



Center for Addictions Triage and Treatment Community Engagement Strategic Plan

(November 2021 through Center Opening)

Authors and Contributors

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Introduction

The Center for Addictions Triage and Treatment (CATT) leadership team is committed to equity-centered community engagement. Community involvement has been an important part of the feasibility study and previous planning. In partnership with the Office of Equity, Inclusion and Community Engagement, this plan outlines a strategic approach for outreach for the next phases of this project. A strategic plan is essential so that we can ensure our decisions and actions are based on the current community need, communicated in a transparent and equitable way, include opportunities for relationship-building, feedback and engagement, and address neighborhood questions or concerns. This strategic plan will give special attention to culturally specific communities, historically excluded communities, and those most impacted by the project.

Background

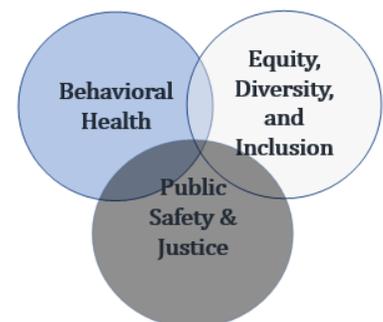
Washington County has such rich diversity and culture. Residents have told us to reach out to them, encourage people to be comfortable coming to treatment as they are, and focus on creating community. Early in the development process, the CATT leadership team recognized the need for increased outreach and engagement of all our community members, to create a center that is for everyone. As shown in the feasibility assessment, our culturally specific communities do not utilize substance use disorder services at the same rate as white residents in Washington County. By continuing to engage these communities in this work, we hope to remove barriers and ensure the services are accessible for everyone.

Washington County CATT Community Engagement Strategy Process

Recognizing that communities of color experience disparities when accessing substance use disorder services, the CATT aims to uplift those voices from the beginning of the project and throughout the phases of its development. In the beginning, the demographics of the county were identified, as well as specific groups' service utilization rates. Jail bookings for substance-related charges were found for specific race and ethnicity groups. In addition, culturally specific focus groups advised the decision-making of the Steering and Program Development work groups.

This data and the inclusion of community voices will help the CATT team decrease the inequitable access to care that currently exists for culturally specific communities. The next step is to learn more about the people who live near the proposed sites. Culturally specific materials and avenues to effectively connect with the community are being developed. This will inform residents of the findings from the feasibility study. This information will include why the center is needed and the benefits of the services it will provide. It will outline further opportunities for the community to be involved in the project and respond to any concerns.

The CATT concept formation has been a community effort involving many individuals in its development. The planning process actively engaged service providers, individuals in recovery, health systems, culturally specific individuals, and representatives of the criminal justice system. This strategic plan's focus areas were formed with input from



County leaders, the CATT Steering Committee, the CATT Community Engagement Advisory Work Group and the Office of Equity, Inclusion and Community Engagement.

Strategic Approach

The community engagement plan is based on a strategy of sharing the need for the center, providing a solution for the limited access to services, and creating avenues for feedback and community involvement in the project. Each section outlines the specific actions that will support each objective for effective community engagement. We understand that citizens and businesses that are close to the center will be most impacted, therefore we have included maps at the end of the document that identify homes and businesses within 1,500 feet of the proposed locations. This information will be used to further engage the community in the CATT development.

Questions or concerns about this approach can be directed to the Community Engagement Planning Group, which will ensure that the voices of our community are included in this important project. Committee members can be reached by emailing: catt@co.washington.or.us

Washington County CATT Community Engagement Strategy Focus Areas

FOCUS AREA/OBJECTIVE: Identify the communities most impacted by the location of the CATT. <i>This objective will ensure that we effectively engage with our community, especially people living and working near the proposed sites and those who have experienced inequities.</i>			
STRATEGY	ACTIONS	AUDIENCE	TIMELINE
Create an analysis of the populations around the proposed site locations to better understand impacts of the site and inform community engagement	<p>Identify and analyze existing data to educate the leadership team on the specific community surrounding the CATT (census data, CDC vulnerability index, etc.):</p> <ul style="list-style-type: none"> • Identify residents within 1,500 feet of the proposed location • Analyze the current demographics of residents near proposed location (age, median household income/percentage living in poverty, race/ethnicity) • Identify businesses within 1,500 feet of the proposed location • Explore the concentration of social services in the proposed locations • Research historical inequities and the historical context of the community's past experiences 	<ul style="list-style-type: none"> • Board of Commissioners • CATT Leadership team and work groups 	Begin before the site locations are finalized

