

# Prevention Strategies to Promote Behavioral Health Equity

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**BE D·B·H·D·D**

Georgia Department of Behavioral Health & Developmental Disabilities

**Jill D. Mays, MS, LPC**

**Director, Office of Behavioral Health  
Prevention and Federal Grants**

**August 23, 2021**



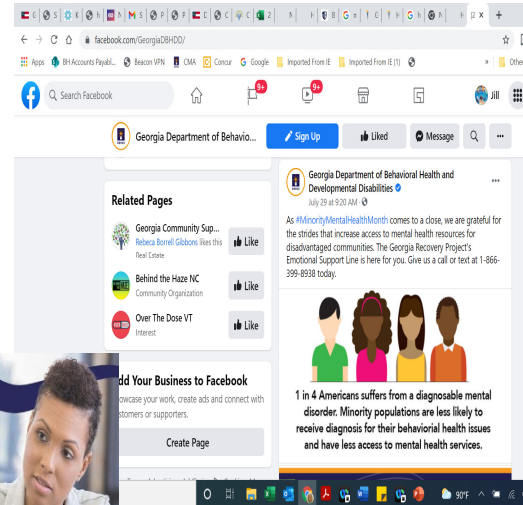
“Diversity is being invited to the party;  
inclusion is being asked to dance.”

~ Verna Myers, Author and speaker (b. 5 Apr 1960)

# The Importance of Cultural Responsivity/Diversity, Equity, and Inclusion in Prevention Services



**“IF I knew you were coming. . .”**



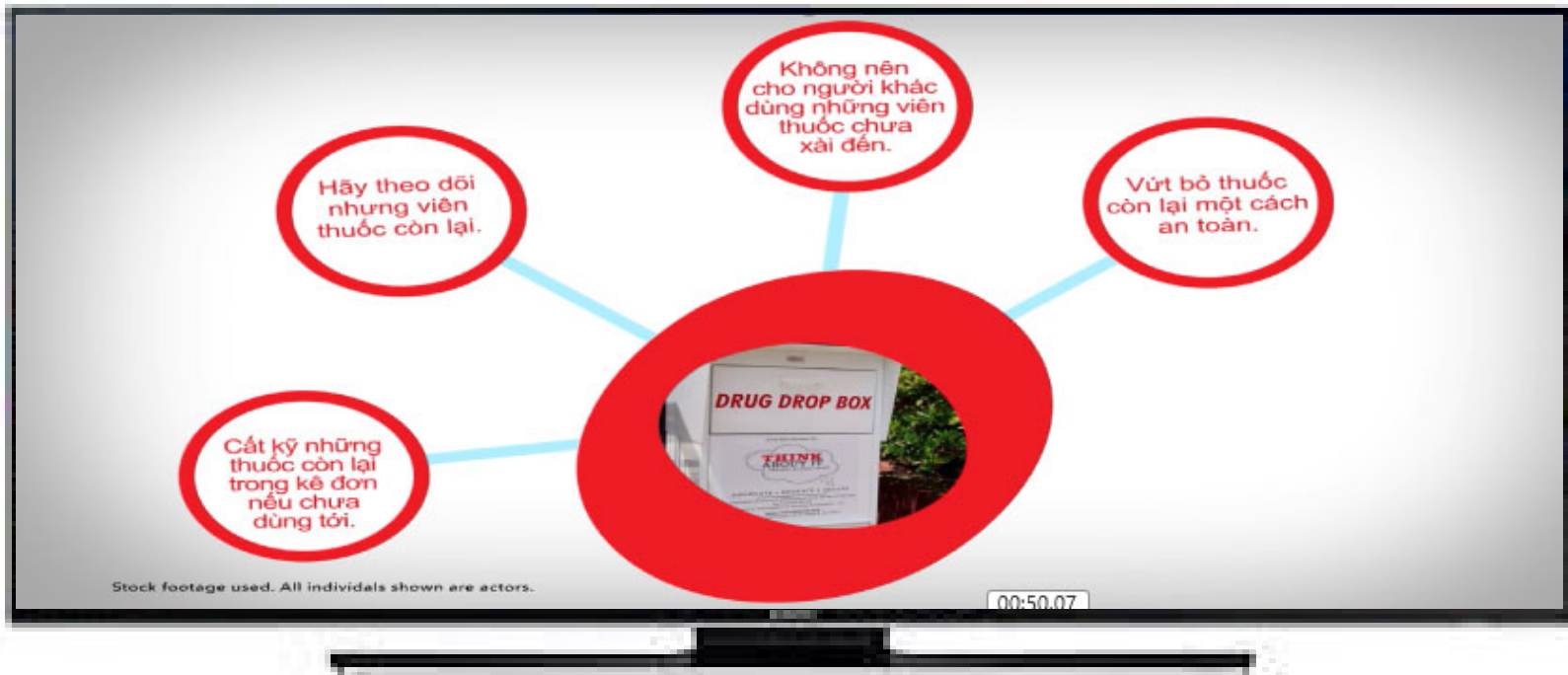
## The Importance of Cultural Responsivity/Diversity, Equity, and Inclusion in Prevention Services



