs as related to mental health and support services in schools.

Activity:

- Break the participants into random small groups by numbering (we decided not to group by ISD in order to have some diversity within each group)

- Using markers and chart paper, have each group identify and write down community needs as related to mental health services in schools

- Ask each group to select a presenter to present to the broader group

- Each group will present and will then post their chart paper on the wall

- Once all groups have presented, pass out 3 colored dot stickers to each participant

- Have all participants individually place their dots next to the prioritized needs on any of the papers that they feel are most important

- Tally the number of dots next to each identified need and create a priority list

(See Attachment 6)

The prioritized needs in Williamson County were utilized in updating the Williamson County Community Plan. In addition, these needs will be used to apply for additional grants and to inform local community agencies about identified school needs.

Conference Feedback

In order to measure our success, we set aside time at the end of the conference to allow participants to provide feedback. We asked that they be honest so that we could continue to refine and improve future conferences. The conference feedback form was tailored to allow for both overall conference feedback as well as feedback on each individual session.

At the conclusion of the conference scores from the feedback forms were tallied. Excerpts of written feedback were collected. Both the scores and written feedback were compiled in a document and presented at the Williamson County Mental Health Taskforce Meeting. (See Attachment 7)

The feedback provided will be utilized to build future conferences.

Video/Photos

In order to promote the importance of the Mental Health in Schools conference and subsequent outcomes, it is important to shoot video and take pictures of the conference. As this was the inaugural conference in Williamson County, we videotaped the majority of the conference. This videotape later yielded clips that were used to create a promotional video for the Mental Health in Schools conference.

One staff member was assigned to take photos throughout the conference, both of participants and presenters. Several of these photos were later used to enrich an article on the conference that was posted by the County Information Officer as well as printed in a local newspaper. (See Attachment 8)

In keeping with the professional nature of the conference, it is important to inform attendees of the video and photo efforts at the outset of the conference, allowing them to opt out if they do not wish to be photographed. Our experience was that none of the participants asked to be left out of this process.

Post-Conference

Once the conference has concluded, there are several immediate tasks that are required to neatly tie up the conference. Thanking and recognizing all of those involved with the planning and production of the conference comes first. This is best done in person, but may also be done through thank-you cards, phone calls, and emails. Thanking the participants for their active participation is also recommended – this is best done in a mass email. In doing this, you also provide the participants with the email addressed of other attendees and can summarize the learning experience in your own words.

In order to continue to build on momentum from the conference and to remind participants of opportunities, we are now sending monthly emails to the distribution list highlighting news and providing updates and resources related to the topics presented at the conference.

Outcomes/Evaluation

As we write this toolkit, we are several months out from our 1st Annual Mental Health in Schools Conference in Williamson County. We would like to share some of the outcomes from the conference that we have seen to date:

- 70 participants (several attended only one day) attended the conference including representation from all 12 ISDs within Williamson County

- Participants were actively engaged during the conference as evidenced in our conference video and feedback from the conference evaluations

- 29 conference participants volunteered to serve on a youth-focused subcommittee of the Williamson County Mental Health Taskforce

- Conference evaluation forms reflect a high level of satisfaction and appreciation of the material presented (See Attachment 7)

- Following the conference, 309 Williamson County educators and 135 Juvenile Services staff members (total of 444) completed the web-based interactive training introduced at the conference – Kognito At-Risk Gatekeeper Training (See Attachment 9)

- One ISD in the county is pursuing grant funding through CAPCOG

- Several ISD personnel have expressed interest in partnering with Juvenile Services for training in Motivational Interviewing and one district has requested follow-up Developmental Assets training.

- The formulation of the youth-focused subcommittee of the Williamson County Mental Health Taskforce helped strengthen a county-wide proposal for training and technical assistance from the Health and Human Services Commission in developing a System of Care

Attachment 1

Get cleaned-up copy from Dave of Upside Down snowman …

First Annual Williamson County School-Based Mental Health Conference* – Strategic Social Marketing Plan

Conference Objectives:

1. Get targeted representation from all WilCo school districts. Goal 50 in attendance.
2. Grow awareness and understanding of suicide prevention strategies. Market county-wide At Risk "Gatekeeper Training" for high school educators.
3. Build capacity for synergistic school-community collaboration & referral.
4. Strengthen county-wide vision and capacity for creating a school/community continuum of health that includes a full range of mental & behavioral health supports.
5. Include schools in developing WilCo CAPCOG goals and potential strategies to support the above objectives.

