



Special Considerations for the Retention & Recruitment of Mental Health Providers Webinar Series

Session 3 | June 30, 2021 | 2-3 PM EST

Association of Clinicians for the Underserved (ACU) | STAR² Center

Community Health Center Inc. (CHC, Inc.) | Weitzman Institute

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YOUR HOSTS



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LAND ACKNOWLEDGEMENT



ACU
ASSOCIATION OF CLINICIANS
FOR THE UNDERSERVED



This presentation was created on, and is being given from unceded territories of the Nacotchtank (Anacostan) people in Washington, DC.

We humbly offer gratitude and respect to the elders, past and present citizens of these tribes, and to all indigenous peoples that are historically and contemporarily tied to the lands that make up Washington, DC.

(Check out this resource to see whose land you're occupying: <https://native-land.ca/>.)

Access to Care & Clinician Support

Recruitment & Retention

National
Health Service
Corps

Resources

Training

Networking

- National Cooperative Agreement awarded in 2014
- Funded by the Bureau of Primary Healthcare
- One of 21 National Training and Technical Assistance Partners (NTTAPs)
- Produces **FREE** Resources, Training, and Technical Assistance

www.chcworkforce.org

Contact us: info@chcworkforce.org

TODAY'S AGENDA



- Overview of Recruitment
- Type of Mental Health Providers
- Communication
- Recruitment Team
- Advertising & Social Media
- Interview & Onboarding



