



CONTRA COSTA COUNTY

AGENDA

Behavioral Health Board

Tuesday, August 25, 2026

6:00 PM

2425 Bisso Ln, 1st Floor Conference
Room, Concord |

<https://cchealth.zoom.us/j/98373631946> |

+1 646 518 9805 US Webinar ID: 983

7363 1946

Community Awareness Committee

The public may attend this meeting in person at either above location. The public may also attend this meeting remotely via Zoom or call-in.

Agenda Items: Items may be taken out of order based on the business of the day and preference of the Committee

1. Roll Call and Introductions
2. Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to two minutes).
3. RECEIVE and APPROVE the Meeting Minutes from the July 27, 2026 Behavioral Health Board Community Awareness Committee meeting, with any necessary corrections [26-3747](#)
Attachments: [BHBCAC Meeting Minutes 7-27-26 DRAFT](#)
4. DISCUSS Committee Goals and Objectives [26-3748](#)
Attachments: [BHBCAC Goals and Objectives 7-27-26 DRAFT](#)
5. PLAN Future Agenda Items, Meeting Priorities and Future Presentations

Adjourn

General Information

The Behavioral Health Board will provide reasonable accommodations for persons with disabilities planning to attend the Board meetings. Contact the staff person listed below at least 72 hours before the meeting. Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the County to a majority of members of the Board less than 96 hours prior to that meeting are available for public inspection at 1340 Arnold Drive, Suite 200, Martinez, CA 94553, during normal business hours. Staff reports related to items on the agenda are also accessible online at www.contracosta.ca.gov. If the Zoom connection malfunctions for any reason, the meeting may be paused while a fix is attempted. If the connection is not reestablished, the committee will continue the meeting in person without remote access. Public comment may be submitted via electronic mail on agenda items at least one full work day prior to the published meeting time.

For Additional Information Contact: Daniel Colin (Daniel.Colin@cchealth.org)



CONTRA COSTA COUNTY

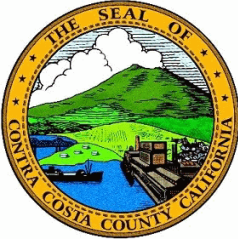
Staff Report

1025 ESCOBAR STREET
MARTINEZ, CA 94553

File #: 26-3747

Agenda Date: 8/25/2026

Agenda #: 3.



CONTRA COSTA COUNTY

Committee Meeting Minutes - Draft

Behavioral Health Board

Monday, July 27, 2026

4:00 PM

1025 Escobar Street, Martinez |

<https://cchealth.zoom.us/j/98373631946> | Call

in: +1 646 518 9805

Meeting ID: 983 7363 1946

Community Awareness Committee Meeting

The public may attend this meeting in person at either above location. The public may also attend this meeting remotely via Zoom or call-in.

Agenda Items: Items may be taken out of order based on the business of the day and preference of the Committee

1. Roll Call and Introductions

At the request of Chair Fernandez, Campbell facilitated the meeting and called the meeting to order at 4 p.m.

Present

Logan Campbell, and Roland Fernandez

Absent

Y'Anad Burrell

2. Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to two minutes).

There were no requests for public comment on this item.

3. DISCUSS the Purpose of the Community Awareness Committee

Attachments: [BHB WIC_5604.2](#)

There were no requests for public comment on this item.

Committee members reviewed statutory responsibilities under Welfare & Institutions Code §5604.2. They discussed how the Community Awareness Committee supports the Behavioral Health Board by identifying gaps, gathering community input, and making recommendations to the full Board. The Committee agreed its purpose included promoting public awareness of behavioral health programs, understanding community needs, and ensuring equitable access to services across populations. Committee members noted that the subcommittee could work both inward (program evaluation) and outward (community engagement).