Planning steps:

9. Set date and location. (Email superintendents for suggested dates that won't conflict with state testing schedule.)
10. Develop conference agenda and identify guest speakers. (Strategically examine strategies to avoid audience psychological reactance when using local speakers.)
11. Identify target audience. As much as possible, for each district identify some targeted individuals by name & role.
12. Identify potential partners in marketing the conference: Agency folks, CRCG, SpEd Parent Liaisons, etc. (Folks who have skin in the game for moving this forward.)
13. For each targeted audience member, identify barriers to getting full attendance.
14. On an individual basis, formulate a plan to overcome the barriers identified in step 3.
    a) $$ is a selling point: no cost, local training will save on district travel expenses, CAPCOG plan is tied to funding requests put forward at the county level.
    b) Personal emails or phone calls from marketing partners to targeted individuals.
    c) Develop & share the agenda as a marketing tool. (Which experts/topics will draw them in? Alienate them? Accentuate the CAPCOG funding & free meals!!!)
15. Set plan in place to encourage early registrations. Send registration reminders.
16. Follow up via email or phone messages as needed to encourage a vibrant conference with meaningful representation from all districts.

THE TARGETED WHO:	IDENTIFIED BARRIERS:	SOLUTIONS & STRATEGIES TO OVERCOME BARRIERS:
Principals	$$, Time, seeing this as a priority	Confer with district parent liaisons as possible. Send personal letter Re: import of CAPCOG planning?
Assistant principals	$$, Time, getting approval for 2 days	Confer with district parent liaisons as possible.
Lead counselors	$$, Time, getting approval for 2 days	Confer with district parent liaisons as possible.
Lead nurses	$$, Time, getting sub & approval	WilCo Health District will know... Ask Bride Roberts or Cynthia Guerrero.
Special Education Parent Liaisons	$$, Time, seeing this as a priority	Pull them in as planning & marketing partners

LSSPs	$$, Time, getting approval for 2 days	Confer with district parent liaisons as possible.
Central Office Admin staff	$$, Time, otherwise preoccupied	Confer with district parent liaisons as possible.
SHAC coordinators & members	$$, Time, identifying which ones	Possible to identify SHAC Coordinators by district? WilCo Health District will know!
Special Education Directors	$$, Time, seeing this as a priority	Identify and invite them all. SpEd has role in children's mental health issues!!!
Site Base Planning Team rep	$$, Time, identifying which ones	Look for posted plans on district websites. Confer with parent liaisons.
Master teachers	$$, Time, can't get sub approval	Confer with district parent liaisons as possible.
School Board members?	$$, Time, identifying which ones	Example: Scott Alarcon: Health Foundation, GISD School Board, LSCC Board
Misc. Student Support personnel – Varies by district	$$, Time, identifying & connecting with right folks	Confer with district parent liaisons as possible. They are closest to representing the consumer perspective here.
Targeted community members?	Availability of spaces at conference = 60. Invite on space available basis only.	Agency board members & other policy influencers who cross silos like Scott Alarcon or Barbara Brightwell. Key agency employees involved in children's mental health.

Thoughts on avoiding psychological reactance to WilCo speakers:

1. Leslie Janca & TGP team - Georgetown
2. Su Mohr from WWHS – RRISD
3. Leander???
4. Can you invite one counseling group and not include them all? Other thoughts???... Perhaps doing a half & half "Expo", where some providers do a display & give out contact info at tables in the hall while major players are given seven to ten minutes to do a presentation. It would be one way to consolidate time & minimize chances of going way over schedule. [We ended up giving them all ten minutes.]

Brainstormed List Of Organizations & Agencies to Take Part In the "Expo"

1. Williamson County Juvenile Services (Diversion) – Dave Murray, Doug Hundemer
2. Bluebonnet Trails Community Services – Andrea Richardson, Hollie Chenault
3. Lone Star Circle of Care – Greg Jensen
4. Mobile Outreach Team/Crisis Intervention Team – Annie Burwell (mention WilCo MH website), Dylan Peeples (mention MH First Aid Training)
5. Lifesteps – Efrain Davila
6. Williamson County and Cities health District - Cynthia Guerrero – WCCHD restructuring in brief
7. Community Resource Coordination Group (CRCG) – Who are current members? Process for bringing families to them?
8. Starlite – Darcelle Grounds
9. Net Connection
10. GEN Austin
11. Seton Shoal Creek (new youth beds, intensive outpatient treatment)
12. Texas Challenge Academy

Brainstormed Handouts to Include In the Conference Binders:

1. Handouts used at WilCo Nurses Conference
   a) Interconnected Systems of Student Support (Adelman & Taylor)
   b) WilCo school data tables
   c) Working toward a shared vision list
2. TxCEDS arrow enlarged
3. Copies of all powerpoint presentations
4. Suicide handouts (TX stats & facts)
5. Suicide Hotline handouts & promotional inserts
6. Mental Health America promotional inserts on At Risk Gatekeeper Training
7. Mental Health Recovery tri-fold from SAMHSA
8. Language Matters tri-fold from the Hogg Foundation
9. A one pager on School Health Advisory Councils from TEA/DSHS
10. Developmental Assets handouts from The Georgetown Project/Search Institute
11. CDC booklet on "School Connectedness"
12. List of contact info for all "Expo" presenters
13. List of members on WilCo MH Task Force
14. Info sheet on CAPCOG
15. A Resources DVD with live links to web-based mental health information

Conference Schedule:

Thursday October 27th

Conference Registration
7:00am – 8:00 am

Coffee and Breakfast Items provided by Bluebonnet Trails Community Services

Topic	Presenter(s)	Start	Finish
Welcome	Matt Smith, Director of Mental Health Services Williamson County Juvenile Services	8:00 am	8:10 am
"Diverting the School to Prison Pipeline"	Matt Smith, Director of Mental Health Services Williamson County Juvenile Services	8:10 am	8:50 am
BREAK			
Keynote: "Developing a Shared Vision" TxCEDS presentation + Aligning Our Efforts Video	Donna Black, LSSP, Educational Consultant Former Lead of TEA's TxCEDS Initiative	9:00 am	10:00 am
BREAK			
"Promoting Positive Youth Development Through the 40 Developmental Assets"	Leslie Janca, Dr. Gene Davenport, Carey Thornell The Georgetown Project Asset Ambassadors	10:10 am	12:00 pm
LUNCH ON-SITE *Provided by Texas NeuroRehab and the Ranch Achievement Program*			
Youth Suicide Prevention	Heather Ledbetter, LBSW-IPR The Jason Foundation	1:00 pm	2:00 pm
Mental Health Training/Resources – Motivational Interviewing, Kognito Gatekeeper Training, Mental Health Recovery, Southwestern University Community Resources Manual	Matt Smith, LPC-S Director of Mental Health Services Williamson County Juvenile Services Dave Murray, Training and Diversion Coordinator Williamson County Juvenile Services	2:00 pm	2:30 pm
BREAK			
Seeking Out MH Resources for Students	Su Mohr, LCDC	2:45 pm	3:30 pm
Adjourn			

| Friday October 28th			
Conference Registration **7:00am – 8:00 am** *Coffee and Breakfast Items provided by Bluebonnet Trails Community Services*			
Topic	**Presenter(s)**	**Start**	**Finish**
Creating a Successful Learning Environment Disruptive Behavior: Changing the Negative Into Positive	Barbara L. Fountain, LPC, NCC, Department of State Health Services Mental Health and Substance Abuse Division Child & Adolescent Services Unit	8:00 am	10:00 am
BREAK			
County Mental Health Expo	Special Ed Parent Liaisons WCJS Diversion Lifesteps STARRY Bluebonnet Trails Community Services Lone Star Circle of Care Community Resource Coordination Group MOT/CIT Hope Alliance Starlite Recovery Center Texas NeuroRehab Center/Ranch Achievement Cedar Crest Hospital & RTC Q&A	10:00 am	12:30 pm
LUNCH ON-SITE *Provided by Starlite Recovery Center and Cedar Crest Hospital & RTC*			
CAPCOG PLANNING SESSION	Kathy Pierce, Executive Assistant to the Williamson County Commissioner of Precinct 2; WilCo Mental Health Task Force Chair	1:30 pm	3:00 pm
Conference Evaluation & Debrief		3:00 pm	3:30 pm

Attachment 4

CONFERENCE BUDGET WORKSHEET:

Category	Details	Agency/Funding Source	Cost
Mileage (.555) – state rate Keynote speaker	Round Trip from home to hotel: 304miles Hotel to facility RT (23 miles) * 2: 46 miles Travel to Meals: 20 miles Total Miles: 370 miles	MH Transformation Grant	$205.35
Overnight per diem ($40) Keynote speaker	2 days	MH Transformation Grant	$80
Overnight Lodging 10/26 Keynote speaker	Hampton Inn – Round Rock	MH Transformation Grant	$117.52
2" Binders (qty 70)	Conference Binder	MH Transformation Grant	$237.30
Dividers (qty 70)	Conference Binder	MH Transformation Grant	$250.00
Name Badges	Conference Binder	MH Transformation Grant	$ 20.39
Writing pens – black (70)	Conference Binder	MH Transformation Grant	$ 7.49
Small legal pads (70)	Conference Binder	MH Transformation Grant	$ 86.90
Binder Inserts (professional) 70 front 70 side	Conference Binder	Juvenile Services	
Copy Paper	Conference Binder	Juvenile Services	$159.96
Conference bags (70)	Conference Bag	Juvenile Services	$ 69.30
Breakfast – 2 days (140)	On-site continental breakfast with muffins, coffee, fruit, and juice	Bluebonnet Trails (sponsor)	N/A
Lunch – Day 1 (70)	On-site lunch with pizza and salad, iced tea and soft drinks	Tx. NeuroRehab & The Ranch (sponsor)	N/A
Lunch – Day 2 (70)	On-site lunch with sub sandwiches, veggie trays, chips, fruit, iced tea and soft drinks	Cedar Crest & Starlite Recovery (sponsor)	N/A

