



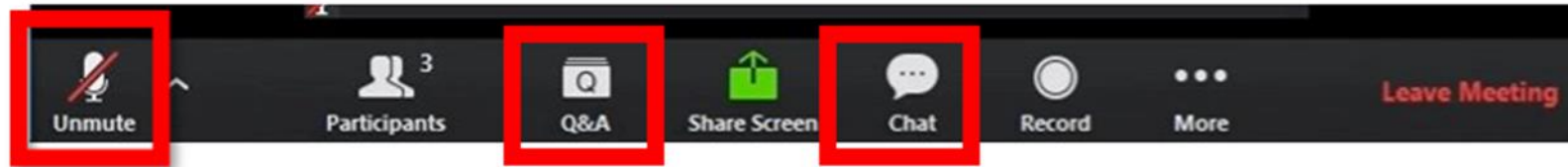
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SJLA Learning Series August 2024 Event: A Solution-oriented Approach for Mental Health and Substance Use Treatment Provision in Rural Communities

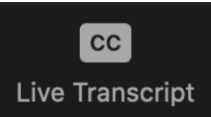
Wednesday, Aug. 21, 2024
12-1 p.m. ET

Thank you for joining! The webinar will begin at the top of the hour.

Asking A Question & Using Closed Captioning



All functions are located at the bottom of your screen

- Ask questions by using the Q&A function (you will **not** be able to unmute). Please indicate if you would like your questions to be anonymous.
- Use the chat for discussion & interactive activities.
- Click  and then select "Show Captions" to access closed captioning or "View Full Transcript" to access the transcript.

*If you are experiencing technical difficulties, please send a direct Zoom chat message to Hosts and Panelists.

SJLA Community Norms

- Practice empathy: discussions around social justice and equity touch on sensitive topics that require us all to be understanding of each other's backgrounds and experiences.
- As you participate in today's webinar, please remember to stay committed to openness and learning.

Chat Norms:

- We may have differing opinions on ideas, but **those differences should always be discussed respectfully to facilitate education and growth.**
- Insulting, bullying, inflammatory, and offensive language will result in removal from the webinar.
- If you have any questions or concerns or are experiencing issues in the group, feel free to reach out to one of the moderators privately in the chat or by emailing SJLA@thenationalcouncil.org. We are here to help!



Frequently Asked Questions

- **All Learning Series events are recorded and will be made available to view on demand, along with a copy of these slides, on our SJLA webpage** within 48 hours following the event's conclusion.
- **The SJLA Workbook is not required to participate in the Learning Series.** However, if you are interested in purchasing a copy, it is available on our SJLA website.
- The SJLA Learning Series **is not CEU accredited.**
- **There will not be a certificate of completion for attending the SJLA Learning Series.** However, if you would like proof of attendance for your employer, please email SJLA@thenationalcouncil.org and we would be happy to provide you with an email verification.



Description

Rural communities face numerous barriers to mental health and substance use care. Health and wellbeing is further impacted by challenges such as limited access to child care, poor physical health, housing challenges and living in food deserts. These obstacles magnify other inequities, leaving marginalized communities more heavily impacted. However, rural communities also hold unique strengths that lead to innovative approaches when serving their populations.

In this SJLA Learning Series event, our speakers will explore how Certified Community Behavioral Health Clinics (CCBHCs) address these barriers and provide mental health care infrastructure in rural communities. We will learn how CCBHCs partner with providers and other community organizations to strengthen care coordination and provide quality services. We will also discuss how to embed diversity, equity and inclusion (DEI) in all aspects of care, including culturally competent services for diverse populations.



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Learning Objectives

1. Understand the key strengths and barriers to mental health and substance use care in rural communities.
2. Highlight how CCBHCs strengthen mental health care infrastructure in rural areas.
3. Explore strategies for embedding DEI in your organization and expanding the use of culturally competent services for diverse rural populations.