4. REVIEW the Work and Committees of the Former Mental Health Commission and Alcohol and Other Drug Advisory Board

- Discuss the former Alcohol and Other Drug Advisory Board's Programs and Services Committee
- Discuss the former Mental Health Commission's Quality of Care committee, Justice Systems committee and Finance committee

Attachments:

[AODAB 2023 Goals and Objectives - Updated 12.04.2023](#)

[CC Mental Health Commission Responsibilities](#)

[Finance Goals_Mission Statement 24-25_DRAFT](#)

[Att C_MHC Quality of Care Committee Projects as of January 2024 3.11.24](#)

There were no requests for public comment on this item.

The Committee reviewed the historical Alcohol and Other Drug Advisory Board goals and identified items still relevant for the newly merged Board. Key activities included conducting community outreach, increasing cultural competency, supporting educational events, attending prevention services meetings, engaging youth coalitions, collaborating on awareness proclamations, addressing root causes of substance use, reducing stigma, and maintaining community event calendars. Items that were outdated or duplicative were removed, while others were scheduled for future refinement.

The Committee discussed the need to incorporate Quality of Care responsibilities (program evaluation, PES and jail visits, review of consumer experience) into future committee work. Members acknowledged that Justice Systems oversight and Finance responsibilities were important, but agreed to return to these items at a future meeting when an individual with lived mental health experience could be present to contribute. They planned to merge relevant Mental Health Commission duties into the Board's new goals and objectives framework.

5. Preliminary Scope of the New Committee

There were no requests for public comment on this item.

The Committee discussed the initial scope of the Community Awareness Committee. Members agreed that the Committee would focus on promoting awareness of behavioral health programs and resources, gathering and monitoring community feedback, and identifying gaps in communication and service access. The Committee determined it should support culturally competent outreach, participate in countywide awareness campaigns, collaborate with contractors, community partners, schools, and youth groups, and develop a calendar of outreach events. Members also agreed that the Committee would help shape Board-wide recognition activities. The Committee planned to revisit and refine the scope once additional source documents were available at the next meeting.

6. Future Agenda Items and Meeting Priorities

There were no requests for public comment on this item.

The Committee reviewed priorities for future agendas and agreed to focus on strengthening meeting consistency and planning. Members emphasized the importance of reliable attendance and advance communication from committee members to avoid quorum issues. They identified several standing agenda components to be included in future meetings, such as roll call, public comment, a brief review

of the committee's purpose, report-outs from members on outside meetings or events, continued review of legacy committee work, and planning for future agenda items and presentations.

The Committee decided that presentations should be avoided in the early meetings so that time could be devoted to establishing goals and objectives. They confirmed that meetings would continue on a monthly schedule until the committee's work plan was fully developed. They also discussed creating a community outreach calendar and preparing documents that would eventually be brought to a full Board retreat

Adjourn

General Information

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For Additional Information Contact: Daniel Colin (Daniel.Colin@cchealth.org)



CONTRA COSTA COUNTY

Staff Report

1025 ESCOBAR STREET
MARTINEZ, CA 94553

File #: 26-3748

Agenda Date: 8/25/2026

Agenda #: 4.

CONTRA COSTA COUNTY ALCOHOL AND OTHER DRUGS ADVISORY BOARD ACTION PLAN

2023

GOALS

1. Support the reduction of substance use and increase in access to information and treatment
2. Promote and support more interaction between the Board and its constituents to better identify and address needs and opportunities.

Goal 1.

Support the reduction of Substance Use and Access.

Activities	Responsible Committee	Status	Timeline
● Conduct outreach into the community to inform and raise awareness about AOD treatment and prevention services. ● <u>Increase cultural competency and outreach in 2023.</u> ● <u>*Would apply to new BHB</u>	Community Awareness Committee	<u>Created calendar to track events/outreach opportunities for committee/board members*</u> Dr. Shires attended community event in Danville: 'Fentanyl is in our community' Need a standard for cultural competency. Dr. Shires is a member of the Social Emotional Well-Being Steering Committee for SRVUSD. Dr. Shires is a member of the Steering Committee for Equity, Diversity and Inclusion for SRVUSD.	Ongoing
● <u>Support two (2) education events, through tabling, that focus on the general</u>	Community Awareness Committee	Cynthia attended the 3 Rd Annual Restoring Hope & Community Resource	December 2023