**2020-2021 Major Campaign (Spanish Version)**



## The Importance of Cultural Responsivity/Diversity, Equity, and Inclusion in Prevention Services



Vietnamese Naloxone Messaging



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## Georgia's Prevention Projects to Promote Health Equity

CLC/DEI  
Training for  
Providers

Deaf Services

Culture Fests

Beauty &  
Barbershops

Prevention  
Clubhouses

African-American  
Maternal  
Substance Abuse  
Prevention

BIPOC College  
Prevention  
Project

# Workforce Development: Diversity Works!

The screenshot shows a web browser window displaying a webinar registration page. The page features a blue header with the DBHDD logo and navigation links for 'Summary', 'Webinar Schedule', 'Sessions', and 'Speakers'. A 'Register Now' button is visible. The main content area has a large image of five diverse people smiling, with the text 'Cultural & Linguistic Competence Series: Diversity Works' overlaid. Below the image, there are two speaker profiles: Jill D. Mays, MS, LPC, Director of Behavioral Health Prevention and Federal Grants, and Tony Sanchez, CAD, CPS-AD, Director of Recovery Transformation. The Windows taskbar is visible at the bottom, showing the search bar, taskbar icons, and system tray with a temperature of 92°F and the date 8/24/2021.

- The Intersection between Cultural Competency and Behavioral Health
- Safety & Healing Informed Approaches to Self and Community Care
- Language as a Tool to combat Stigma
- Boomer, Millennial, So What? Understanding Generational Differences
- Conversations on Sexuality & Gender
- How to Effectively Incorporate Spirituality into Prevention & Treatment Services
- Exploring Cultural Competence with Race & Ethnicity in Mind
- The Rich and the Poor: Socioeconomic Status and Its Influence
- Providing Services for Returning Citizens
- Serving Veterans and Active Duty Military Service Members

# Office of Prevention + Office of Deaf Services



AASD is Atlanta's only day school for deaf and hard of hearing students, with approximately 190 students ages 3-21 from over 30 countries across Atlanta. Our mission is to provide a language-rich, student-centered learning environment through American Sign Language and English for the purpose of empowering our students to live independent, contributing members of society.



Sources of Strength is a best practice youth suicide prevention project designed to harness the power of peer social networks to change unhealthy norms and culture, ultimately preventing suicide, bullying, and substance abuse.