Today's Presenter



Carolyn Rekerdres, MD

*Associate Medical Director, Pecan Valley
Centers*

*Medical Director, North East Region of East
Texas Behavioral Health Network*

Pronouns: she/her



Shauna Reitmeier, MSW, LCSW

*CEO
Alluma*

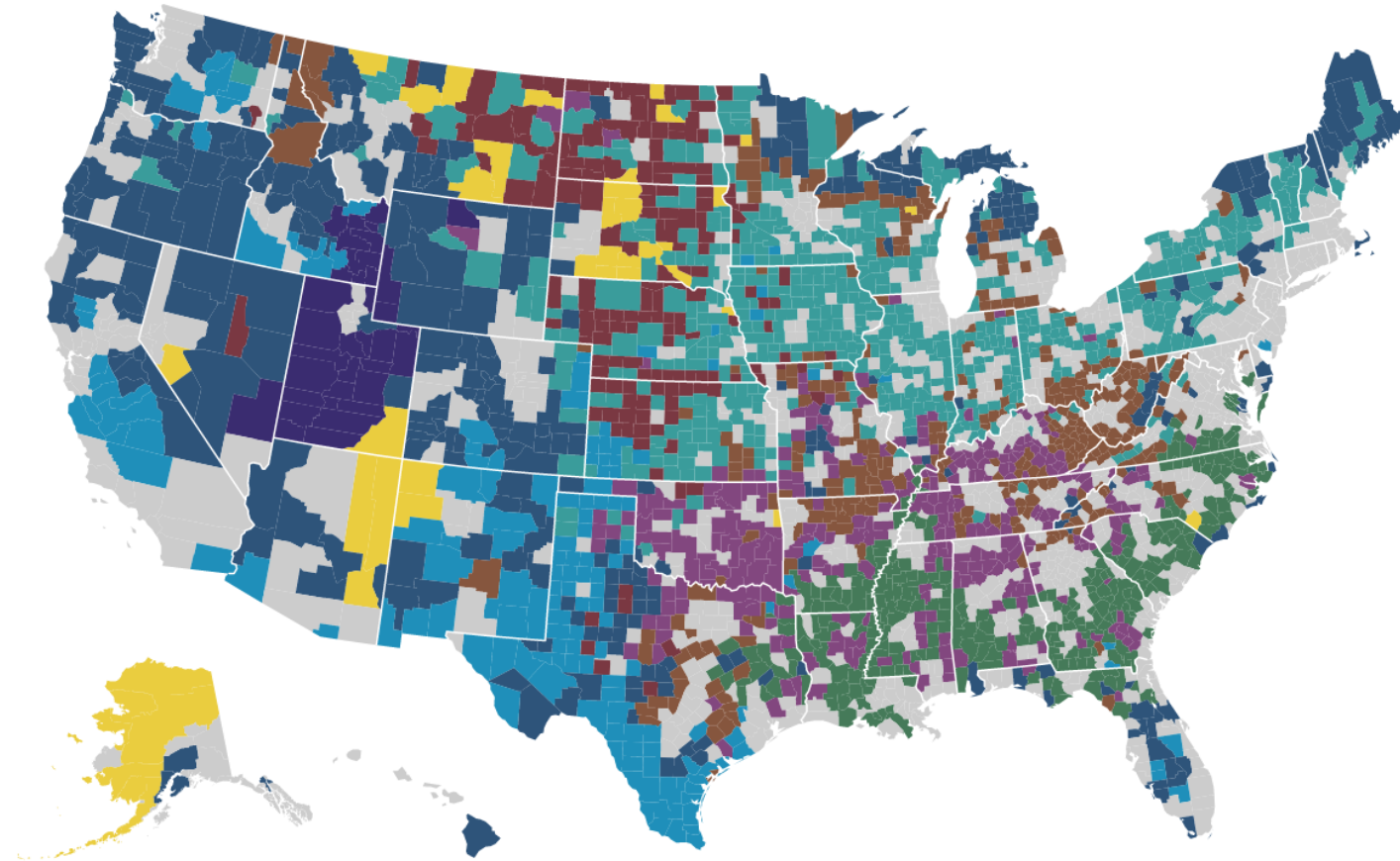
Pronouns: she/her



Strengths and Barriers to Care in Rural Communities

Dr. Carolyn Rekerdres, MD
Associate Medical Director, Pecan Valley Center
Medical Director Institute, National Council for Mental Wellbeing