population which includes: youth, adults, and seniors, <u>vulnerable populations, and underserved communities, veterans-</u> • <u>*Would apply to BHB</u>		Fair & Free Services event on 2/23/23 in Pittsburg, CA supporting AODS table. Cynthia and Dr. Moore attended the West County Clean Slate Event on 4/28/23 in Richmond, CA supporting AODS table. Do a job fair again at DVC for Addiction Studies Students. Need to create materials for this (and other) events (e.g. pamphlet/flyer) about AODAB AODAB Brochure – update Need to identify available education events	
• <u>Attend 3 out of 9 monthly Prevention Services Meetings at AOD. (4th Thursday of month)</u> • <u>*Would apply to BHB (would count as one future standing item)</u>	Community Awareness Committee	Dr. Shires plans to attend the November 2023 all staff Prevention Providers System of Care meeting.	December 2023
• <u>Engage youth development coalitions and recruit youth leaders to spearhead Alcohol Awareness Month Proclamation and mental/behavioral health proclamations</u> • <u>*Would apply to BHB</u>	Community Awareness Committee	Dr. Shires will follow up with relevant coalitions + youth leaders Presentation by Dr. Moore at the Board of Supervisors meeting on April 18, 2023.	April 2023

● <u>Attend 3 of the monthly community environmental prevention coalition meetings (Richmond, Concord, Danville)</u> ● <u>Keep as standing item, would apply to BHB</u>	Community Awareness Committee	Will add to Community Awareness calendar	December 2023
● <u>Collaborate with AODS sub-contracted Prevention Providers to declare a proclamation for Red Ribbon Week by the Board of Supervisors.</u> ● <u>Would apply to BHB to include any behavioral health proclamations</u>	Community Awareness Committee	Committee will be involved in proclamation + public comment Community Awareness Committee made a video for Red Ribbon Week at the end of September 2023. Make Red Ribbon Week Proclamation to BOS – Goal date: October 24, 2023	October 2023
Collaborate with MEDS Coalition to Declare Proclamation of Prescription Drug Abuse Awareness Month by the Board of Supervisors <u>*Would apply to BHB</u>	Community Awareness Committee	Community awareness committee member to attend. CCC MEDS Coalition presented proclamation of Prescription Drug Abuse Awareness Month on March 7, 2023, at Board of Supervisors Meeting.	March 2023
● <u>Spearhead efforts for “People Who Make a Difference Award”</u> ● <u>*Would apply to BHB; develop recogniton and awards similar to above from AODS</u>	Community Awareness Committee	Sent letter to community partners seeking nominations 3/30 Community Awareness selected & AODAB made recommendations to BOS for 2022 PWMAD 5/17 & 5/24 Cynthia presented PWMAD Recipients at BOS Meeting (6/27/2023)	June 2023
● <u>Advocate for an increase in school-based prevention through the Office of Education.</u>	Community Awareness Committee	Cynthia contacted Superintendent of Education for Contra Costa County.	Ongoing