**ATLANTA AREA SCHOOL  
FOR THE DEAF**





# Clarkston Culture Fest

An Immense  
**CELEBRATION OF CULTURE**

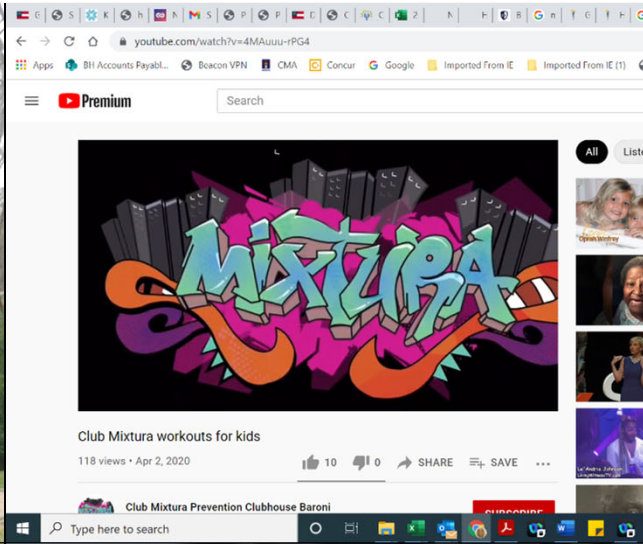
Since Clarkston, Georgia is **one of the most culturally diverse communities you'll ever find**, it is a perfect display of what 'culture' can be

&

a perfect place to provide **substance abuse and suicide prevention information** for a wide variety of audiences.







# Prevention Clubhouses

- Innovative and unique **Prevention Clubhouses**
- Each clubhouse is unique to its surrounding community needs and provides a culturally appropriate support to the youth and their families and a safe, engaging, and fun space to learn the skills needed to maximize protective factors and thrive and cope despite risk factors.

## African-American Maternal Substance Abuse Prevention

- Partnership with the Morehouse School of Medicine
- Community-based education, problem identification and referral services for African American women at teen clinics, with DFACs, Family Connections, Happy Mothers/Happy Babies, Health Clinics & Departments, and college campus clinics, etc.
- Including a Train-the-Trainer program with incentives for sustaining beyond the grant period



## Historically Black Colleges and Universities (HBCU) Prevention & Health Promotion Project

Partnership with African-American Behavioral Health Center of Excellence at the Morehouse School of Medicine to develop culturally appropriate substance use and suicide prevention, as well as mental health promotion, education, and awareness interventions and campaigns to address the health disparities impacting African American youth and their families.



### HBCUs in Georgia



Albany State University



Clark Atlanta University



Fort Valley State University



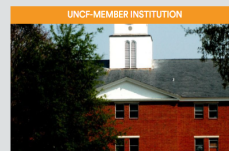
Interdenominational Theological Center



Morehouse College



Morehouse School of Medicine



Paine College



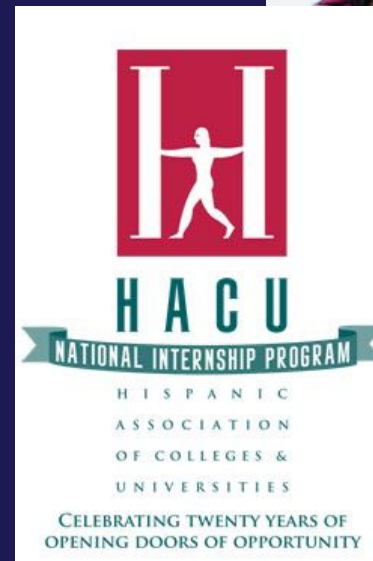
Savannah State University



Spelman College

## LatinX College and University Students Prevention & Mental Health Promotion Project

- Work in partnership with the Hispanic Association of Colleges and Universities (HACU) to develop culturally appropriate substance use and suicide prevention, as well as mental health promotion education and awareness interventions and campaigns to address the health disparities impacting LatinX youth and their families.
- Georgia Member Institutions of the Hispanic Association of Colleges and Universities [HACU] (Dalton State College, Emory University, Georgia Southern University) + Georgia Gwinnett College and other 2 and 4-year schools with more than 9-10 K students and 10% or more Hispanic student enrollment







# The Confess Project

The Confess Project is the first and largest organization committed to building a culture of mental health for young men boys of color, and their families. How? We focus on empowering frontline heroes and sheroes in Communities across America. More specifically, we train barbers to be mental health advocates.





**BE CARING**



**BE INSPIRED**



DBHDD

Georgia Department of  
Behavioral Health and  
Developmental Disabilities



**BE INFORMED**



**BE COMPASSIONATE**

Contact Jill D. Mays, MS, LPC

[Jill.mays@dbhdd.ga.gov](mailto:Jill.mays@dbhdd.ga.gov)

LinkedIn: <https://www.linkedin.com/in/jillmays/>

# BE D·B·H·D·D

Georgia Department of Behavioral Health & Developmental Disabilities

Any questions?





A photograph of a woman with curly hair hugging a young child from behind. They are standing next to a large tree trunk. The woman is smiling and looking down at the child, who is also smiling and looking towards the camera. The background is a soft-focus outdoor setting with green foliage.

# Infusing Health Equity Into Washington Prevention Efforts

Washington State  
Health Care Authority

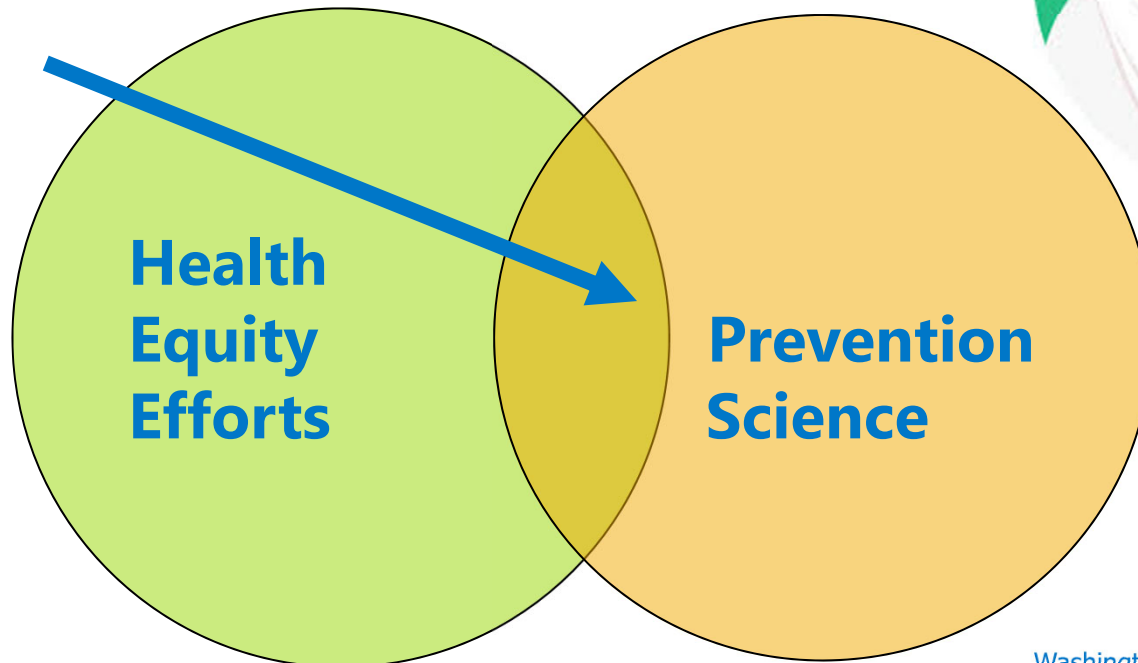
Sarah Mariani  
Alicia Hughes

Washington State  
Health Care Authority

# Linking Health Equity & Prevention

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- ▶ Acknowledgement of history
- ▶ Moving forward to take a strengths-based approach