Diversity in Rural Demographics



- African American South
- Aging Farmlands
- Evangelical Hubs
- Graying America
- Hispanic Centers
- LDS Enclaves
- Native American Lands
- Rural Middle America
- Working Class Country

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Social Determinants of Health



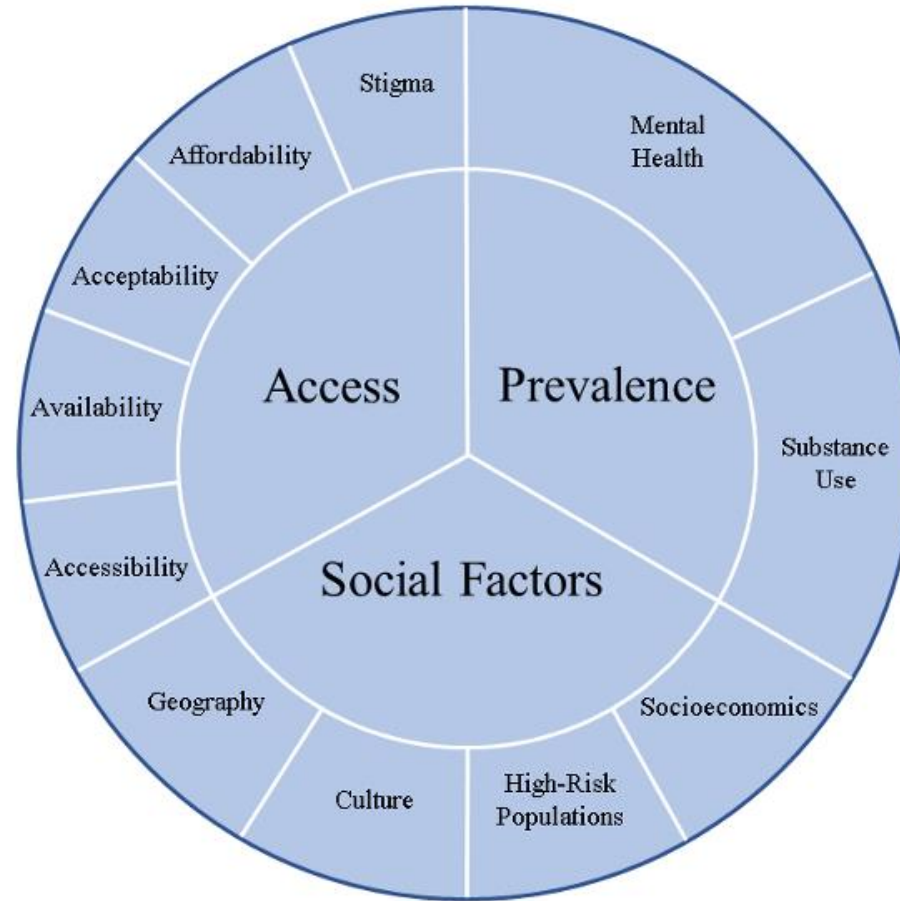
Source: Hood, C. M., K. P. Gennuso, G. R. Swain, and B. B. Catlin. 2016. County health rankings: Relationships between determinant factors and health outcomes. *American Journal of Preventive Medicine* 50(2):129-135.

