



California Council of Community
Behavioral Health Agencies

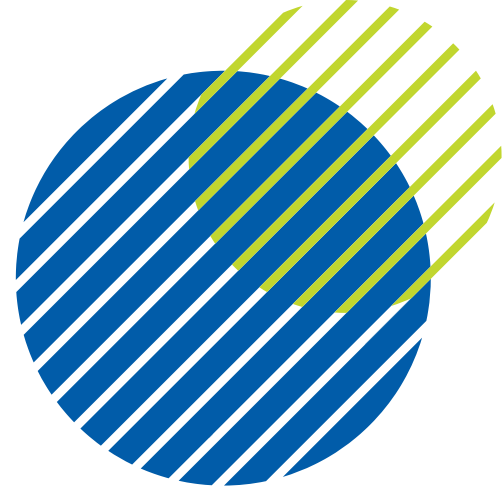


BECOME A MEMBER



CONTENTS

Who We Are	1
Signature Member Events	2
Responding to the Moment	3
Two Memberships in One	4
Business Associate Program	5
2021 Legislative Victories	6
Recent Legislative Victories	7
Historical Policy Achievements	8
Funding Advocacy Wins	9
Membership Categories and Dues	10
Membership Categories and Dues	11
How to Become a Member	12
Member Application Links	13



WHO WE ARE

The California Council of Community Behavioral Health Agencies (CBHA) is a statewide association of mental health and substance use disorder non-profit agencies. Our mission is to promote comprehensive, responsive, and integrated service systems by enhancing the ability of non-profit member agencies to provide behavioral health services that empower the people we serve to lead full and productive lives. Since 1985, CBHA has worked to provide our member agencies with the support, expertise, and camaraderie that can help make a difference in the often-difficult task of running a non-profit behavioral health agency.

WHAT WE DO

CBHA represents the voices of non-profit community-based organizations at the state Capitol, with state agencies, and the federal government. Together, with our national affiliate, the National Council for Mental Wellbeing, we:

- Shape and lead public policy
- Advocate for needed legislation and funding
- Create a forum for the exchange of information and expertise
- Work with all relevant stakeholders.

POLICY ISSUES

SUBSTANCE USE DISORDERS

HOUSING

EDUCATION

RACE & SOCIAL EQUITY

FOSTER CARE & YOUTH SERVICES

BEHAVIORAL HEALTH WORKFORCE



SIGNATURE MEMBER EVENTS

In order to further support our members in a safe and interactive way, CBHA has held over 40 **Virtual Town Hall Meetings**, where members meet once a month to discuss trends in behavioral health, Telehealth, member rate setting, and network. Although this pandemic has brought incredible change to our world, virtual town halls have enabled CBHA to continue fighting for the needs of our member agencies through effective advocacy, strategic partnerships, and educational programs and services.

"CBHA's bi-monthly Virtual Town Hall series has given Momentum for Health the opportunity to hear from top officials and renowned experts on a variety of topics of import to CBOs throughout the COVID-19 pandemic.

From Governor Newsom's staff, heads of DHCS and DSS, CEO's of national advocacy organizations, and our fellow CBO leaders- we have had incredibly informative sessions which has helped us continue doing what matters most, caring for our clients."



David Mineta,
Chief Executive Officer of
Momentum for Health



CBHA is committed to learning more about and discussing issues affecting behavioral health agencies. In order to provide our members an outlet to voice these concerns, CBHA holds bi-annual **Policy Forums** to cover current pending legislation and funding program progress. Board and Committees also meet to cover ongoing items of interest and discuss solutions to the challenges each face in their specific locations and with varying populations.



Hosted by the California Council of Community Behavioral Health Agencies to inform others about what the future looks like in the behavioral health care world, **BHCaCalCon™** is designed for staff members, practitioners, administrators and management who work in the behavioral health arena. Specifically, this includes individuals who work in the areas of child welfare, probation, education, health care, clinicians in private practice, and insurance.

The BHCaCalCon held in October 2019 in Redondo Beach was CBHA's first statewide behavioral health conference in California that covered all aspects of behavioral health within our healthcare system. The conference was a great success, and featured several guest speakers including Kelly Pfeifer, MD, Deputy Director for Behavioral Health, DHCS, Chuck Ingoglia, President & CEO, National Council for Behavioral Health, and Monica Oss, Chief Executive Officer, OPEN MINDS.