Attachment 5
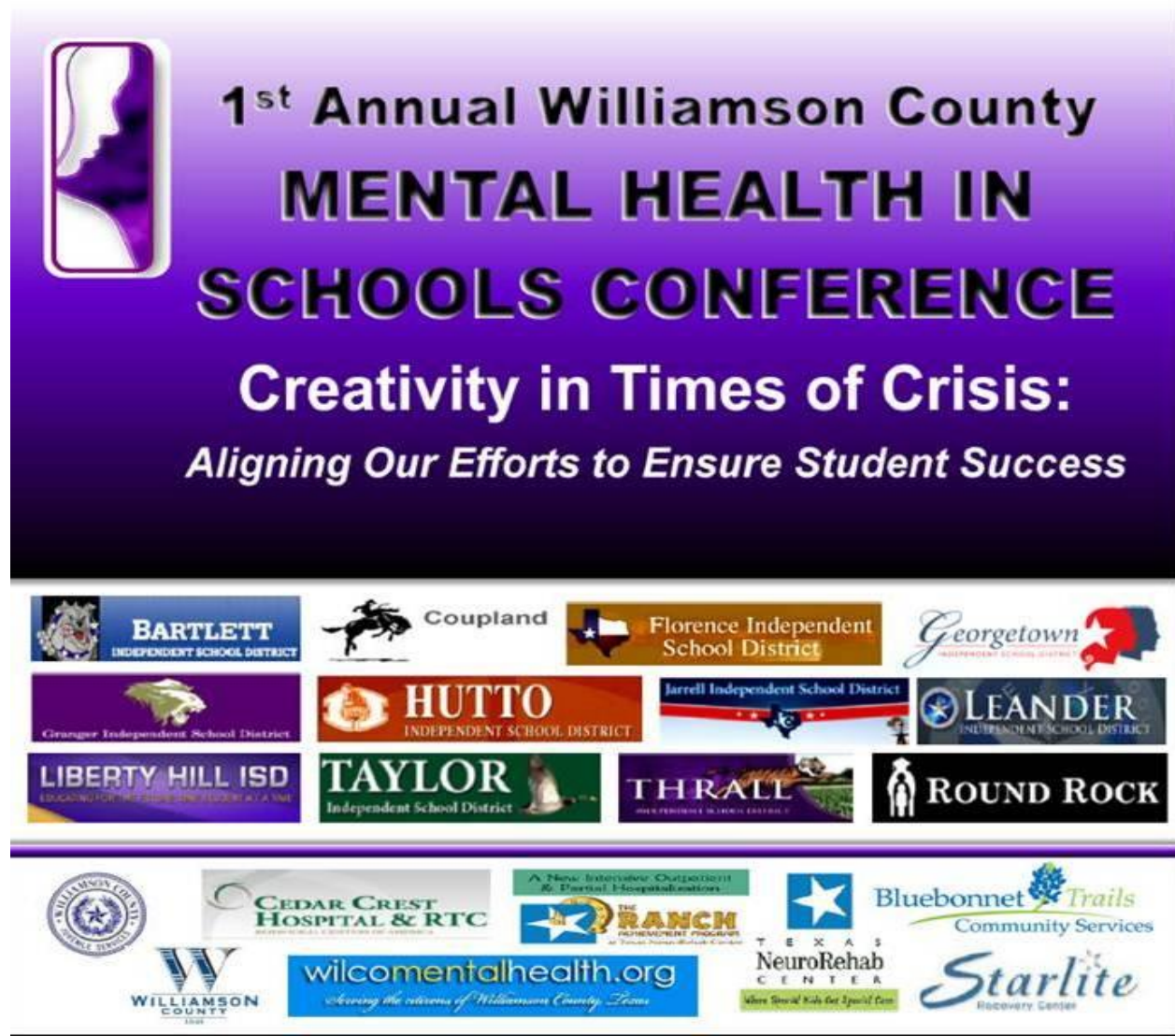
Binder Cover
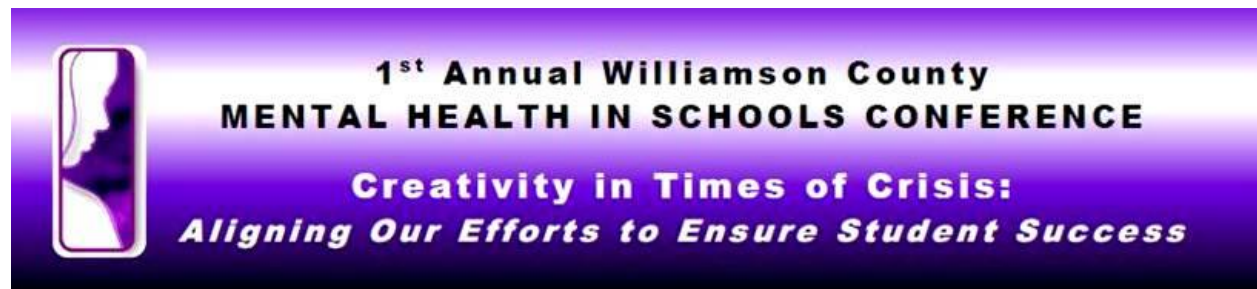
Binder Side

