COLLECTIVELY ENHANCING MENTAL AND BEHAVIORAL HEALTH CAPACITY THROUGHOUT THE GULF COAST

A roadmap for success involving a large-scale public health crisis

GULF REGION HEALTH OUTREACH PROGRAM (GRHOP)

- Primary Care Capacity Project (PCCP)
- Mental/Behavioral Health Capacity Project (MBHCP)
- Community Health Workers Training Project
- Environmental & Health Capacity & Literacy Project
- Community Involvement Project

QUAD-STATE MENTAL & BEHAVIORAL HEALTH CAPACITY PROJECTS

- MBHCP-Louisiana
- MBHCP-Mississippi
- MBHCP-Alabama
- MBHCP-Florida

COLLECTIVE IMPACT MODEL: FIVE CONDITIONS FOR SUCCESS

Large-scale social change requires coordination among existing stakeholders

- Quarterly in-person meetings reinforced the common agenda of the GRHOP. Realizing all 5 CI conditions is essential for collective success.
- Designated activities facilitated communication across projects, many of which led to off-site cross-projects to solve overlapping concerns.
- Continuous communication was enhanced with monthly calls and email exchanges. Despite costs, communication is vital to building relationships and recognizing points of intersection.
- Comparing and contrasting each specific logic model led to greater clarity of shared objectives and clarification of project-specific strengths.
- The structure and function of a mission-wide Coordinating Committee (CC) is important for organizing multiple projects tackling the same mission.