# State Prevention Strategic Plan

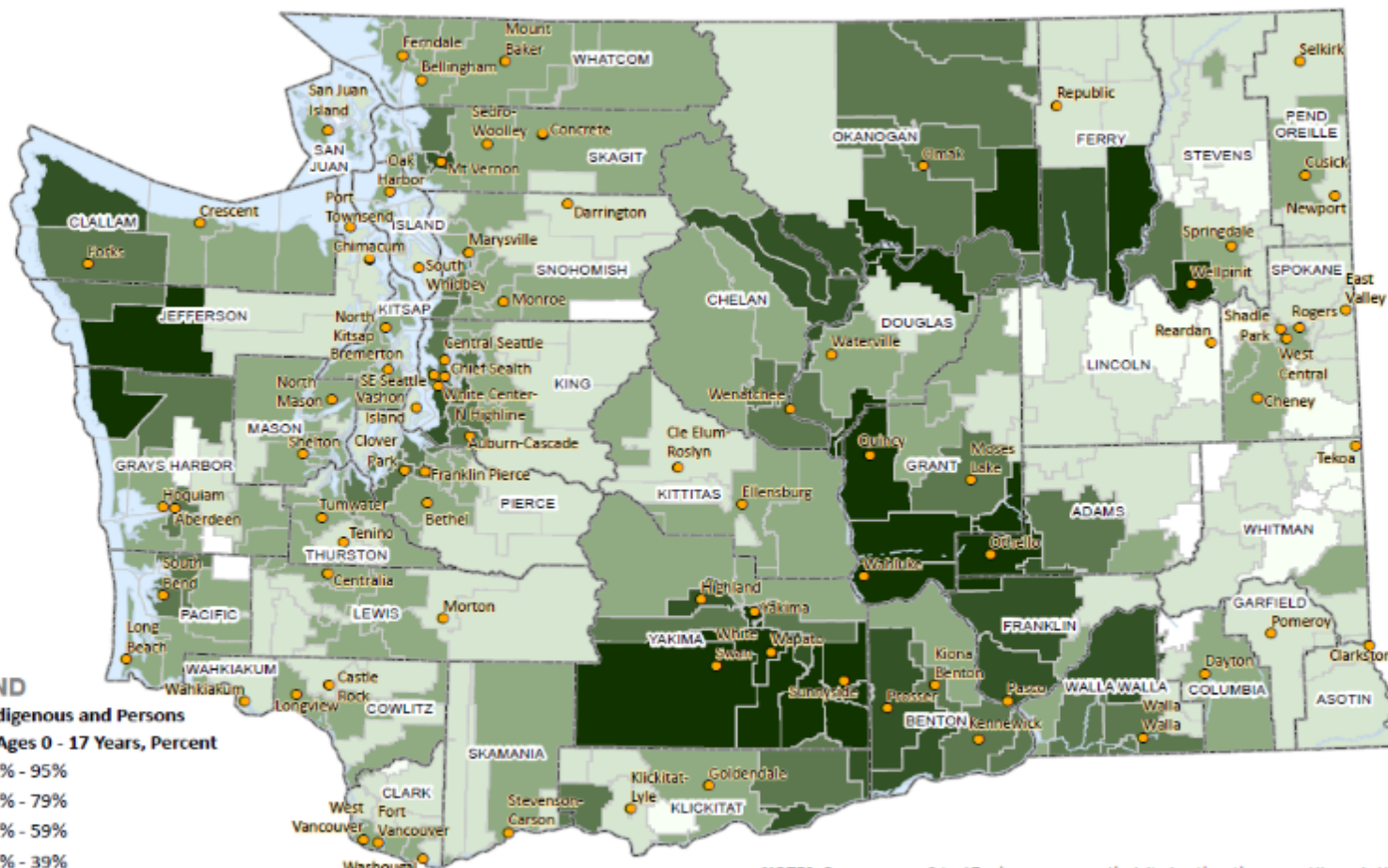
Health Disparities Data, Washington State 10<sup>th</sup> Grade Students, 2018

	Race					Ethnicity	Gender	
	White	AI/AN	Asian	Black	NHOPI		Hispanic	Female
Alcohol 30 Day Use	19.6%	21.3%	11.8%	13.8%	14.6%	23.5%	18.8%	18.1%
Marijuana 30 Day Use	17.5%	22.0%	10.0%	21.9%	19.1%	23.5%	17.6%	18.2%
E-Cigarette 30 Day Use	23.6%	25.4%	12.1%	20.9%	19.4%	23.8%	21.6%	20.7%
Pain Killer 30 Day Use	3.1%	5.7%	2.0%	4.1%	4.8% <sup>NR</sup>	5.5%	2.9%	4.3%
Any tobacco (excluding vape) 30 Day Use	8.2%	10.2%	3.1% <sup>NR</sup>	8.0%	NA	10.3%	5.2%	6.9%
Sad/Hopeless in Past 12 Months	39.1%	52.9%	37.3%	39.5%	46.8%	41.8%	48.3%	31.0%
Suicide Ideation	23.3%	30.0%	21.9%	24.4%	24.7%	22.0%	27.9%	17.6%
Suicide Plan	17.9%	19.6%	17.2%	17.0%	17.4%	19.9%	21.5%	14.2%
Suicide Attempt	9.6%	15.3%	8.2%	9.9%	11.1%	12.7%	11.7%	8.3%
Bullied in the past 30 days	21.2%	29.3%	15.8%	18.0%	17.6%	16.4%	22.2%	16.1%