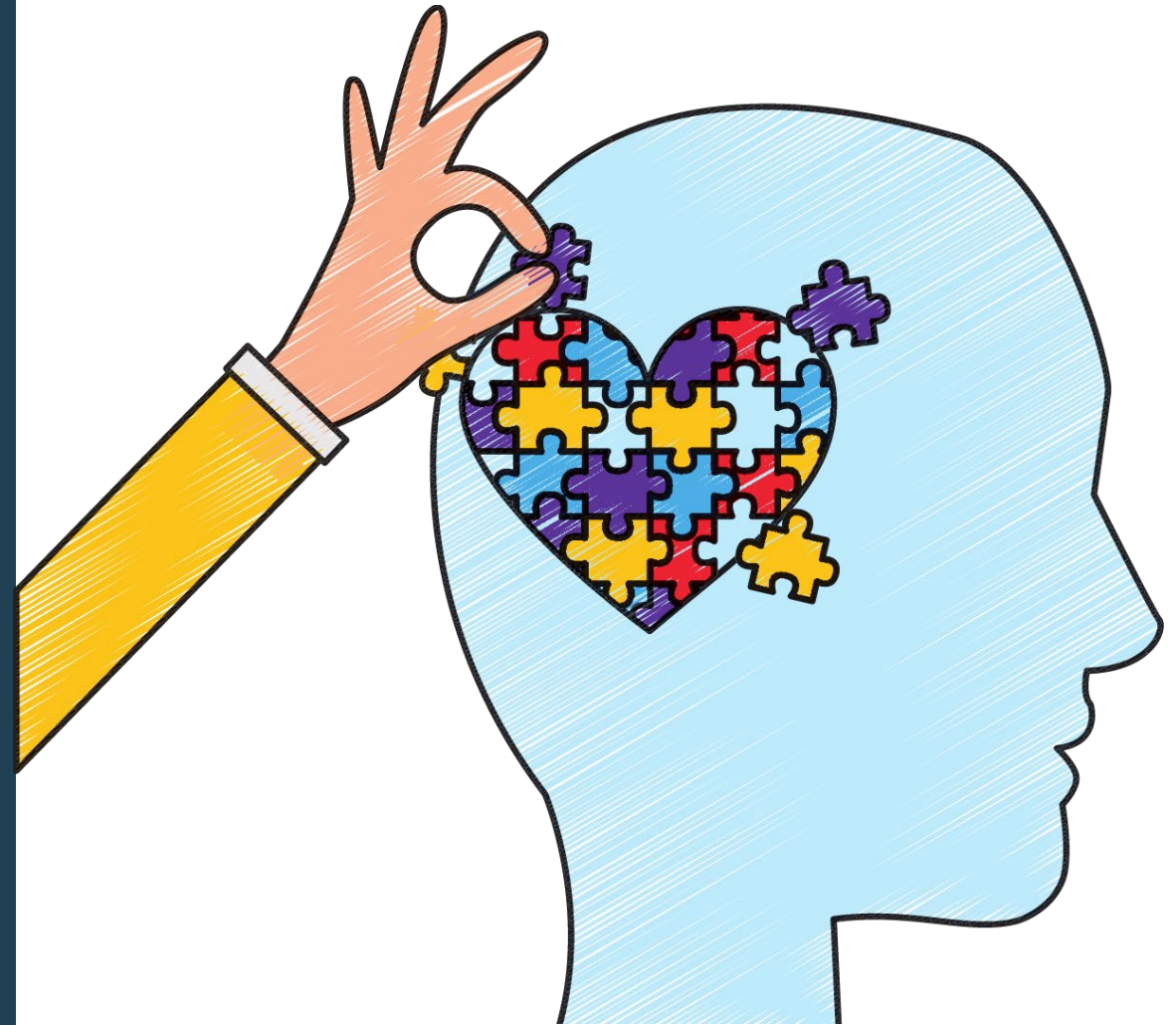
HOUSEKEEPING



- This session is being recorded and the **recording** will be sent via email to everyone who registered
- Please use the **Chat** box to ask questions, share comments, and thoughts
- Send a message to **Mariah Blake**, Program Manager, if you are experiencing technical difficulties
- Please complete the **evaluation** at the end of the session

Think about areas where your health center **excels** when recruiting mental health providers.

Think about the **challenges** your health center faces when recruiting mental health providers.