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Figure 1: The Context for Understanding Rural Mental Health and Substance Use

- Fewer primary care providers
- Many fewer specialists
- Lack of trained mental health providers and care coordination
- Underutilization of available services
- Higher % public insurance or underinsured
- Stigma



- Higher risk of suicide completion
- Higher rates of alcohol use among 12 - 20-year-olds
- Higher rates of opioid-related deaths
- Higher rate of unwed mothers
- Older population with more medical issues

- Privacy concerns
- Higher proportion of families living below poverty level
- High rates of unemployment
- Isolation and feelings of hopelessness
- Lower education rates

Sources:

Gale, J., Janis, J., Coburn, A., Rochford, H. (2019). Behavioral Health in Rural America: Challenges and Opportunities. Rural Policy Research Institute. Retrieved from <https://rupri.public-health.uiowa.edu/publications/policypapers/Behavioral%20Health%20in%20Rural%20America.pdf>

Morales DA, Barksdale CL, Beckel-Mitchener AC. A call to action to address rural mental health disparities. J Clin Transl Sci. 2020 May 4;4(5):463-467. doi: 10.1017/cts.2020.42.

Richman L, Pearson J, Beasley C, Stanifer J. Addressing health inequalities in diverse, rural communities: An unmet need. SSM Popul Health. 2019 Apr 9;7:100398. doi: 10.1016/j.ssmph.2019.100398.

Jean-Louis, F. 2022, July 7. Rural Health Disparities: Changes and Challenges. Retrieved from <https://healthcare.rti.org/insights/rural-health-disparities-changes-and-challenges>

Demographic Challenges in Rural Areas

- Older population
- More medically comorbid conditions
- Fewer hospitals and specialty providers
- Workforce shortages

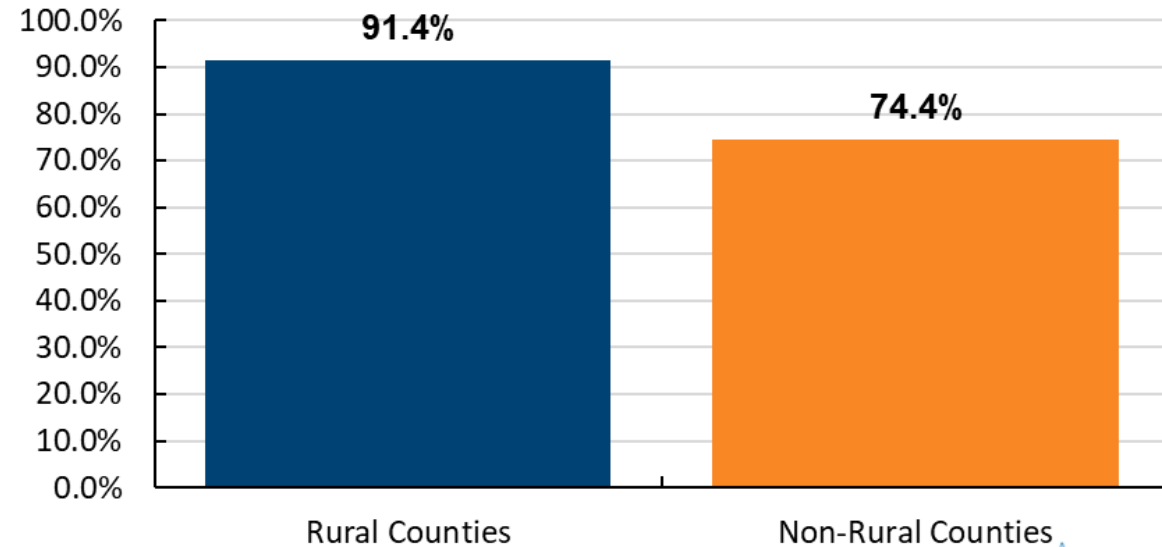


Workforce Challenges

- The number of medical school entrants from rural areas declined by 28% from 2002 to 2017.
- The aging population is expected to grow by 40% in the coming years.
- Most specialists tend to practice close to where they trained.
- America is just not training enough mental health workers to begin with.

Over 9 in 10 Rural Areas Have Shortages of Health

Percentage of counties experiencing shortages in 2023



Source: JEC Analysis of Health Resources and Services



U.S. Congress Joint Economic Committee. (2024). *Addressing Rural Health Worker Shortages Will Improve Population Health And Create Job Opportunities*. JANUARY, 1–4.