# Distribution of prevention services

**Black, Indigenous and Persons of Color Ages 0 - 17 Years**  
 as a Percentage of All Persons Ages 0 to 17 by School District, 2020



**LEGEND**

**Black, Indigenous and Persons of Color Ages 0 - 17 Years, Percent**

- 80% - 95%
- 60% - 79%
- 40% - 59%
- 20% - 39%
- 10% - 19%
- 0% - 9%
- Suppressed

- Community Prevention and Wellness Initiative Communities
- School Districts
- COUNTIES

**NOTES:** Persons ages 0 to 17 whose race or ethnicity is other than non-Hispanic White as a percentage of all persons ages 0 to 17 years. The rate for the state is 41 percent. Cartography: Irina Sharkova and Steve Leibenguth.

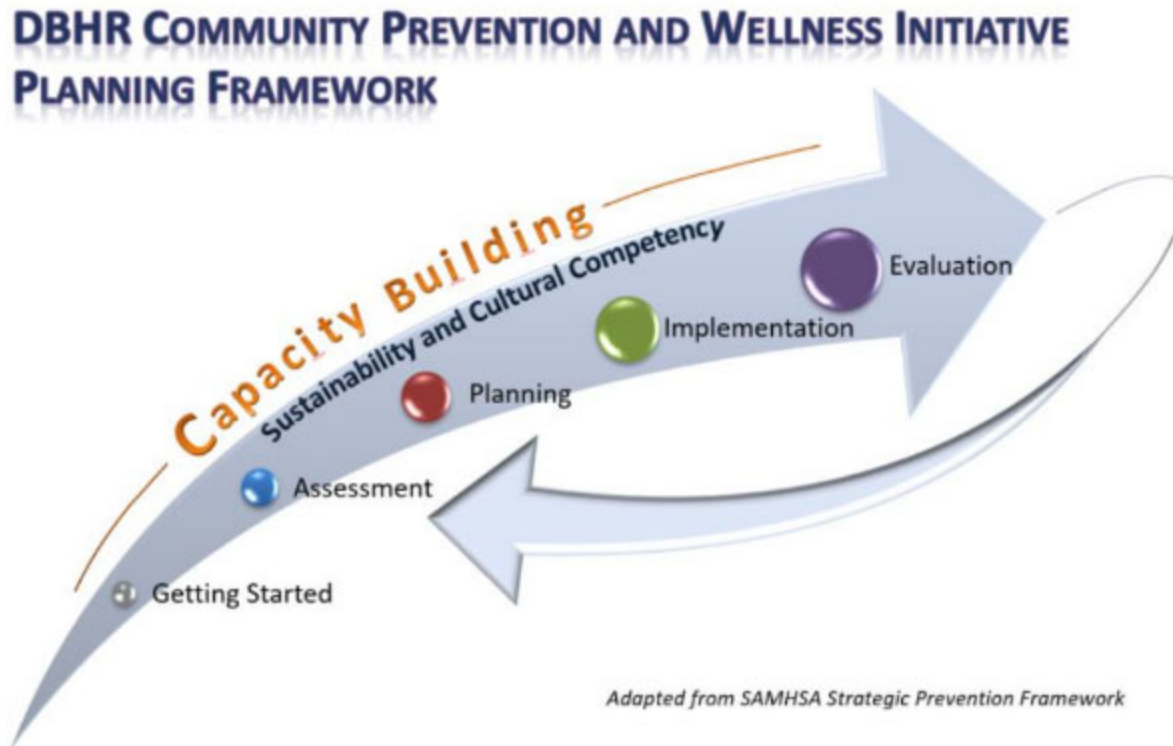
**SOURCES:** DSHS Research and Data Analysis, Community Outcome and Risk Evaluation Geographic Information System (CORE-GIS). Washington State Office of Financial Management, Forecasting Division (2020). Small Area Demographic Estimates: School Districts.