FOCUS AREA/ OBJECTIVE: Communicate the need for more substance use disorder services. <i>This objective will seek to ensure residents and community leaders understand the impact of untreated substance use and the lack of access to care in Washington County.</i>			
STRATEGY	ACTIONS	AUDIENCE	TIMELINE
Develop messaging strategies that ensure all communication takes a human-centered approach. This will emphasize the use of messages that de-stigmatize substance use and treatment.	<ul style="list-style-type: none"> • Create messages that show care and support for people who use substances • Explain how addiction is a medical issue • Emphasize how substance misuse is a complex disorder that is connected to poverty, homelessness, class, racism, social isolation, past trauma, sex-based discrimination, and other social inequalities • Demonstrate how recovery is possible and can change people's lives. Create messages that include personal testimonials that are culturally specific and relevant 	<ul style="list-style-type: none"> • Culturally specific groups • Neighboring businesses • Neighborhoods • General public • Community Partners • City and County leadership 	Begin before the site locations are finalized

	<ul style="list-style-type: none"> • Uplift the voices of people with lived experience and create avenues to share their stories of recovery 	<ul style="list-style-type: none"> • Law Enforcement 	
<p>Share the current state of Washington County and the lack of service availability. Develop materials that are relevant, accurate, easy to understand, and culturally responsive.</p>	<p>Identify the most relevant and critical information to share:</p> <ul style="list-style-type: none"> • Share the outcomes from the community assessment that show the extent of drug use in our community. Share the seriousness of the problem • Share how untreated drug use in our community negatively impacts everyone • Demonstrate the positive impact of treatment: <ul style="list-style-type: none"> -Improves safety and reduction in drug-related crime -Saves the community money -Decreases drug use and overdose deaths -Decreases recidivism -Decreases emergency department visits for drug-related problems • Share the current availability of recovery treatment and supports • Share the feasibility study’s findings of service inequities <p>Draft and test messages with communities representing different demographics, perspectives, and priorities</p> <p>Create messaging in multiple languages to reach most county residents</p> <p>Identify commonly asked questions about the center and create an FAQ to be posted on the website</p> <p>Develop talking points for key messages and distribute to community leaders</p>	<ul style="list-style-type: none"> • Culturally specific groups • Neighboring businesses • Neighborhoods • General public • Community Partners • City governments • Law Enforcement 	<p>Begin before the site locations are finalized</p>

<p>Identify effective types of materials and platforms for sharing information. Make the information accessible to the community</p>	<p>Collaborate with an advisory group made up of representatives from multiple communities in order to determine the most effective methods for communicating information about the CATT through:</p> <ul style="list-style-type: none"> • CATT website • Newsletters • Press releases • Monthly Board of Commissioner memos • Focus groups • One-pagers • Community/linguistically specific FAQs • Public service announcements/messages • Social media • Community meetings (virtual and non-virtual) 	<ul style="list-style-type: none"> • Culturally specific groups • Neighboring businesses • Neighborhoods • General public • Community Partners • City governments • Board of Commissioners 	<p>Begin before the site locations are finalized</p>
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FOCUS AREA/ OBJECTIVE: Disseminate information about the goals of the CATT project.
This objective will ensure we are informing residents and community leaders how the CATT will provide a significant opportunity to address the identified community needs by creating a comprehensive substance use disorder center that is accessible to all people.