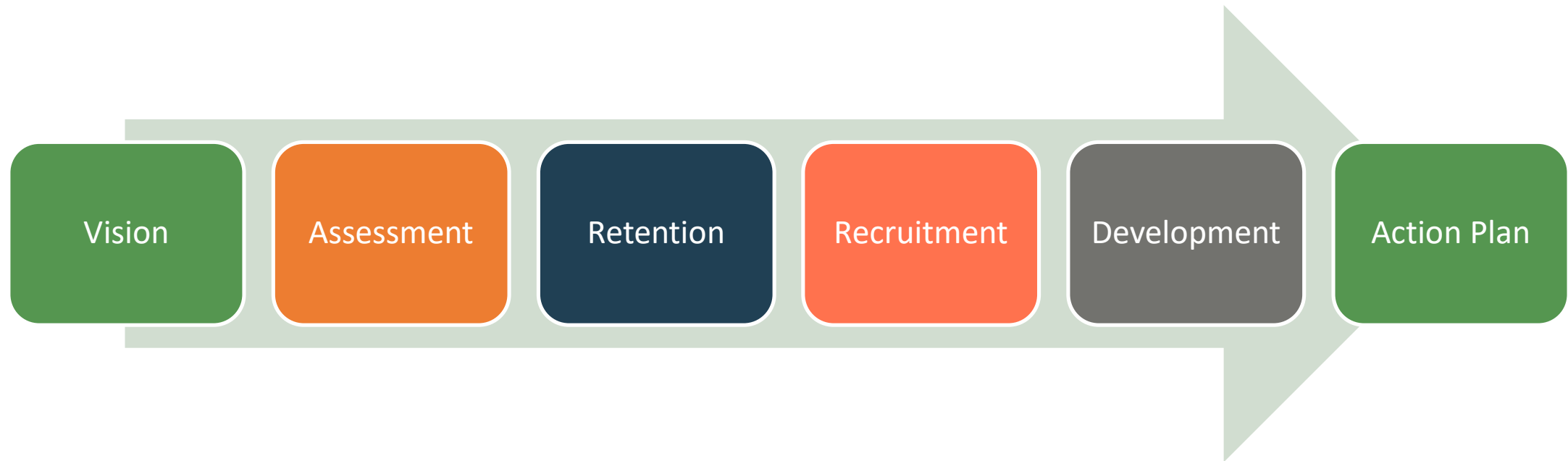


COMPREHENSIVE WORKFORCE PLAN

Definition & Components

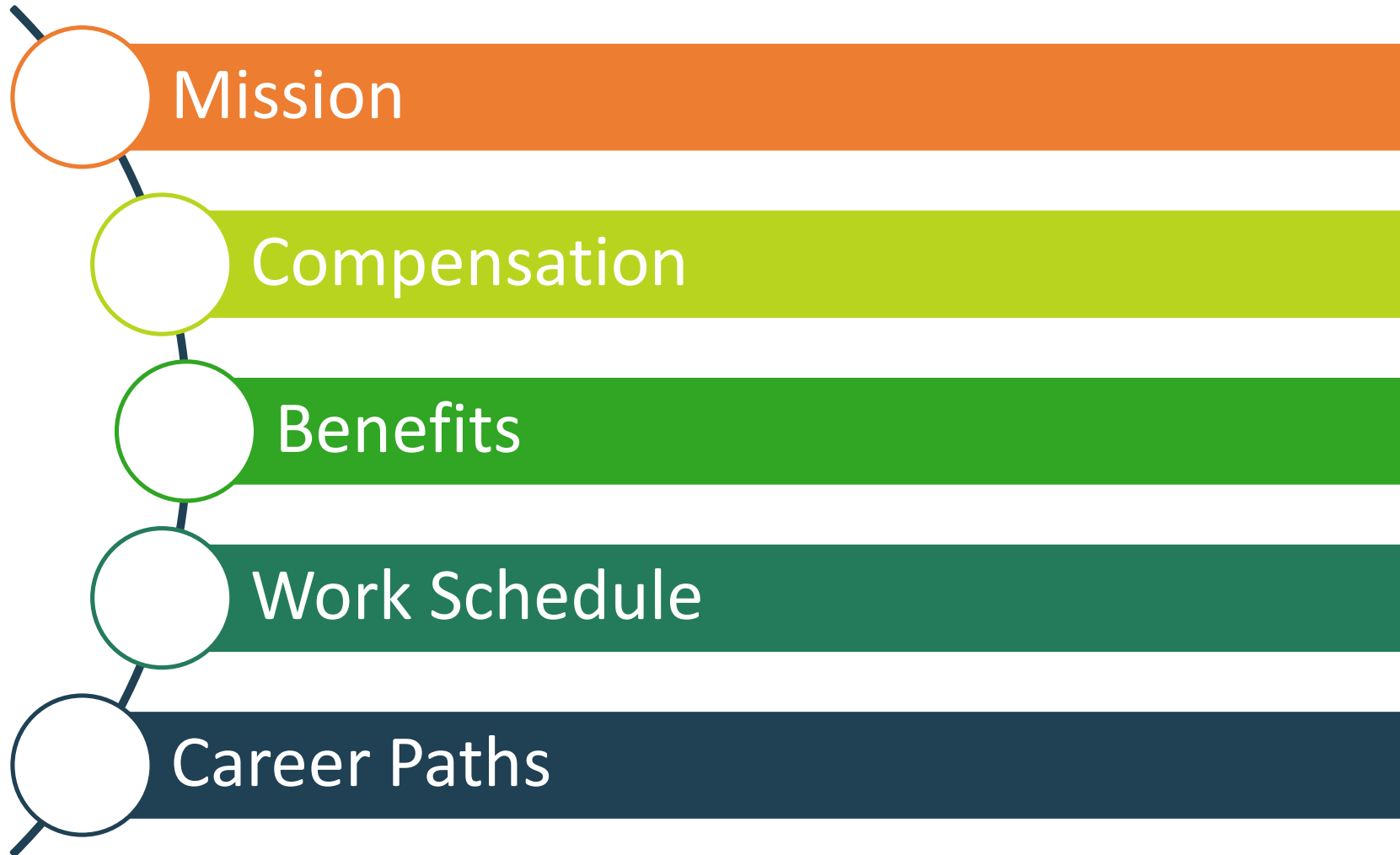


A comprehensive workforce plan describes the process for which a health center assesses the needs of its patients and community while identifying strategies for building and sustaining its capacity to support those needs through qualified personnel that embody mission-driven, equitable, and inclusionary values.