RESPONDING TO THE MOMENT



During the COVID-19 pandemic, the Asian American Pacific Islander (AAPI) community has been targeted and experienced acts and crimes of hate and violence. [Stop the Hate: A Conversation About Anti-Asian Racism & Behavioral Health](#) on May 21st highlighted the experience of AAPIs and convened a group of legislators and community representatives to address current legislation, best practices, and have discussions around what our state is doing to address the experience of the AAPI community during this pandemic.

Along with our partners at NextGen Policy, CBHA sponsored [Let's Talk About It: What You Need to Know About COVID-19 Vaccines!](#), an event to learn more about vaccination options and address questions. On May 25th, we were joined by two amazing panels featuring community leaders and medical experts from BIPOC communities, the California Surgeon General, Dr. Nadine Burke Harris, and the program was moderated by Courtney Dempsey of Good Day Sacramento!



To celebrate Pride Month, the California Coalition For Youth (CCY), and the California Youth Empowerment Network (CA-YEN) joined CBHA for [PRIDE In Our Youth: Uplifting Diverse Voices](#) on June 17, 2021 to assemble an inspiring group of Lesbian, Gay, Bisexual, Transgender, Queer or Questioning, and Two-Spirit (LGBTQ2S+) youth and community leaders to share their lived experiences and provide community resources.

TWO MEMBERSHIPS IN ONE

As a member of CBHA, you will become a member of two highly respected behavioral health associations at both the state and national levels.

ABOUT THE NATIONAL COUNCIL

As a 100% state association member, all members of CBHA also become members of the National Council for Mental Wellbeing. State association members are able to take advantage of exclusive opportunities to engage with each other and with other National Council leaders at biannual meetings of National Council's board of directors and association meetings, as well as at their annual conference, and through a members-only association online community. State association executives are also part of and provide input to the National Council's Public Policy Committee.

NATIONAL LEGISLATIVE VICTORIES: 2020-21

- Advocated for and subsequently succeeded in the passage of the National Suicide Hotline Designation Act and the Crisis Stabilization and Community Re-Entry Act
- Successfully advocated to Congress and relevant agencies for the inclusion of organizations with 500+ employees to be eligible for PPP loans
- Successfully advocated for additional Provider Relief Funding
 - Led to a specific call-out for mental health and substance use providers
- Successfully advocated for multiple rounds of additional funding for CCBHCs and a 2-state, 3-year extension of the CCBHC Demonstration
 - New grant funded 227 new grantees to date, more awards expected in 2021.



"CBHA has helped our agency to engage in dialogue and build relationships that support our work and navigate policy and regulatory changes. The association has offered so much support, including bimonthly Virtual Town Halls and convenings and meetings with our elected leaders. These meetings have helped us engage in dialogue with various industry leaders and experts. All of these efforts allows us to focus on what matters most, serving our community."

Myeisha Peguero Gamino, VP of Public Affair for Pacific Clinics

BUSINESS ASSOCIATE PROGRAM

Business Associate Membership in the California Council of Community Behavioral Health Agencies (CBHA) is available to organizations and professionals that provide products and/or services to or for members, or to the behavioral health community, and who support the mission and goals of CBHA. As a part of the CBHA family, Business Associates have a connection to statewide community behavioral health agencies and staff servicing more than 775,000 clients every year. [Click here](#) to read the CBHA Business Associate Membership Guide including member benefits and more!

BUSINESS ASSOCIATE MEMBERS



Executive Search
Nonprofit Leadership
& Board Performance



"Qualifacts + Credible's Business Associate Membership with CBHA has facilitated strategic partnerships and opportunities for us. It has enabled our representatives to network and learn about issues affecting California's provider organizations by attending virtual town halls, sponsoring CBHA's Provider Sustainability Forum, and teaming up to support CCBHCs. The membership benefits are well worth the investment and is proving instrumental to growing our presence in the California behavioral health market,"
Heather Rudolph, Regional Sales Manager at Qualifacts + Credible

2021 LEGISLATIVE VICTORIES

We believe that Californians deserve a comprehensive, community-based behavioral health system that is adequately funded; and we value outcome based, data driven, and culturally responsive approaches to service provision. In order to realize these goals, CBHA is committed to strategically and collaboratively pursuing public policy initiatives that create system change for communities across our state. Listed below are some, but not all, of the pieces of legislation CBHA is actively working on.