STRATEGY	ACTIONS	AUDIENCE	TIMELINE
<p>Share objective information to the public about how the CATT will fill gaps in the County’s behavioral health services</p>	<p>Develop messaging that demonstrates how the CATT will fill gaps in services:</p> <ul style="list-style-type: none"> • Improve the availability and immediate access to treatment • Integrate people with lived experience into services • Co-located community services and coordinate and collaborate with substance use disorder services and supports outside of the CATT • Identify historical barriers that will be overcome and will increase the ability for residents to enter into services • Improve substance use disorder services’ workforce <p>Ensure all messaging is person-centered, strengths-based and focuses on destigmatizing substance use</p>	<ul style="list-style-type: none"> • Culturally specific groups • Neighboring businesses • Neighborhoods • General public • Community Partners • City government • Law Enforcement 	<p>Begin before the site locations are finalized</p>

	<p>Communicate what is outside of the scope of the center and what would exclude someone from services</p> <p>Build partnerships with organizations that already serve and have built trust with culturally specific communities</p>		
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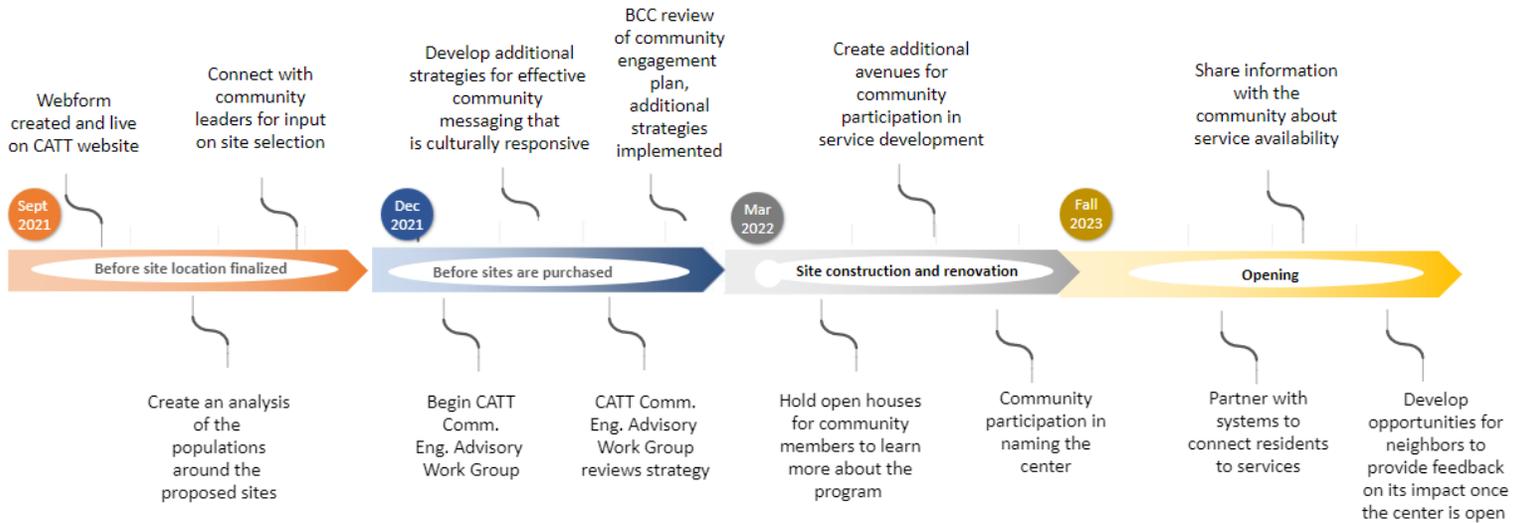
FOCUS AREA/ OBJECTIVE: Develop meaningful opportunities for the community to provide input.
This objective will ensure the voices from our diverse community are heard and community members are actively invited to be involved in this project.

