



## CDPH CYBHI Brain Trust Brain Trust One-Pager

### What is the CDPH CYBHI Brain Trust?

The Brain Trust is a national and international advisory committee comprised of subject matter experts who provide thought partnership with CDPH in order to assist creating culturally and linguistically appropriate behavioral health literacy and change campaigns that are co-designed for and by youth, caregivers, and their communities. The Brain Trust is led by Ana Bolaños, Assistant Deputy Director of the Office of Health Equity.

### Why are we creating a Brain Trust?

Community input is critical to ensuring that youth are not only part of co-designing campaigns, but also that they are meaningfully engaged prior to releasing CDPH's Request for Proposal (RFP). During the pre-RFP stage, CDPH will engage youth and caregiver community members to ensure their voices are centered throughout the process as well as partner with trusted organizations who work closely with youth from the following 5 priority populations: African Americans/Black, Native Americans, Asians and Pacific Islanders, Latinos, and Lesbian, Gay, Bisexual, Transgender, Queer and Questioning communities with special consideration for transitional-age youth, persons with disabilities, justice and foster care involved youth and those living in rural areas.

CDPH recognizes that ensuring the meaningful engagement of youth, caregivers, and communities in order to increase behavioral health literacy and reduce stigma is crucial while simultaneously acknowledging the criticality of having objective and impartial subject matter experts give feedback throughout the lifespan of this youth-centered initiative. This feedback will help ensure that the initiative continues to be designed for and by youth as well as empower caregivers and communities to support children and youth behavioral health in a stigma free environment.

The Brain Trust's valuable feedback to date has helped inform not only the design of pre-RFP community partner engagement but also ensured that diverse community members are met with respect and community-based evidence is used to measure the success of the campaigns. Regular consultation with the Brain Trust allows for rapid, efficient, and objective assessment of

community engagement throughout the three stages of this initiative: RFP and RFA development; campaign design and implementation; and campaign monitoring and support. CDPH understands the urgent need to co-create culturally and linguistically appropriate behavioral health literacy campaigns for and by youth, with particular attention paid for those from unserved, underserved, and inappropriately served communities in California. CDPH meets twice monthly with the Brain Trust to ensure that these voices are centered throughout the lifespan of the initiative.

In 2023, the Brain Trust will continue to provide expert advisement to CDPH as the RFP and RFAs are released, and as CDPH plans local campaigns with Community Based Organizations serving our five priority populations: African Americans/Black, Native Americans, Asians and Pacific Islanders, Latinos, and Lesbian, Gay, Bisexual, Transgender, Queer and Questioning communities with special consideration for transitional-age youth, persons with disabilities, justice and foster care involved youth and those living in rural areas.

CDPH values the input of community members in the CDPH CYBHI initiative. We recognize that this initiative can only be successful if their voices are centered throughout the entire process with the support of the Brain Trust.

#### How were the Brain Trust members selected?

The Brain Trust members were selected using the following criteria:

- Subject matter expertise in one or more of the following areas:
  - Behavioral Health
  - Behavioral Health Literacy
  - Culturally and Linguistically Appropriate Campaigns
  - Community Defined Evidence
  - Measuring and Evaluation
  - Reducing Health Disparities
  - Youth Behavioral Health
  - Reducing Stigma
- Professional reputation

#### Who are the Brain Trust members?

CDPH preliminarily identified 7 individuals to serve on the Brain Trust and is actively recruiting to ensure the Brain Trust also represents the priority populations for which the campaigns are to be co-designed with and for.

- Sergio Aguilar Gaxiola, MD, PhD (UC Davis)
- Ricardo Muñoz, PhD (Palo Alto University)
- William Beardslee, MD (Harvard)
- Lloyd Michener, MD (Duke University)
- Jackie Thu-Wong, MSW (First5 California)
- Mayra Alvarez (The Children's Partnership)

- Jim Kooler, PhD, MPH (DHCS)
- Jill R. Lopez-Rabin, MPH (UC Davis)