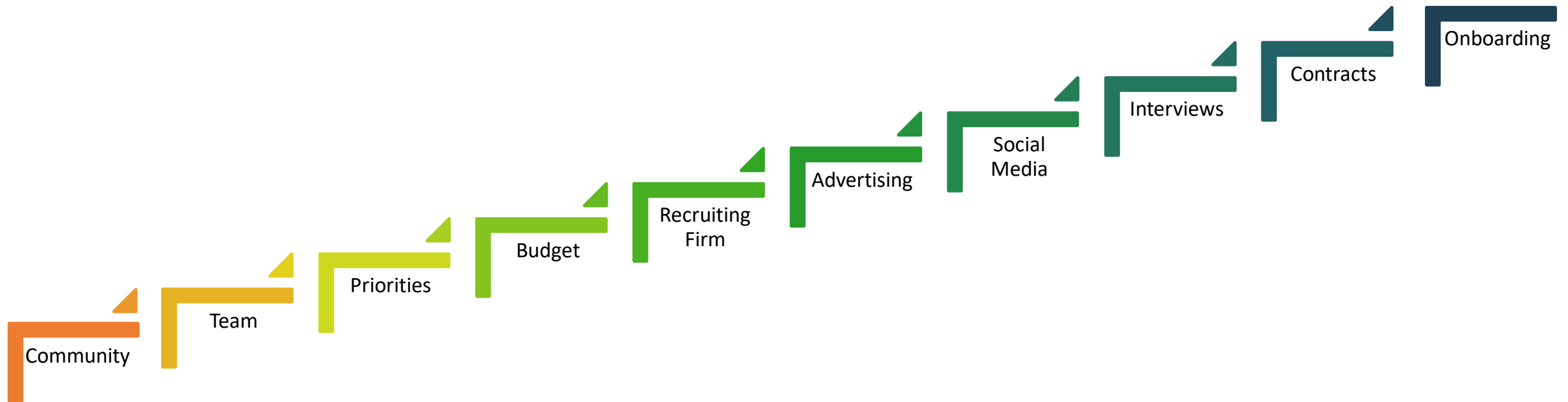
RETENTION PLANNING

Recap from Session 2



RECRUITMENT PLANNING

Key Areas



RECRUITMENT OUTREACH

Finding Diverse Candidates



- National Hispanic Medical Association
- National Black Nurses Association
- National Association of Hispanic Nurses
- National Medical Association
- Out Professional Network!

Resource: [Building an Inclusive Organization Toolkit](#)

BUILDING AN INCLUSIVE ORGANIZATION

Job Posting Sites

The following national organizations have Career Centers available for job postings. Click on their organization's name to be directed to their website.

[National Hispanic Medical Association](#)

NHMA empowers Hispanic physicians to lead efforts to improve the health of Hispanic and other underserved populations in collaboration with Hispanic state medical societies, residents, and medical students, and other public and private sector partners.

[National Black Nurses Association](#)

NBNA's mission is to provide a forum for collective action by African American nurses to represent and provide a forum for black nurses to advocate for and implement strategies to ensure access to the highest quality of healthcare for persons of color.

[National Association of Hispanic Nurses](#)

NAHN is the nation's leading professional society for Latinx nurses.

[National Medical Association](#)

NMA is the collective voice of African American physicians and the leading force for parity and justice in medicine and the elimination of disparities in health.

[National Alaska Native American Indian Nurses Association](#)

NANAINA unites American Indian/Alaska Native nurses and those who care for AN/AI people to improve the health and well-being of American Indian/Alaska Native people.

[Philippine Nurses Association of America](#)

PNAA is an organization responsive to Filipino-American nurses' needs.

[Out Professional Network!](#)

Out Professional Network! provides the LGBT community with a trusted professional network, which pairs members with employers who are serious about building a diverse workforce to meet the needs of an increasingly diverse customer base.



THE IMPORTANCE OF EFFECTIVE RECRUITMENT OF MENTAL HEALTH PROVIDERS



- Why Effective Recruitment?
- Essential- Recruitment and Selection Policy
- Stay Current With Ever-Changing Laws and Regulations



WHO MAKES UP THE MENTAL HEALTH FORCE

Identified by the HRSA / HHS



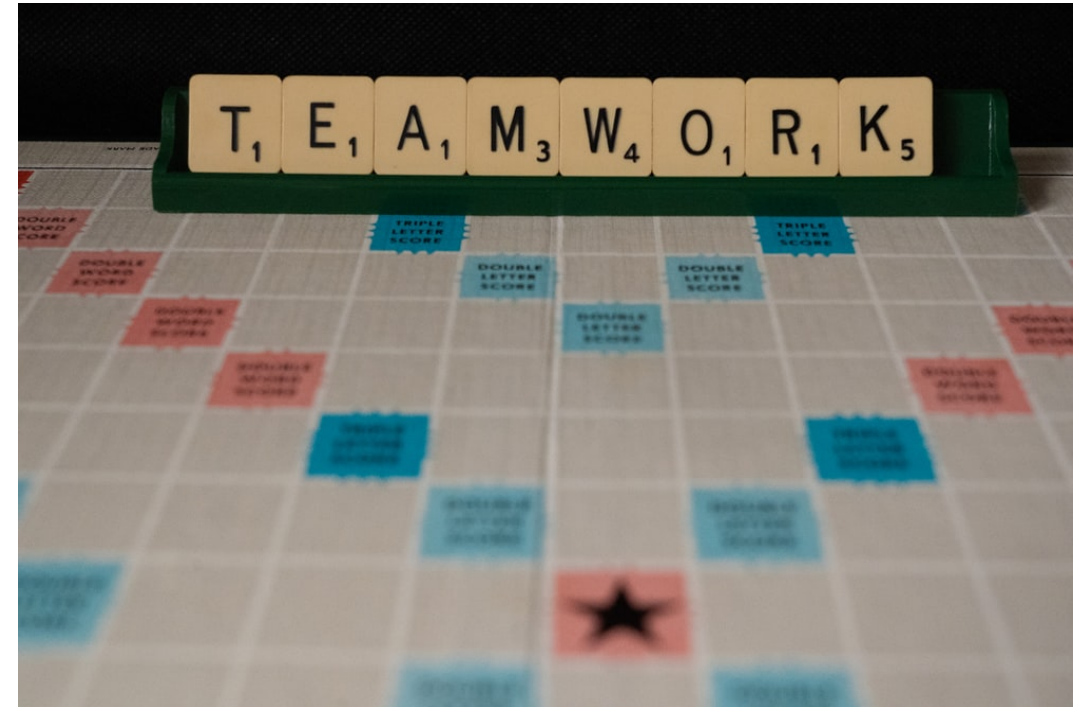
- Clinical Social Workers
- Clinical Psychologists
- Marriage and Family Therapists
- Drug and Alcohol Counselors
- Psychiatrists
- Advanced Practice Psychiatric Nurses
- Mental Health Counselors
- Case Managers



COMMUNICATING WITH LEADERSHIP



- Creating Buy-In At Every Level
- Importance of Recruitment Efforts –Mental Health Workforce
- Recruitment and Retention Practices



BUILDING THE RECRUITMENT TEAM



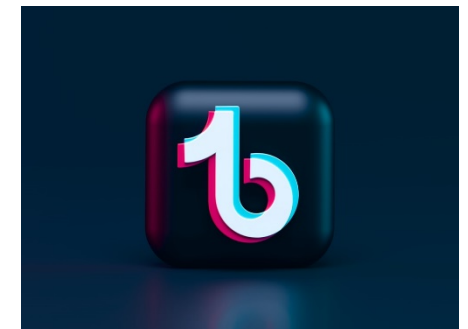
- Ensuring Mental Health Providers Are Part of The Team
- What Do We Gain By Making These Changes?



ADVERTISING AND SOCIAL MEDIA



- Attracting The Right Candidates
- Improve Job Announcements
- Engaging Job Announcements



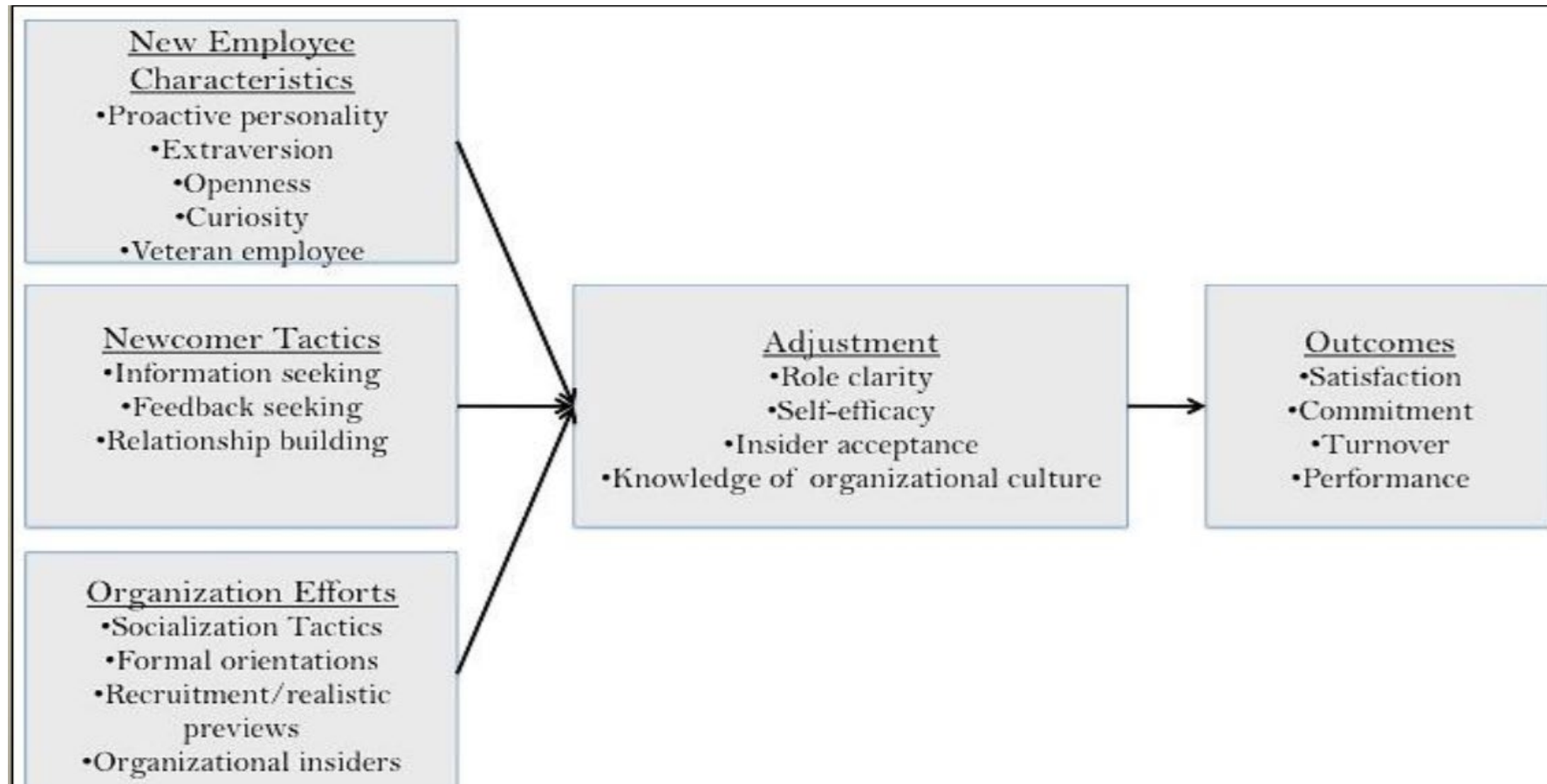
INTERVIEW PROCESS & ONBOARDING



- Specific Considerations
Mental Health Workforce
- Creating An Offer Package
- Preparing Providers and Staff
for Mental Health Workforce



ONBOARDING MODEL



QUESTIONS



STAY IN TOUCH!

 Chcworkforce.org

 Clinicians.org

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