

Becoming A Powerful Influencer for Integrated Care

Extended Learning Opportunity 3

September 30, 2021 | 2 – 5 PM EDT



In large part due to the COVID-19 pandemic and subsequent racial reckoning, decision-makers and the general public are increasingly demanding more access to culturally responsive behavioral health care. CFHA'ers are masters at creating on-demand behavioral health services where most people receive care - primary care. It is time for CFHA'ers to raise our collective voice in policy discussions to ensure decision-makers understand and appreciate what we do. Join us to learn about advocacy work and how to do it. We will explore what drives us. We will learn how to craft our integrated care stories in order to uplift our work in primary care as the powerful, lean and culturally responsive health solution it is!

Agenda

2 PM EDT | Getting Involved in Advocacy

Learning Objectives:

- Define policy, advocacy, and lobbying.
- Describe levels of advocacy and ways to become involved in advocacy.

Presenters:

- Stephanie Gold, MD Assistant Professor & Scholar, University of Colorado School of Medicine/Farley Center

2:30 PM EDT | Our "Why's" for Integrated Care Policy

Learning Objectives:

- Explore & identify the "why's" of self & others before we influence together

Presenters:

- Stephanie Gold, MD Assistant Professor & Scholar, University of Colorado School of Medicine/Farley Center &
- CFHA Influencer Team

Break (15 Minutes)

3:15 PM EDT | Influencing with Heart: Our Integrated Care Stories Power Our Advocacy

Learning Objectives:

- Apply core concepts of narrative leadership in your advocacy work
- Craft a "Story of Self" that will inspire others to join causes important to you
- Learn about "Story of Us" and how to continue developing narrative leadership skills for policy influencing work

Presenters:

- Brian Park, MD, MBA Relate Lab Director - Oregon Health Sciences University
- Lexy Kliewer, LCSW Integrated Behavioral Health Innovation Specialist, CareOregon
- Julie Oyemaja, PsyD Executive Director, Interprofessional Primary Care Institute - George Fox University

4:45 PM EDT | What Went Well? What More Would Help You Develop as an Influencer for Integrated Care?

Presenters:

- CFHA Influencer Team

5:00 PM EDT | Enjoy the Rest of the Conference!