**CONTACT:** Irina Sharkova, DSHS/FFA/RDA, Irina.sharkova@dshs.wa.gov, 360-902-0743.

# WA Prevention Health Equity Workgroup Process

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- ▶ Use of SPF to outline workgroup efforts



# Workgroup Primary Goals

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## ▶ **Infrastructure:**

- ▶ Create an action plan to delineate the scope of work and how the Workgroup will measure and evaluate these activities.
- ▶ Provide specific recommendations for decisions to changes in policy or practice to Section, Division, and HCA Leadership.

## ▶ **Prevention Field:**

- ▶ Create safe spaces for individuals receiving care and individuals providing care to give voice to their experiences of trauma and/or experiences of privilege rooted in systemic racism.
- ▶ Identify, promote and monitor opportunities and activities to ensure there is sufficient focus to eliminate health disparities and promote health equity in the delivery of prevention services.

## ▶ **Prevention Section:**

- ▶ Remove structural inequity in hiring, disciplinary and promotion practices within our own institutions.
- ▶ Ensure all Prevention Staff have dedicated time and resources to focusing on health disparities, equity, and inclusion, and cultural competency.
- ▶ Ensure the collection, analysis, and dissemination of racial/ethnic health data to inform decision making.

## ▶ **Individual Goals:**

- ▶ Challenge our own implicit biases and commit to developing practices to approach care through the lens of cross-cultural humility and the intentional promotion and practices of DEI.



# Conclusion

- ▶ Health Disparities and Health Equity are vital components to Prevention efforts
- ▶ There are many challenges and barriers to engaging in health equity efforts, including SUD Prevention history
- ▶ There are also success stories, strengths, and resources available to help us engage and find a better path forward

# Contact us at:

[Sarah.Mariani@hca.wa.gov](mailto:Sarah.Mariani@hca.wa.gov)

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# MISSOURI

## Advancing Racial Equity in Substance Use Prevention

Angie Stuckenschneider, Prevention Director  
Missouri Department of Mental Health

Jenny Armbruster, Deputy Executive Director  
PreventEd



# Missouri Data

## 2020 ST. LOUIS CITY AND COUNTY DRUG-INVOLVED DEATHS

The St. Louis Metro region continues to account for over half of all overdose deaths in the state of Missouri. The St. Louis region also accounted for 81% of drug-involved deaths among Black individuals statewide.

St. Louis City and County Combined				
	2019	2020	Percent Change	Percent Change (by Race)
<b>Opioid-Involved Deaths</b>				
Total (All Races)	576	727	26.2%	
Black Female	62	96	54.8%	31.5%
Black Male	224	280	25.0%	
White Female	97	92	-5.2%	17.3%
White Male	187	241	28.9%	
<b>All Drug-Involved Deaths</b>				
Total (All Races)	796	946	18.8%	
Black Female	85	130	52.9%	28.6%
Black Male	282	342	30.5%	
White Female	138	120	-13.0%	8.2%
White Male	278	330	18.7%	

SOURCE: St. Louis City and St. Louis County Medical Examiner Office; Numbers are reflective of the location of death, not residency

### Other Key Points:

- Though deaths involving opioids *with* stimulants have increased, deaths involving opioids *only* (without stimulants) have largely stayed level or decreased for most groups
- Rates of fentanyl-involved deaths continue to be highest among Black males in St. Louis City
- Deaths involving stimulants *only* (without opioids) are highest among Black and White males in St. Louis City, driven by cocaine and meth, respectively.
- Deaths involving cocaine increased the most among Black females in St. Louis City (400%)

### Key Recommendations for St. Louis City and County

#### Focus on Racial Equity in Recovery, Treatment, and Support Services.

This includes looking at new and innovative approaches to engage people of color and the communities they live in, including collaboration with community-led efforts to address overdose disparities. The CENTER initiative is one project currently working at this. More information can be found [here](#).