MENTAL HEALTH IN SCHOOLS CONFERENCE -- IDENTIFIED NEEDS PRIORITIZED:

School Health Centers – Collaboration of ISDs/Providers	12
Mental Health Professional Education (ISDs)	12
Substance Abuse – Rural Areas	10
Public Transportation	10
Mental Health Task Force for ISDs and Community	10
Sharing and Mapping	9
Parent Training	6
Strategies for parent (Pre-K-2nd)	5
STARRY Expand to West	4
Mental Health Courts	4
County Wide ISD Collaboration –	
Pooling Funds to support services for everyone	4
Counseling Interns	3
Family Involvement	2
Homeless Shelters	2
Expand Mobile Outreach	2
Parent Support Group – Early Intervention	1
Care System Collaboration --	
Sharing information & Transitioning Returns	1
Teen Pregnancy	1
Minority/Bilingual Liaisons	1

Transitional Support for Mobile Kids	1
Multi-disciplinary team meetings in schools	0
Education for students to identify their needs	0
Psychiatric/Detox – In Patient	0
Confidentiality Professional Education in ISDs	0
Funding for Community Services in Schools	0
Children Support Groups	0
Counseling in YMCA	0
Faith Based Programming	0
School Based Groups	0

CONFERENCE EVALUATION/FEEDBACK

Creativity in Times of Crisis:

Aligning Our Efforts to Improve Student Success

Oct. 27 & 28, 2011

Email received from a Behavior Support Specialist, 11/3/2011:

I wanted to take a moment to thank you and your team for putting together such an amazing conference. I can't tell you how much I appreciated the information shared and the opportunity to learn about and influence such a critical topic. I have already been able to better serve some of our families here in RRISD by connecting them to resources learned about last week. I made contacts with several participants who have been fantastic resources for ideas and inspiration for improving our own programs as well. Additionally, I've been able to share what I learned with several of my colleagues so that we can improve our systems for serving families in RRISD. I am excited about the opportunity to be a part of the ongoing process for improving collaboration between community services and public schools!

Excerpted from an email sent by a community-based consultant, 11/4/2011:

The ripples of hope and understanding from your School Mental Health Conference are swiftly spreading around Central Texas! At the HDUG (Health Data Users Group) meeting yesterday I saw Mary McKenna, Annie Burwell, and school safety/nurse people from RRISD and Leander ISD. They were full of praise for the school mental health conference (spent a while reporting out to others present from Williamson County and Cities Health District, Travis County, and TAMU Health Science Center), and specifically asked David Bastis & Katie Arnold to reach out more directly to rural Williamson County school administrators (Florence, Granger, Hutto, etc.) to participate in HDUG because they need to be connected to the data we regularly discuss!

Excerpted from email sent by an elementary school counselor, 11/7/2011:

I really want to thank you for hosting this conference and especially for your vision for the county mental health needs. I have been able to take back so much hope to my campus and to others who hold the same concerns for the future of mental health in Williamson County. I just want to thank you for your time, energy, expertise and vision as we all consider options for mental health in Williamson County!! The conference was very easy to understand and to

take back to our campus. It makes sense and so the info I have had the opportunity to share has been very well received. Thank you so very much!!

Comment from a senior district-level administrator, 10/28/11:

I plan to continue to work with campus administrators, executive directors, etc. to develop an increased awareness in the need to "look" at at-risk students in a different way. Also, I need to address current situation differently. I need to look at disciplinary situations that come before me through the lens you have given me at this conference. This information is not new – we just have to become MORE aware of what we do to exacerbate the problem and the need to do something different!

Conference Evaluation Responses: INDIVIDUAL PRESENTATION RATINGS

Day One 59 attended; Day Two 56 attended

32 evaluation forms returned

Diverting the School to Prison Pipeline – Matt Smith, WilCo Juvenile Justice

	Poor	Fair	Good	Excellent
General organization, content, activities of session: Excellent	Poor	Fair	6 Good	25
Overall relevance and application of session to my job: Excellent	Poor	Fair	7 Good	23

Developing a Shared Vision – Donna Black, LSSP

	Poor	Fair	Good	Excellent
General organization, content, activities of session: Excellent	1 Poor	4 Fair	11 Good	16
Overall relevance and application of session to my job: Excellent	Poor	1 Fair	17 Good	15

40 Developmental Assets – The Georgetown Project Asset Ambassadors

	Poor	Fair	Good	Excellent
General organization, content, activities of session:	Poor	Fair	4 Good	27
Overall relevance and application of session to my job:	Poor	Fair	3 Good	28

Youth Suicide Prevention – Heather Ledbetter, LBSW-IPR, The Jason Foundation

	Poor	Fair	Good	Excellent
General organization, content, activities of session:	Poor	2 Fair	12 Good	21
Overall relevance and application of session to my job:	Poor	1 Fair	9 Good	20

Mental Health Training Resources – Matt Smith, Dave Murray, WilCo Juvenile Justice

