

**County of San Luis Obispo  
Behavioral Health Department  
Mental Health Services Act**

Mental Health Advisory Committee (MAC) Stakeholder Group Meeting:

This document is proof of stakeholder involvement in decision making priorities and practices for the County of San Luis Obispo Mental Health Services Act programs.

The MAC Stakeholder Group asserts that they have fully understood and made a decision regarding the changes for the following program/service:

<b>Behavioral Health Department- Public Information Specialist-Spanish Speaking</b>	
<b>Current Program/Service</b>	<b>New Changes/Updates to Program/Services</b> 1 FTE Public Information Specialist (PIS)
<b>Current Total Amount:</b> \$0	<b>New Total Amount:</b> \$120,242.46 Total increase \$120,242.46 1 FTE Public Information Specialist PIS cost at Step 3 for the full fiscal year
<p><b>Justification:</b></p> <ul style="list-style-type: none"> <li>Behavioral Health Department and MHSA communications are requesting support for one new full-time Spanish-Public Information Specialist (1.0FTE). This role will increase Behavioral Health messaging and outreach to Spanish-speaking community members.</li> <li>The Behavioral Health Department's Mental Health programs saw a 50% increase in Spanish-speaking clients from FY 20-21 to 21-22. This demonstrates the need to support further an increase in the department's Spanish language communication strategies and messaging. This role would align with MHSA cultural competence standards and support any plans for expanding Behavioral Health programs for Spanish-speaking community members.</li> <li>An increase in online presence since the COVID-19, state and federal information and messaging mandates, and new Diversity, Equity, and Inclusion measures have presented the need for increased messaging across the department and community. Hiring an additional dedicated Spanish Public Information Specialist will allow the department more support to meet these challenges as well as expand and maintain professional relationships and collaborations with essential stakeholders and health care providers in SLO County that serve Spanish-speaking community members</li> </ul> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>The Spanish Public Information Specialist will support communication related to health topics for the Behavioral Health Department web, media, video, graphics, social channels, in-person educational settings, publications, reports, translations, publications, compliance documents, and more.</li> <li>Strategize and assist in creating marketing, promotional items, and advertising for department campaigns explicitly targeted at Spanish-speaking community members and clients.</li> <li>Write and participate in Public Service Announcements (PSAs), educational videos and presentations, interviews, and press events targeted toward Spanish-speaking community members and clients.</li> </ul>	

On Wed, September 28th 2022: **Add additional funding support for Public Information Specialist-Spanish Speaking.**

SLOBHD Staff recommends approval by the MAC Stakeholder Group as specified above.

SLOBHD Staff does not recommend approval by the MAC Stakeholder Group as specified above.

Notes:

