

# Learn about the Community Wellbeing Ambassador Initiative

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## We're so glad you're here!



# SUPPORTING COMMUNITY WELLBEING



- The Community Well Being Initiative is the Division of Substance Abuse and Mental Health's strategy to provide a coaching intervention for community members who are struggling with the social, economic and emotional problems brought on by Covid-19









## How Do We Support Each Other To Be Resilient In These Challenging Times?

Many people will not seek professional help but will respond to support provided by someone in their community. We can all improve and learn new coping strategies to help us get through a crisis, and we can share our strengths with others.

## Community Well Being Ambassadors


- Establish positive, supportive relationships with community members
- Coach community members using Skills for Psychological Recovery (SPR), Motivational Interviewing and Trauma Informed Principles
- Help prevent opioid overdose by talking about addiction and distributing Narcan
- Help individuals and families connect with community resources
- Motivate community members to be active and engaged participants in their well being
- Helping to prevent overdose by talking about addiction and distributing naloxone
- Ambassadors are equipped to provide seamless connection to behavioral health services



## Meet one of the Community Wellbeing Ambassadors: Orlando Foreman







# COMMUNITY OF PRACTICE

- Multiple Organizations engaging with each other and the Ambassadors
- Ongoing training and personal/professional development
- Daily conversations with a purpose. Reflections on what is happening, what are the needs, collaborative problem solving



# COMMUNITY OUTREACH

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- Making the community aware that you are available
  - Community Events
  - City Council Committee meetings
  - School events
  - Civic Association meetings



A silhouette illustration on the left side of the slide shows two figures climbing a dark, jagged rock face. One figure is higher up, reaching down to assist the other, who is hanging from their hand. The background is a warm gradient of orange and red, suggesting a sunset or sunrise. The overall shape of the illustration is curved, following the edge of the slide.

# 21<sup>ST</sup> CENTURY CASE MANAGEMENT

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- Skill development
  - Flexibility
  - Resource connection
  - Building trust-based relationships to support individuals when needed, while practicing self care
- Recognizing and navigating relationship boundaries
  - Maintaining a “one foot in and one foot out” position

# #1 Tool

- **Skills for Psychological Recovery (SPR)**
  - Is not therapy!
  - It is an educational program
  - Helps people reduce distress and cope
  - Uses handouts and worksheets



# Ambassador's Coach Using Five SPR Skills

01

**Building  
Problem-Solving Skills**

02

**Promoting  
Positive  
Activities**

03

**Managing  
Reactions**

04

**Promoting  
Helpful  
Thinking**

05

**Rebuilding  
Healthy Social  
Connections**



SPR Flow Chart



# Goal of SPR

The goal of SPR is to teach survivors new ways to deal with distress and improve resilience




# Summary

- Covid 19 has impacted everyone, but not all equally
- During challenging times, community members can help each other to enhance their personal resilience
- Community Wellbeing Ambassadors (CWA) will be trained to have a presence on the community and navigate resources and coach others
- Self care is key
- Change happens in stages and it is important to match your intervention to the person's stage of change

# References

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- Training co-developed by Network Connect, HMA, and Wilmington Community Advisory Council, Center for Structural Equity, and Minds in Motion.
- Berkowitz, S., Bryant, R., Brymer, M., et al. (2010). Skills for Psychological Recovery: Field Operations Guide. National Center for PTSD and National Child Traumatic Stress Network