STRATEGY	ACTIONS	AUDIENCE	TIMELINE
<p>Develop effective partnerships across multisector groups and involve community members throughout the development phases</p>	<p>Create opportunities for community members and organizations to participate and provide input:</p> <ul style="list-style-type: none"> • Implement a Community Engagement Advisory Workgroup • Create opportunities for individual interviews with people who have a variety of perspectives • Organize focus groups to continue to gather input • Continue CATT work groups consisting of community residents and stakeholders • Create and implement community surveys • Organize community information meetings • Develop a web-based feedback form <p>Build and maintain partnerships with the community to encourage feedback from many different perspectives:</p> <ul style="list-style-type: none"> • People with lived experience with substance use disorders • Culturally responsive service providers • Behavioral Health treatment providers • Medical health providers • Harm reduction services • Emergency medical services • Law enforcement • Housing services/homeless outreach 	<ul style="list-style-type: none"> • Culturally specific groups • Neighboring businesses • Neighborhoods • General public • City government • Law Enforcement 	<p>Begin before the site locations are finalized</p>

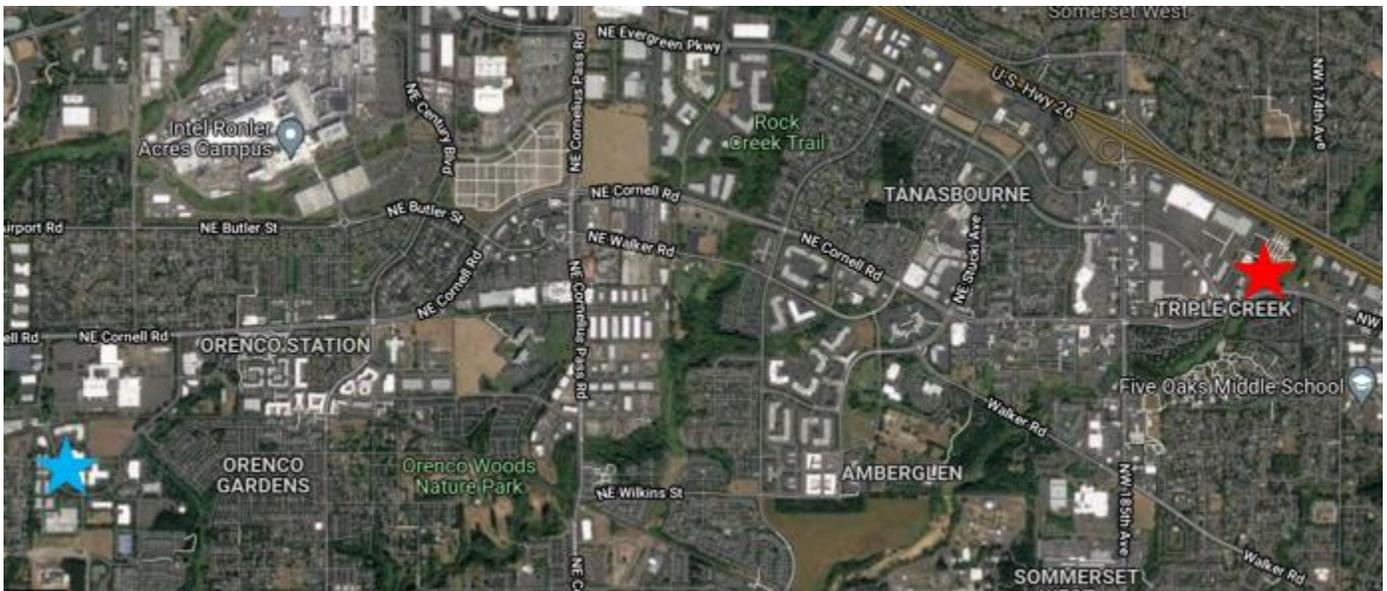
	<ul style="list-style-type: none"> • Faith communities • Community Based Organizations (CBOs) • Neighborhood associations • Chamber of Commerce/business associations and neighboring businesses • State officials, city government representatives • Coordinated Care Organizations <p>Identify and address barriers to possible community participation in this project</p>		
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<p align="center">FOCUS AREA/ OBJECTIVE: Support the local neighborhoods and businesses. <i>This objective will respond to community questions and concerns about the center and its impact.</i></p>			
STRATEGY	ACTIONS	AUDIENCE	TIMELINE
<p>Identify and respond to feedback, questions, and concerns in a timely manner</p>	<p>Develop a process for responding to and mitigating concerns, rumors, or conflict. Address any predictable challenges by acknowledging and addressing them directly.</p> <p>Respond to questions from community meetings, surveys, or feedback forms</p> <p>Be transparent about the cost for services</p> <p>Reach out to residents and businesses directly to create opportunities for input</p> <p>Address concerns raised through partnership and collaborative problem solving</p> <p>Empower champions and leaders within the specific community to help build relationships and trust. Identify opportunities for these individuals to participate in the project. Find opportunities to increase the support and understanding for the project</p> <p>Communicate frequently and respond quickly</p>	<ul style="list-style-type: none"> • Culturally specific groups • Neighboring businesses • Neighborhoods • General public • Law Enforcement 	<p>After the site locations are finalized</p>