SB 14 (PORTANTINO)

Pupil health: School Employee and Pupil Training: Excused Absences

This bill includes "for the benefit of the behavioral health of the pupil" within the "illness" category for excused absences for the purposes of school attendance, ensuring that all health related absences are treated the same and it requires the California Department of Education (CDE) to identify an evidence-based and evidence-informed training program for local educational agencies (LEAs) to address youth behavioral health, including staff and pupil training.



"It has been a pleasure working with CBHA on student behavioral health issues. CBHA's passion, respected coalition of members, and collaborative approach were key reasons why I wanted them to be the lead sponsor of SB 14. Our young people are facing enormous challenges as they head back to school and I am proud to stand alongside CBHA to champion mental health training and education for our youth.," State Senator Anthony Portantino, California's 23rd District

Proudly Sponsored By:



RECENT LEGISLATIVE VICTORIES

SB 855 (WIENER, 2020) HEALTH COVERAGE: BEHAVIORAL HEALTH

CBHA was part of the SB 855 coalition group, and provided technical assistance to the author's office. Likewise, we advocated for the bill at the Capitol building and submitted support letter. In partnership with the Kennedy Forum and Steinberg Institute, CBHA established a Provider Think Tank to provide feedback to the state as they work to implement new parity regulations as a result of recently passed Senate Bill 855.

11TH YEAR OF THE MENTAL HEALTH SERVICES ACT (MHSA) FUNDING SECURED FOR WORKFORCE EDUCATION & TRAINING PROGRAMS (WET)

CBHA sponsored a 2019 budget request to continue the Workforce Education & Training Programs (WET) program funding for an 11th year, which resulted in \$10 million being allocated.

SB 665 (UMBERG, 2020) MENTAL HEALTH SERVICES FUND: COUNTY JAILS.

CBHA was part of a coalition that strongly opposed SB 665, which would authorize a county to use MHSA funds to provide services to persons who are incarcerated in a county jail (except those who were convicted of a felony), undermining the purpose of the MHSA to provide voluntary services to people in the community. In addition, CBHA helped coordinate visual advocacy and legislative visits.

\$100,000 BUDGET WIN TO BOLSTER THE BEHAVIORAL HEALTH WORKFORCE

CBHA along with allied organizations wrote a budget proposal requesting additional funds to grow the behavioral health workforce. In response, the Newsom Administration allocated \$100,000 to grow and bolster the behavioral health workforce .



"CBHA's leadership and expertise in the behavioral health space makes them a great resource for legislators. CBHA was part of a strong coalition of advocates who helped get Senate Bill 855 signed into law, a monumental step in creating behavioral health parity across California," State Senator Scott Wiener, California's 11th District



HISTORICAL POLICY ACHIEVEMENTS

1999

CBHA was instrumental in the design and implementation of a pioneering, three-county program that served homeless people, parolees, and probationers with serious mental illness (SMI). Using aggressive outreach and a "whatever-it-takes approach" to match services to client needs, these programs achieved significant clinical outcomes for those served and saved millions of dollars by reducing hospitalization and incarceration costs.

2004

The passage in 2004 of [Proposition 63, the Mental Health Services Act](#), was CBHA's proudest moment. It was not an easy decision for CBHA's board to commit such substantial resources to this effort when hardly anyone believed an idea such as this had a chance; however, CBHA's strong belief in the need to adequately fund mental health services prevailed, and it was largely through the advocacy efforts of CBHA's founder and co-author of Proposition 63, Rusty Selix and this association that the MHSA was passed by the voters of California. The passage of Proposition 63 has raised hopes and expectations throughout California, and while it will take years to fully realize its benefits, Proposition 63 will make an enormous difference in the lives of those who have heretofore been unable to access critically needed mental health services.

2009

The year 2009 saw the beginning of an economic downturn that has repeatedly threatened the funding for mental health services in this state. CBHA is working diligently with the larger stakeholder community to protect the funding base and ensure that as the public system grows through the [implementation of national healthcare reform and behavioral health parity](#), there are adequate resources to meet the needs of those with a mental illness or substance use disorder.