	Poor	Fair	Good	Excellent
General organization, content, activities of session:	Poor	Fair	8 Good	21
Overall relevance and application of session to my job:	Poor	Fair	7 Good	22

Aligning Mental Health Resources – Su Mohr, LCDC, 10th Step Counseling

	Poor	Fair	Good	Excellent
General organization, content, activities of session:	Poor	3 Fair	5 Good	20
Overall relevance and application of session to my job:	Poor	3 Fair	5 Good	20

Creating a Successful Learning Environment – Barbara Fountain, DSHS

General organization, content, activities of session: Excellent	Poor	3 Fair	8 Good	18
Overall relevance and application of session to my job: Excellent	Poor	3 Fair	7 Good	19

County Mental Health Expo – Various presenters

General organization, content, activities of session: Excellent	Poor	Fair	6 Good	21
Overall relevance and application of session to my job: Excellent	Poor	Fair	3 Good	24

CAPCOG Community Planning Session – Kathy Pierce, WilCo Mental Health Task Force

General organization, content, activities of session: Excellent	Poor	Fair	4 Good	10
Overall relevance and application of session to my job: Excellent	Poor	1 Fair	1 Good	12

SELECTED COMMENTS FROM CONFERENCE EVALUATION FORMS:

One thing I learned from this training was:

- I could be doing more than I am!
- There is such a need for more collaboration among districts.
- I learned so much! The greatest thing was the school to prison pipeline & all the resources available. Being from Florence, which is small and furthest west for Williamson County, I have felt like we have few resources. I don't feel that way anymore.
- I learned about the Asset approach framework**!** Love the philosophy**!**
- Mental health issues are out of control. Changes must be made to the system to address needs at an early age.
- There are many people with the same concerns that serve in different capacities that have the same vision to help our kids.
- Everyone present is passionate about children and providing more consistent & quality supports for parents – we just lack a consistent venue to share and contribute ideas across school districts & service providers.
- How to help families access community mental health resources, and when & how to access crisis services.
- Just how much help was available for those in need for their problems/difficulties.
- 1) TX School Based Social/Emotional Wellness Model; 2) Law changes; 3) The Asset Approach; 4) The Resources – Excellent!
- Knowing who to call for what.
- Some myths about suicide – WOW
- I learned just how many services are available!
- Correlation between discipline referrals/psychological or Serious Emotional Disturbance and prison... How this path can be started very early in a child's life. Interventions can short circuit this process.
- Learned a lot about local agencies and supports that I can access.
- 40 Developmental Assets.
- Overwhelmingly sad statistics.
- Tons of new resource info for parents/staff
- Suicide and mental health is not being addressed the way it needs to be. It is overlooked.
- My favorite thing was the At-Risk computer program. The Jason Foundation curriculum is something I will be looking into when I get back to my campus.
- Barbara Fountain's presentation was extremely helpful. The information is valuable and will be passed along to the teachers in my district.
- Contacts for community resources & how to work on getting Communities in Schools on a campus in our district.
- Resources available!
- We need to continue to put this information out to people until we are able to get the resources placed properly. There is a great need to reevaluate the placement of current resources in schools.

I plan to apply this training to my job in the following way/s:

- I plan to train teachers and parents on the 40 developmental assets & suicide prevention training. Plus I will have more resources for my school & parents when needed.
- Move toward consistent parent education services.
- Review info with counselors & Asst. Principals. We need to work together far more intensely to provide services & interventions prior to DAEP.
- Investing more time with elementary/secondary Disciplinary Alternative Education Programs.
- Become involved in encouraging our district to embrace, investigate, & provide supports on a universal level for students & teachers.
- Train staff to better handle students who display signs [of suicide].
- By listening and paying serious attention to their [distressed students'] complaints about whatever is bothering them.
- Joining in on Community Resource Coordination Group & getting Communities in Schools in our district.
- Suicide resources are excellent – teacher training using Gatekeeper; Guide to Public Services CD.
- Taking training back to campus. Use the 40 developmental assets more consistently. Continue to advocate for our kids and reach to more knowing how to now better use the data.
- Share info with the staff and parents!
- I plan to have a staff meeting with the counseling department.
- I am going to present this information to my school administrators.

I plan to apply this training to my job in the following way/s (continued):

- Crisis intervention improvement, education of parents on accessing resources, communicating with community, resources for more wraparound.
- District special ed website improvements, CRCG staffings
- Better utilize outside resources in my role at my ISD.
- Research. Initiate. Slowly integrate.
- Knowledge to help build children's self worth.
- Bring back the notes and presentations from speakers & peers to my department so we can begin utilizing new ways of educating & modeling for school staff & parents.
- Sharing information with my staff; Working more intensively with students
- Continue to work w/ campus administrators, executive directors, etc. to develop an increased awareness on the need to look at at-risk students in a different way. Also need to address current situation differently. I need to look at disciplinary situations that come before me through the lens you have given me at this conference. This information is not new – we just have to become MORE aware of what we do to exacerbate the problem and the need to do something different!
- I will use the assets actively and pass along to the PBIS committee at my school.
- Using the resources to connect families with appropriate services & resources.
- As a counselor, where to refer students and families.
- [To inform my work with the] Mental Health Task Force.
- Teaching others about developmental assets.
- Share resources with my staff of 64.
- Train other educators in my district with info from many of the presenters.
- To advocate for mental health in schools through my school health advisory council.