Structural Urbanism



“Elements of the public health and health care systems that disadvantage rural communities as they seek to enhance, maintain or rebuild healthcare infrastructure to support population health.”

Biases in current models of funding, which treat health care as a service for individual rather than infrastructure for population (favors large populations).

Requires a paradigm shift away from health care as a product.



Strengths

- Less developmental delay in achieving milestones of intimacy and competency.
- More connected communities with less turnover.
- Connection to nature.
- More interdependency fosters greater communication between local agencies.
- Opportunity for leadership positions.

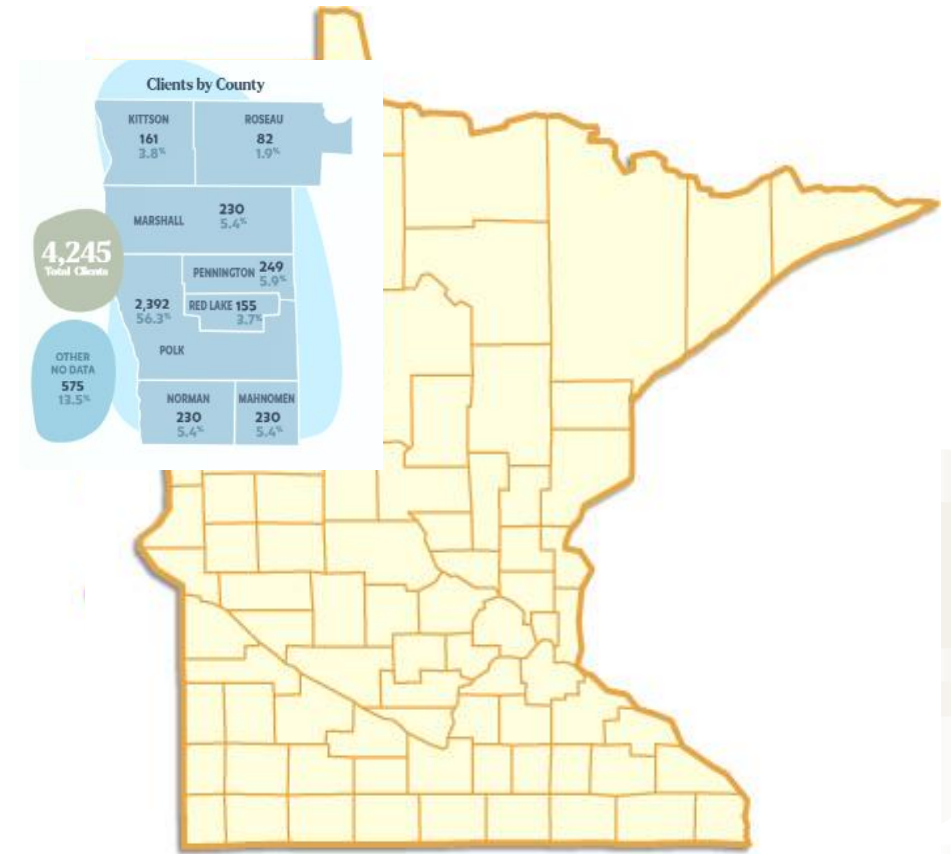


CCBHC Model of Care in Rural Communities

Shauna Reitmeier, MSW, LCSW
CEO, Alluma

Alluma Background & Geography

- 9,100 sq/m; 68,000 pop; Rural & Frontier designation
- Agriculture economy
 - **Independent:** reason for living in rural
 - **Way of Life** not occupation
- Only comprehensive behavioral health provider in 6 of 8 counties.
- Rely on partnerships and innovation to meet community needs.
 - **Formed NW Council of Collaboratives**
 - **Infused over \$33.7 million** to the region
- Services: Birth to End of Life, clinic, community, school, OP MH/SUD, TCM, Peer, Rehab, Crisis, Housing, Homelessness, Foster Care, nursing services.