● <u>Prevention and awareness through CCC office of education and local school districts</u>		Meeting was held via Zoom on September 6, 2023, at 2 PM. Follow up meeting with CCCOE mid-year 2024 (February 2024).	
● Address, assess and educate around root causes of AOD use and abuse. ● <u>Collect community input and communicate with AOD/Supervisors (what specifically?)</u> ● <u>Behavioral health</u>	Community Awareness Committee	Dr. Shires gave a presentation on Teen Fentanyl Prevention February 2023. Dr. Shires is attending the Suicide Youth Prevention Coalition meetings. Target an event at each district throughout the year. Thoughts: Thought exchange, survey, input from community.	Ongoing
● <u>Reduce stigma related to AOD and MH issues – with community as well as funders & decision-makers.</u> ● <u>Reduce stigma related to BH issues with community.</u>	Community Awareness Committee	Need to identify methods for reduction of stigma. Dr. Shires and Shelley attend Equity, Diversity, and Inclusion Steering Committee for SRVUSD.	Ongoing
● <u>Awareness/Celebration of pioneering AOD services (e.g., Choosing Change)</u> ● <u>Awareness/Celebration of pioneering BHS services</u> ● <u>Removed due to redundancy</u>	Community Awareness Committee	Invite service providers to collaborate with Community Awareness.	Ongoing/December 2023
● <u>Create & maintain calendar of events & advocacy opportunities for the Behavioral Health Board</u> ● <u>See what other boards are doing</u>	Community Awareness Committee	Calendar created and will be updated monthly. AODS Staff to initiate calendar of events.	Ongoing
● Track legislation and request letters of support or opposition as appropriate. ● Participate in Measure x proposal and review process.	Full Board	Provide a support letter to BHCIP Community Awareness committee members will either attend one of the	Completed

Support the Youth Measure X discussions in East & Central County. (Invite a speaker)		Measure X community session discussions and/or complete survey.	
Goal 2. Promote and Support more interaction between the Board and its Constituents to better identify and address needs and opportunities.			
Activities	Responsible Committee	Status	Timeline
Request monthly report from staff demonstrating updates in the following areas: youth services, treatment in jails, women's services, behavioral health integration and County Prevention Services.	Executive Committee		Monthly
Hold One Meeting in the Community	Executive Committee	Diablo Valley College in Pleasant Hill or other location.	
Participate in the AODS/Program-Provider forums and/or Bi-monthly SOC meetings to gather and report information on issues or opportunities to address and build relationships with AODS staff and the Provider community.	Programs and Services Committee	Logan has participated in SOC meeting.	Bi-Monthly

KEY PRIORITY AREAS			
Key Priority 1. Increase Board member capacity to address substance use issues in the community.			
Activities	Responsible Committee	Status	Timeline
Provide a minimum of four (4) trainings/educational presentations throughout the year inviting providers	Executive Committee	- COVID 19 Related updates-Impact on the Community. - Homeless advocacy and addiction-	Quarterly

and different subject matter experts to present to the Full Board.		• Provide Measure X updates. • EHR Updates (Streamline) • Updates for Youth Treatment-funding • Support the Youth Measure X discussions in East & Central County. (Invite a speaker) • Prevention - Updates	
• Invite providers to attend a minimum of two (2) full Board meetings throughout the year in which they may bring clients.	Executive Committee		Semi-Annually
• Develop and try some new methods of increasing awareness of client as well as program perspectives. Surveys, individual conversations, and visits by clients are among options. • Addresses causes of relapse. • Get regular updates on housing grants and SLE status issues.	Programs and Services Committee	Need to ascertain what data is available on housing grants and SLE performance.	Ongoing
• With AODS staff, gather statistical information on services, utilization, success, needs. Establish a mechanism to get reports from the staff and organizations doing assessment and quality improvement. (Include law enforcement data sources) • Track and support recommendations from programs	Programs and Services Committee	Have maintained and updated the issues list and need to do better job of keeping current. Treatment effectiveness data (recidivism, incomplete Tx, etc.) needs to be identified, if available. Check for trends P&S Needs to specify with Mark what data is essential and useful to report to AODS 9/28 vo See above notes on Mark M data reports under review.	