Suggestions for improvement to THIS training:

- Nothing needed – This session was excellent!
- This was excellent.
- Excellent
- Great job! Looking forward to the 2nd Annual...
- It was great! Make sure you have Barbara Fountain back. :-)
- Access to powerpoint presentations online to share information with staff and parents!
- Be more clear about which services are free and which are not.
- Testimonials. Brochure. Website.
- A more in depth mental health expo.
- More of them. The more we share, the more we reach.
- It was great!
- Can't think of anything!
- Excellent! Please do this again.
- I feel that the topics presented were great. They were relevant to my current situation in schools.

Suggestions for FUTURE presentation topics:

- Excellent topic selection.
- How to deal with 13-14 yr. old pregnant girls.
- Parent training specifics for parents of elementary students.
- Special issues of high needs adopted children.
- Grandparents raising grandchildren.
- Single parent family issues.
- 1st time low income families.
- Specifics on interventions related to various mental illnesses.
- Addressing aggressive & violent behavior in schools once it is occurring.
- Examples of wraparound services in action... blueprints coming from successes...
- Substance abuse, Teen pregnancy, Self esteem/sex education
- Substance abuse programs... example: PDAP program.
- How can we expand our services in nursing & counseling to after hours for kids and in summer? If there is no school there seems to be no service for these kids because of transportation, parent support, etc.

Suggestions for FUTURE presentation topics (continued):

- What we're actually doing that works. Expo info was invaluable.
- Employee/staff mental/behavioral health issues.
- Use of Teen Screen in schools.
- Focusing in on a specific mental health disorder and/or dilemma so that we can deepen into the topics rather than surface level topics.
- Behavior management.
- More on mental health implementation.
- School Health Centers.

- More LPCs in private practice to speak. I really enjoyed Ms. Fountain's presentation and how she conveyed her passion in a strong yet competent manner.
- How to obtain SAMHSA grant for Williamson County.
- Research grants and how to write applications.
- Mental Health First Aid.
- How to train nurses on assisting with the mental health process.
- Reaching minority/bilingual families.
- Send out (via email perhaps) a questionnaire or some sort of reminder of the issues presented at this conference to keep them in the front part of my brain – We cannot overlook and forget! Ask for feedback from participants.

Are you interested in attending future trainings like this conference?

30 Yes 1 No 1 Left blank

Are you interested in serving in a collaborative effort that will help schools and communities connect resources as well as plan future conferences?

22 Yes 3 No 7 Left blank

Additional comments/suggestions:

- I am personally motivated & renewed, taking away some tools I can personally use with my students & to support my teachers. I no longer feel isolated & alone. I am now connected and aware of many resources that can help my students!
- I made many connections through this training. Met many people I did not know.
- Thanks, I learned A LOT! Awesome.
- Thank you for doing this!
- Great conference – both days.
- Excellent! Perfect!
- This was great!
- Great conference!
- Excellent
- I really enjoyed this conference. It was very well put together. It flowed very well.
  I love the resources. Thank you! It was a great conference and very helpful. Food was fabulous! Thank you

NEWS RELEASE

Contact: Connie Watson   FOR IMMEDIATE RELEASE

                512-943-1663 (office)

                512-844-3542 (cell)

WILLIAMSON COUNTY JUVENILE SERVICES HOSTS FIRST *MENTAL HEALTH IN SCHOOLS* CONFERENCE

November 2, 2011 (Williamson County, TX) –Williamson County Juvenile Services Department in coordination with the Williamson Count y Mental Health Task force hosted the first ever Williamson County Mental Health in Schools conference at the Juvenile Justice Center in Georgetown last week. The conference, titled "Creativity in Times of Crisis: Aligning Our

Efforts to Improve Student Success", focused on coordinating efforts among school districts, community organizations, and agencies to strengthen the county-wide continuum of care for students with mental health needs.

Approximately 70 school professionals participated in the conference with representation from all 12 school districts within the county. Training topics included Diverting the School to Prison Pipeline, Developing a Shared Vision, 40 Developmental Assets, Youth Suicide Prevention, Mental Health Training Resources, and Creating a Successful Learning Environment. On Friday, 13 community agencies participated in an "Expo" talking to schools about programming and services available to support students and families. Expo presenters included conference sponsors Bluebonnet Trails Community Services, Texas NeuroRehab Center and the Ranch Achievement Program,

Starlite Recovery Center, and Cedar Crest Hospital & RTC among others. The conference concluded with all participants collectively identifying barriers to student success and prioritizing needs in the community related to mental health services.