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Challenges Facing Our Rural Community

- Very limited options for access to behavioral healthcare services
- Vast geography
- Climate: Blizzards, bitter cold, flooding
- Workforce
- Political polarization: often feel as though not being heard, overlooked and policies made with urban in mind not rural.
- Border issues (Canada, North Dakota, other MN Counties)



How Did the CCBHC Help Alluma?

- Aligned with our mission, vision and services provided
- Allowed Alluma to expand our services
 - Dedicated Mobile Crisis Team and Stabilization Unit (iPad deployment, telehealth)
 - Workforce: Medical Director, Prescribers, Nursing, Peers, Professionals
 - Care Coordination
 - Expand Partnerships in regional jail
 - Interdisciplinary Team Meetings (Internal & External)
 - Nursing and Primary Care Coordination (Emergency Alert System)
 - Substance Use Disorder Treatment including MAT, OUD services
 - Peer Recovery, Peer Specialist, Family Peers

How Did the CCBHC Help Alluma?

- Payment Model: PPS1
 - Daily rate for all the required services provided
 - Market salary adjustments
 - Tuition reimbursement
 - Loan repayment
 - Training & development
 - Open Access, Billing, Leadership,
 - Administrative positions (Financial analyst, health informatics, clinical admin support...)
 - Technology (Business Intelligence Tools in EHR, HR, Finance, Billing)
 - Marketing*

Intersection of CCBHC, PPS and JEDI

- Alluma Strategic Initiative is to implement Justice, Equity, Diversity and Inclusion activities to ensure that everyone who walks through our door to either receive services or work feel they belong, are heard, and are culturally responsive with each other.
- Formed our JEDI team
 - Representation from across the organization
 - Using the Intercultural Development Inventory to evaluate progress
 - Provided targeted work time for employee cohorts to meet to learn of their own culture to build awareness on culture in their interactions with others
 - Provides leadership with policy recommendations and activities to be promoted or provided within the agency
- Through state grant implementing the CLAS standards

Impact of the CCBHC Model of Care for Alluma

BEFORE CCBHC

2,500 clients served

100 employees

- Avg MHP \$55,000
- Avg Rehab \$42,000
- Avg Peer \$15.00

Access

- To Comp Eval 19 days
- To Ongoing Svc 15+ days

Revenue

- \$6 million

CURRENT (2023)

4,356 clients served (2023)

170 employees

- Avg MHP \$72,995
- Avg Rehab \$51,000
- Avg Peer \$19.35

Access

- To Comp Eval avg 3 days
- To Ongoing Svc avg 6 days

Revenue

- \$18.9 million

Resources

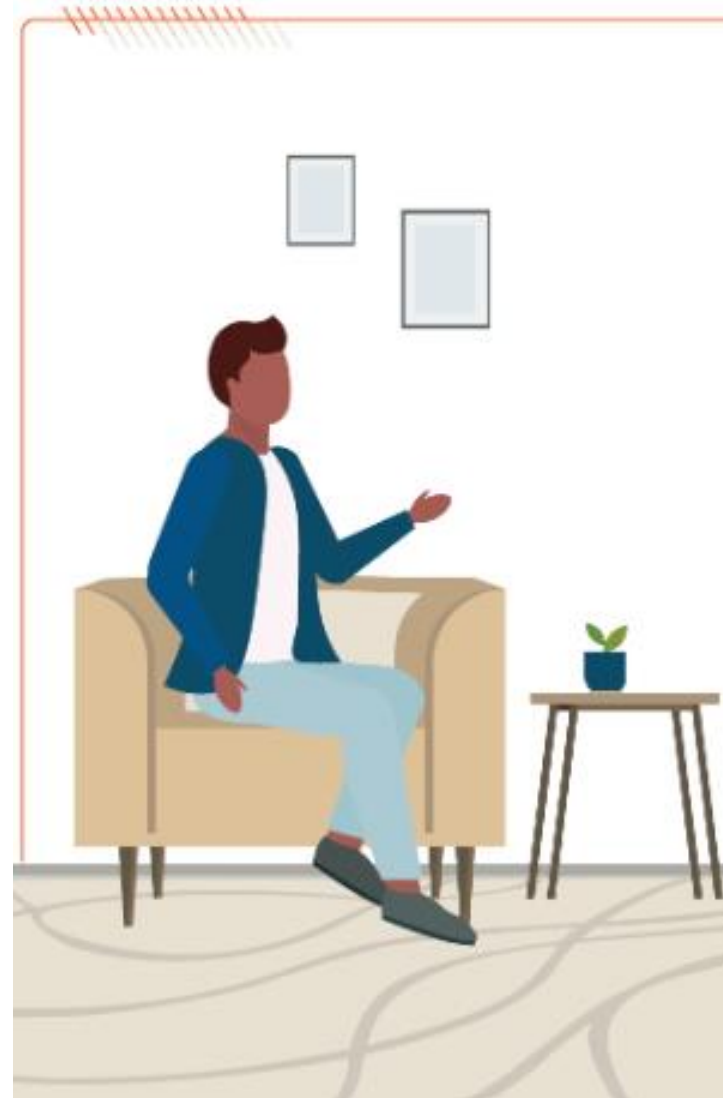
[Pecan Valley Centers for Behavioral and Developmental Healthcare](#)