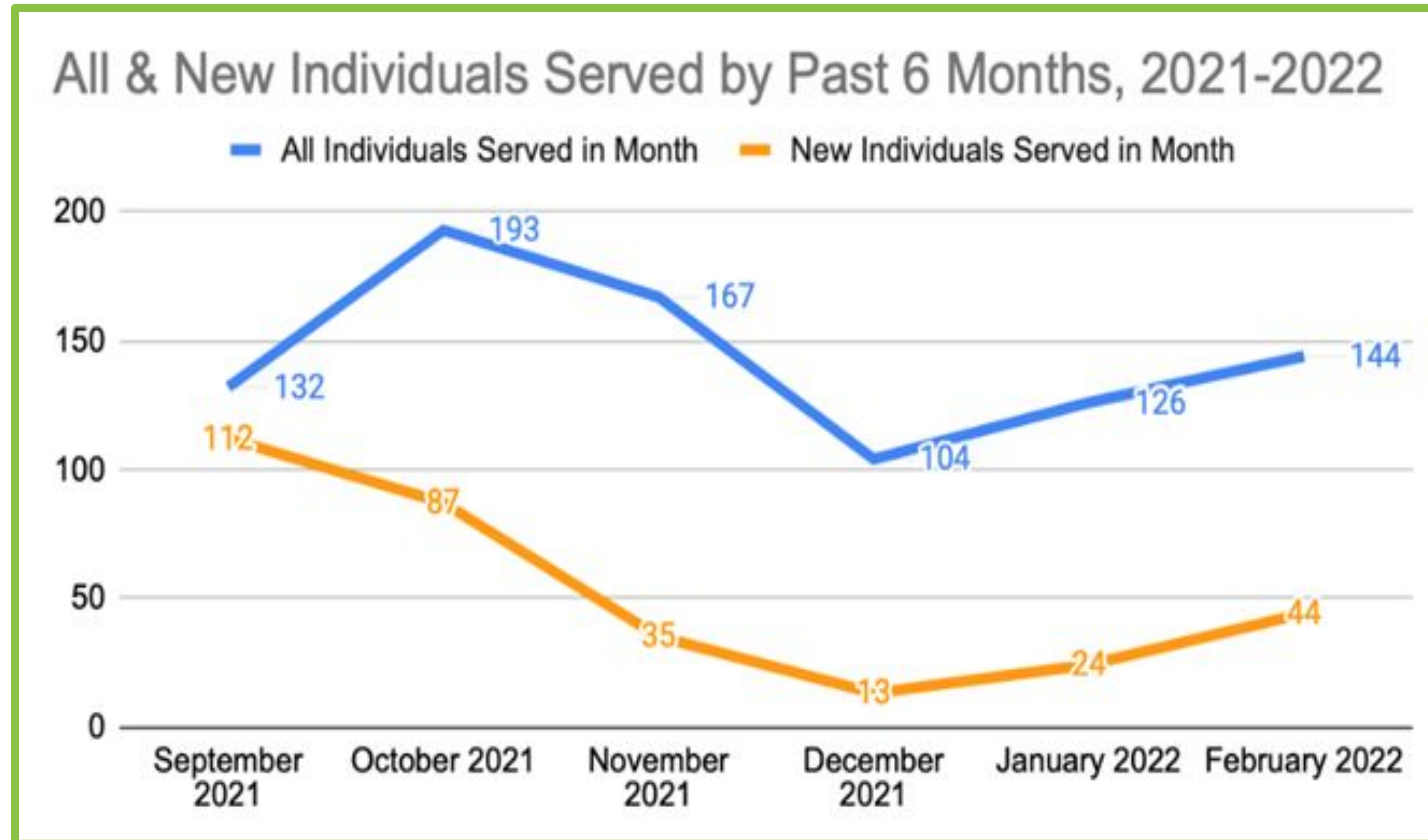


# How does evaluation support the Community Wellbeing Ambassadors?

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- Evaluation Team is from the Center for Drug & Health Studies at UD
  - Led by Meisje Scales and Laura Rapp
- The goal is for evaluation to be community-driven, responsive, informative, and sustainable
- Design and implement evaluation with stakeholders and partners

# Phase 1: Implementation Evaluation



## Key Programmatic Data:

- 394 community members engaged with Ambassadors since May 2021.
- 92% of Community Members engaged receive at least 1 SPR Skill.
- Resources and information for identified needs provided over 3,000 times.
- 287 Naloxone Kits distributed.



# Phase 2: Collective Impact Evaluation

Collective Impact brings people together in a structured way to achieve social change.

- [CollectiveImpactForum.Org](https://collectiveimpactforum.org)

## Design:

- Qualtrics Survey of Program Stakeholders
- First invite was sent in early September 2021 with three follow up emails
- 11 total participants (57% response rate)

## Findings from Baseline Survey:

- The Collective Impact framework was incorporated into the developmental and early implementation stages
- Three of the five core conditions of Collective Impact are making early and strong progress:
  - Mutually Reinforcing Activities
  - Backbone Function
  - Common Agenda

