



## Strategies for Engagement & Collaboration with the Community and Working with Your ESM

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September 16, 2022



# About me



- ▷ Your first expression of me
- ▷ My experiences and my perception of myself
- ▷ My story as an immigrant, woman of color yet privileged

## Community Engagement Defined by the Center for Disease Control and Prevention

“The process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people.”



Source: CDB/ATSDR Committee on Community Engagement, 1997; McDonald, 2009

# What is Community Engagement?

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Community engagement is a community-centered orientation based on dialogue

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Community Engagement enables a more contextualized understanding of community members' perceptions of the topics and contexts, and facilitates stronger relationships among and between community members



# Why is Community Engagement Important?



Creating partnerships with the community is essential to creating systemic change and reducing barriers



Collaborative learning opportunity for community responsiveness



Helps with improving health



Bridge Building for reaching the community

# Strategies of Community Engagement

- ▷ Have knowledge and awareness about the community's perceptions, history, norms, and particular issues
- ▷ Establish relationships with community leaders, build trust, and be transparent and committed to what you can deliver
- ▷ Be clear, and transparent with the goal and purpose of the engagement
- ▷ Ask the community what they need and want



# Strategies of Community Engagement

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**Provide** Provide incentives for participation and make it easy to participate

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**Meet** Meet them where they are at

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**Be** Be present in community events to raise awareness of behavioral health services

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**Provide** Provide psycho-social education on mental health and substance use disorders

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**Use** Use media (radio, TV) and social media

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# Exercise

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List three people you love the most

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List your three most important possessions

3

List three activities you enjoy most



## Who is best to engage the community?

- I am from the Government and I am here to help
- Community leaders
- Community healers
- Natural leaders in the community “Cultural Brokers”



# Where can you find these leaders?

- ▷ Place of worship
- ▷ City council meetings
- ▷ Local colleges and universities
- ▷ Local cultural markets
- ▷ Association of Cultural Communities
- ▷ PTAA
- ▷ Places of Associations (Chambers of Commerce)
- ▷ HOA's
- ▷ Schools and Colleges





## Ethnic Services Managers (ESM)

- ▷ Who are ESMs
- ▷ Why such a title exists in each county
- ▷ What they do
- ▷ How can you work with them

# ESMs are typically charged with two core areas of responsibility

- To ensure the delivery of appropriate quality services to vulnerable racial, ethnic, and cultural communities across California
- To ensure that county behavioral health systems are culturally and linguistically competent and responsive in the delivery of behavioral health services



# Commitment to Cultural Competence and Health Equity

Address Cultural Competence at all levels of the system including policy, programs, operations, treatment, research and investigation, training and quality improvement.

Demonstrate commitment to cultural competence in behavioral strategic planning and budgeting. Include allocations in annual budgets for cultural competence activities.

# Identification of Disparities and Assessment of Needs and Assets



- ▷ Collect, compile and analyze population statistics across language, ethnicity, age, gender, sexual orientation, social-economic status markers etc. and compare them to County/City services information data across the same stats
- ▷ Study penetration rates
- ▷ Evaluate needs, strengths, and assets within the cultural ethnic linguistic communities served

# Thank you!

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