[Alluma](#)

[Intercultural Development Inventory](#)

[2024 CCBHC Impact Report](#)

[CCBHC State Technical Assistance Center](#)



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Contact Us

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Q&A and Open Discussion



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SJLA LinkedIn Networking Group

The Social Justice Leadership Academy's (SJLA) LinkedIn Networking Group is a space created for Learning Series participants to connect with one another outside of our monthly events.

This group is intended to serve as a networking hub for individuals seeking to advance social justice within their organizations. By joining this group, you are indicating that you are open to networking with other SJLA participants.



<https://www.linkedin.com/groups/12879319/>

Scan the QR code or click the link above to join!



Social Justice Leadership Academy Learning Series: Upcoming Events

SAVE THE DATE

Increasing Accessibility of Mental Health Services for Unhoused Populations in Rural and Urban Communities: Wednesday, September 18, 12-1 p.m. ET

Register Here: https://thenationalcouncil.org.zoom.us/webinar/register/1517217656398/WN_D5P9CI1DTu2hf-V3KfLVOg#/registration

****Registration information for these sessions will be sent out to all attendees via email and will additionally be posted on our SJLA Events webpage:**

<https://www.thenationalcouncil.org/program/the-social-justice-leadership-academy/events/>

Want To Learn More?

The Social Justice Leadership Academy

The Social Justice Leadership Academy

Events

The SJLA Workbook

FAQS & Contact Us

The Social Justice Leadership Academy (SJLA) Learning Series is a free, monthly series of virtual learning events. Topics will include structural and systemic inequities in mental wellbeing, structural and systemic biases, criminal justice reform, applying change management principles to advancing social justice within organizations and more. Learning events will be a mix of informational presentations, workshops and guided discussions.

The SJLA Learning Series is for professionals of all levels who are dedicated to embracing social justice principles to bring equity to communities and systems of care. While we encourage attendees to participate in all events to broaden their knowledge of social justice principles, we understand that attendees may not be able to attend every event.



Each event within the learning series is a standalone presentation within the SJLA content framework to allow attendees to register for as many events as possible as they build their social justice knowledge base at their own pace.

For further learning on topics addressed in the SJLA Learning Series, we recommend the [SJLA Workbook](#), which provides an educational background and self-guided exercises designed to help health care professionals increase their personal and organizational social justice awareness and form action plans for change.

- **Watch FREE recordings of past events**
- **Download resources on SJLA-related topics**
- **Register for upcoming events**
- **Purchase our SJLA Workbook**
- **Contact us!**

<https://www.thenationalcouncil.org/program/the-social-justice-leadership-academy/>



Evaluation

Please provide your feedback on this SJLA Learning Series webinar event at the link below. Scan the QR code or type the URL into your browser.



<https://www.surveymonkey.com/r/SJLA2024Session5>



Thank You!