#### Identify and Expand Services Focused on Addressing Stimulant Use Disorder (StimUD)

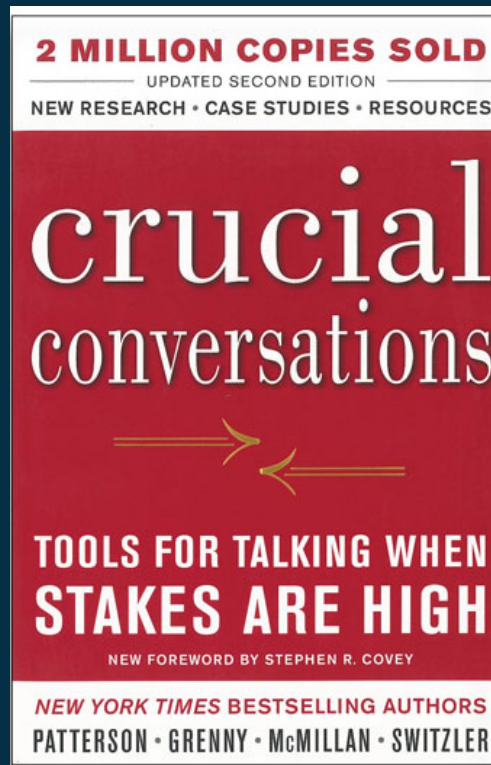
Although Contingency Management (CM) for StimUD is starting in some places, the increases in stimulant overdoses highlights a need to expand services specifically addressing StimUD across the St. Louis Metro area. For more information on harm reduction strategies and StimUD visit our [website](#).

# PreventEd

- Regional Prevention Resource Center
- School-Based Prevention Services
- Early Intervention Programming
- Assessment and Referral Services



# Internal Agency Equity Progress



“PreventEd is committed to increasing racial equity in our workplace and in the services across the communities we serve. Have you participated in specific racial equity workshops or professional development? How would you describe applying a racial equity lens to your work?”





# Community Racial Equity

- Community Engagement Department
- Fiscal Sponsorship
- Strengthen Existing Partnerships
  - Williams and Associates
  - Living with Purpose
  - Urban Strategies
  - H.O.P.E. for the Future
  - Fresh Start



# Partnerships



**arca**  
ASSISTED RECOVERY CENTERS OF AMERICA  
UNITED BY ADDICTION RECOVERY

**MOBILE CLINIC**  
delivering  
mental health  
& addiction  
services

**LEARN MORE** **Prevent+Ed**

A graphic for ARCA's mobile clinic. It features the ARCA logo at the top left, a photograph of a white mobile clinic van parked in front of a building, and the text 'MOBILE CLINIC delivering mental health & addiction services'. At the bottom, there is a 'LEARN MORE' button and the 'Prevent+Ed' logo.



**LivingWithPurpose**

The logo for LivingWithPurpose features a stylized blue 'W' with a yellow flame-like shape above it. Below the logo, the text 'LivingWithPurpose' is written in a blue, sans-serif font.



**USI | URBAN STRATEGIES, INC.**  
*Families at the Center of Results*

The logo for USI (Urban Strategies, Inc.) features a stylized blue and grey graphic of three vertical bars of increasing height, enclosed in a blue circle. Below the graphic, the text 'USI | URBAN STRATEGIES, INC.' is written in a blue, sans-serif font, and the tagline 'Families at the Center of Results' is written in a smaller, italicized font.

# Connect with Us

- [PreventEd.org](https://PreventEd.org)
- [TalkaboutitMO.com](https://TalkaboutitMO.com)
- [314-962-3456](tel:314-962-3456)
- [jarmbruster@prevented.org](mailto:jarmbruster@prevented.org)