Linda Frasher Meigs, a child and mental health advocate, and Williamson County Juvenile Services Assistant Chief Matt Smith co-led the conference and were pleased with the outcomes.

"It is truly amazing to see the number and variety of dedicated professionals in the schools and the community working to help youth in need," stated Mr. Smith at the conclusion of the conference. "Though our state mental health system is in crisis, we are blessed in this county to have a vast array of services and opportunities for youth. Our task now is to continue to collaborate and coordinate so that we can make the most efficient use of our resources and continue to build capacity – this conference was a first step in that direction."

School professionals in attendance were appreciative of the opportunity to learn and connect with others, excited to discover how many services already are available, and motivated and renewed to have tools to take away and use with students. Conference presenters, including Su Folts Mohr, LCDC, also expressed appreciation for being included in such a "tide-turning professional event."

Next steps include the development of a regularly occurring venue for schools and community to come together and exchange information including plans to continue a county-wide Mental Health in Schools conference on an annual basis.

Keynote Speaker Donna Black, LSSP trains participants in *Developing a Shared Vision*.

Juvenile Services Asst. Chief Matt Smith trains participants in *Diverting the School to Prison Pipeline*.

Gatekeeper Training Simulations
Introducing *At-Risk Training*
for Texas Public High School Educators Only
An interactive training simulation to build skills and confidence
to identify and refer students in psychological distress

According to a CDC study, 14.5% of high school students had seriously considered suicide in the previous 12 months. Anxiety, depression, thoughts of suicide, and substance abuse are an unfortunate part of many high school students lives. Educators can play an important role in ensuring these students are referred and receive the professional help they need.

This unique, free, online course provides a virtual practice environment where teachers can engage in conversations with emotionally responsive student avatars so you are better prepared to handle similar situations in real-life. Upon course completion, educators will receive a certificate with one-hour CPE credit from the Texas Education Agency available to print.

Texas Public High School Faculty May Access the Course at:

www.MHATexas.org

If you have any questions, or are not affiliated with a Texas public high school, please contact:
Mary Ellen Nudd, Mental Health America of Texas, menudd@MHATexas.org
Thank you for helping create a safe and supportive environment
for yourself, your colleagues and Texas students.
    Please ask your Technology Department to unblock the training site.

Attachment 10

RESOURCES CD LINKS:

1. Breaking School Rules: A Statewide Study of How School Discipline Relates to Student Success and Juvenile justice Involvement http://justicecenter.csg.org/resources/juveniles
2. Fact Sheet on Strama's HB 968 http://www.criminaljusticecoalition.org/files/userfiles/HB_968_Fact_Sheet_(clarify_expulsion)_FINAL.pdf
3. Texas Collaborative for Emotional Development in Schools http://www.txceds.org/
4. Texas Behavior Support Initiative http://www.txbehaviorsupport.org/
5. Response to Intervention Behavior Support http://www.pbis.org/school/rti.aspx
6. The Georgetown Project http://www.georgetownproject.com/
7. Log in page for Kognito Gatekeeper Training for High School Educators https://tx-arht.kognito.com/loginpage.php
8. Southwestern University Guide to Social and Public Services for Williamson, Travis and Bell Counties http://www.southwestern.edu/live/files/1365-npo-guide-feb-2011
9. List of National Resource Centers from schoolmentalhealth.org http://www.schoolmentalhealth.org/Resources/GenRes/GenRes.html
10. UCLA Center for Mental Health in Schools http://smhp.psych.ucla.edu/quicksearch.htm
11. NASP Online for Educators http://www.nasponline.org/educators/index.aspx
12. Texas Education Agency It's Time School Summit Coordinated School Health Guide 2011-2012 http://dev.activelifemovement.org/sites/default/files/summit_presentations/Road%20Map%20Booklet%20with%20Instructions.pdf

13. Texas Coordinated School Health Goals 2011-2012 - Marissa Rathbone of TX Education Agency (video) http://www.youtube.com/watch?v=qVkNunf3-Is&feature=youtu.be

14. 2011 It's Time School Summit Presentations http://www.activelifehq.org/2011-its-time-school-summit-presentations

15. DSHS School Health Advisory Council (SHAC) Guide for Texas School Districts http://www.dshs.state.tx.us/schoolhealth/sdhac.shtm

16. DSHS Friday Beat http://www.dshs.state.tx.us/schoolhealth/fridaybeat.shtm
17. The Healthy School Communities Model - Aligning Health & Education in the School Setting http://www.ascd.org/ASCD/pdf/siteASCD/publications/Aligning-Health-Education.pdf

18. Safe&SupportedED—Ed.gov Safe and Supportive Schools News Bulletin http://www2.ed.gov/news/newsletters/listserv/preventioned.html

19. TX Unified School Safety Standards http://www.txssc.txstate.edu/K12/standards
20. Texas School-Based Behavioral Health Survey: Results and Recommendations http://www.mhtransformation.org/documents/pdf/sbbh/SBBH_Report_FINAL_10.2.09.pdf