Track, support, and advocate for further development of women's and adolescent services, LGBTQ+ services, and other underserved populations, Latino/a/x, etc.	Programs and Services Committee	Has been topic of monthly reports, no specific action taken by P&S – Need to add multi-county coalition support to our action list. Presentation by AOD Perinatal Staff at April 2023 P&S Committee meeting. Presentation by Support4Recovery Hispanic Outreach at May 2023 P&S Committee meeting.	
Support Transition Team development and success – get ongoing information on progress, assure resources and recognition	Programs and Services Committee	Has been topic of various discussions, Logan is sitting in on coordination meetings. Transition people are currently filling staffing gaps – needs support. Updates on Transition Team at April 2023 P&S Committee meeting.	
- Track, support and advocate for further development of treatment services for incarcerated people including updating and improving. Includes services to Youth. - Advocate for cultural competency and holistic (e.g. MH issues) treatment skill development – support CalAim and other HS initiatives. Measure X included.	Programs and Services Committee	Has been topic of monthly reports, no specific action taken by P&S Adolescent services will have design task force for Juvenile services – we need to support. Make sure resources available. Need to track CalAim and other initiatives.	

		Crossroads Treatment in Jails Program presented at P&S Committee Meeting (5/25/2022)	
Address stigma issues throughout the process.	Programs and Services Committee Community Awareness, Program personnel?		Ongoing
- Transportation services for outside appointments, job search etc. - Family reunification services, etc.	Programs and Services Committee	Need to assess status of services in these two issue areas and define problems	
Organization Development for AODS	Full Board/Exec	Need to plan for staff and process development and for successions for Fatima and AODS Leadership.	Ongoing (Check with Fatima)
Key Priority 2. Prepare recommendations for the Board of Supervisor's Legislative Actions			
Activities	Responsible Committee	Status	Timeline
Key Priority 3. Increase awareness about Cannabis trends in County.			
Activities	Responsible Committee	Status	Timeline
Assess results from environmental scans of prospective Cannabis retailer and/or cultivator locations.	Full Board	Ongoing as applications are submitted. An environmental scan was completed at two locations in El Sobrante in February and March 2023. An environmental scan was completed for an alcohol license located in Bay Point in June 2023. Total of environmental scans in 2023: Three (3).	

		Total of cannabis scans: Zero (0).	
Develop calendar for regular calendar events.	Full Board		
Assess countywide billboard ordinances and explore opportunities to modify them to address cannabis advertising.	Full Board	At this time there is no plan.	
Assess existing cannabis prevention advertising and make recommendations for adoption.	Full Board	Explore the funding and commitments that are on their application. Are they keeping their word? AODS staff shared partnership with The Social Changery – Cannabis Decoded.	

Alcohol and Other Drugs Annual Campaigns			
Activities	Responsible Committee	Status	Timeline
- Alcohol Awareness Month* <u>Include in next meeting</u>	Community Awareness Committee	Completed in April 2023 at BOS by Dr. Moore.	
People Who Make a Difference Awards**	Full Board	- PWMAD nominees were selected by Community Awareness committee members at a special committee meeting on May 24, 2023. - Community Awareness Chair announced recipients of PWMAD 2023 to the full Board at the May 24, 2023, meeting.	Completed in June 2023

		PWMAD nominees received their awards at the Board of Supervisors meeting on June 27, 2023, followed by a brief reception.	
Recovery Champion Awards***	Full Board	Recovery Champion Awards released on August 15, 2023. Complete in September 2023. Recipients received proclamations at the AODAB October 25, 2023, meeting.	Completed in September 2023 and October 2023.
Red Ribbon Week *	Community Awareness Committee	Community Awareness committee discussed on 8/14/2023 meeting. Community Awareness Committee members recorded a video on September 28, 2023. Red Ribbon Week Presentation scheduled for October 24, 2023, at BOS. Shelley Clark attended BOS on behalf of AODAB with prevention youth-led programs.	Completed in October 2023.

*These events are celebrated through accepting a proclamation at the Board of Supervisors. A minimum of one (1) Board member will be in attendance.

**The People Who Make a Difference Awards is an opportunity to recognize community members, volunteers, youth, and/or agencies who have made a difference in their community around substance use. Recipients of the award are celebrated at one (1) Board of Supervisors Meeting.

***The Recovery Champion Award is an opportunity for Board members to nominate someone who is making a difference in the recovery community. The person is acknowledged during the Board meeting in September in recognition of National Recovery Month.