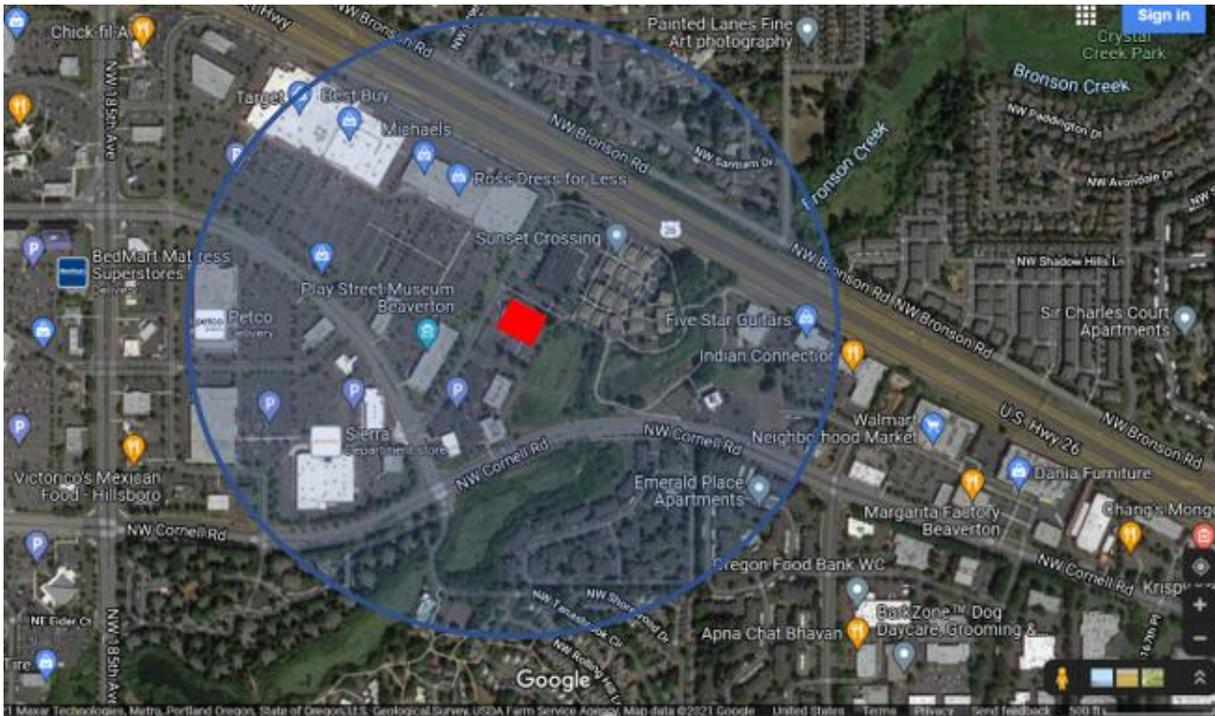
Community Engagement Strategy Timeline



Map of Proposed site locations:



1,500-foot radius for WCCA building:



1,500 ft. radius around Elam Young building