2011

By 2011, the forthcoming implementation of the Affordable Care Act and a state budget deficit that was unprecedented, resulted in the consolidation of the Department of Mental Health Services and the Department of Drug and Alcohol Services into the State's main association for Health Care Services: Department of Health Care Services. During this time, the emphasis on behavioral health integration continued to grow along with a focus on the Triple Aim (reduced costs, improved quality of care and increased patient satisfaction). CBHA, in turn, focused its advocacy efforts and collaborations on ensuring the continuing changes in the system of care's funding ([Realignment 2009 and 2011, plus the repeal of AB 3632](#)) resulted in advancing community-based care and access to services.

FUNDING ADVOCACY WINS

In 2020-21, CBHA successfully secured these grants and funding opportunities for our member agencies:

1

Funding for 988 Crisis Centers

\$20 million was invested in response to our co-sponsored budget proposal to garner funds for the National Suicide Prevention Lifeline call centers, of which 5 CBHA members operate.

2

Crisis Grants

\$70,000 in mini-grants were awarded to support our providers in purchasing telehealth equipment and providing funds for clients in crisis.

3

NextGen and Kaiser Grant

CBHA secured \$6,000 from NextGen Policy & \$10,000 from Kaiser Permanente for our Mental Health First Aid Summit to bring trainers and providers across the nation together to discuss best practices

4

Department of Labor Grant

\$465,000 in funding was secured to establish apprenticeship programs across the state to bolster the behavioral health workforce at our member agencies.

5


Molina Partnership

\$200,000 was awarded from Molina Healthcare to assist the National Suicide Prevention Lifeline Call Centers with funding a virtual training platform and conducting quarterly meetings of Call Centers to discuss best practices.



"Through our CBHA membership – and associated membership in the National Council – we received funding for technology (telehealth), program supplies, PPE, and Mental Health First Aid last year that, combined, was four times the amount of our membership dues," Harry Bruell, CEO & President of PathPoint

MEMBERSHIP CATEGORIES & DUES

*Press  to access application or dues chart


CATEGORIES

DESCRIPTION & BENEFITS

DUES

Full Members

- Any nonprofit agency, incorporated as a 501(c)(3), that receives federal, state, county, or city fee for service or charitable funds to provide community-based behavioral health services.
- The Membership Committee will review and recommend for approval to the Council each membership application to ensure that potential members meet application criteria for CBHA membership consideration.
- Each full member agency shall have unlimited participation of staff representing the agency, and one vote at the Annual Business Meeting and on CBHA committees.

Formula based on
MH
Revenue 

Associate Member:

County Association

- An associate member shall be a non-profit organization with interests parallel to that of the Council, and which will support the Council's objectives.
- Eligibility and approval will be determined by the Membership Committee based on the nature of the organization's mission, interest in behavioral health issues, and any actual or potential conflict of interest.
- Associate members may attend any Council meeting with privileges of the floor but not vote, may participate in workgroups and ad hoc committees, but may not be elected to the Board of Directors.

\$750

Business Associate

- Business that provide products and/or services to or for members or the wider behavioral health community and who support the mission and goals of CBHA.
- Such businesses may attend Council meetings and advertise, contribute content to Council publications, and sponsor events; they do not have privileges of the floor, cannot serve on workgroups or committees, may not be elected to the Board of Directors nor can they vote on Council business.
- Businesses wishing to partner with CBHA to include referral fees in place of dues can propose a contract to be approved as an Affinity Business Associate.

\$4000 base and menu available for additional products and fees.


Advocacy Member:

Pharmaceutical
Partner 

- Pharmaceutical industry business that supports the mission and goals of CBHA.
- The Membership Committee shall establish fees/dues categories and shall approve establishment of formal/contractual relationships.
- Pharmaceutical Partners who are also Corporate Partners of the California Access Coalition shall receive a reduced membership fee.
- Such businesses may attend meetings of the Council and advertise, contribute content to Council publications; they do not have privileges of the floor, cannot serve on workgroups or committees, may not be elected to the Board of Directors nor can they vote on Council business.

\$5000

\$2500
Rate for
Association
Partners
e.g. CAC
Members

Educational
Institution 

- One individual representative of a community college, college, university, graduate program.
- Such businesses may attend meetings of the Council and advertise, contribute content to Council publications; they do not have privileges of the floor, cannot serve on workgroups or committees, may not be elected to the Board of Directors nor can they vote on Council business.

\$1500

Health Plans 

- Representatives of such businesses may attend meetings of the Council and advertise, contribute content to Council publications.
- They do not have privileges of the floor, cannot serve on workgroups or committees, may not be elected to the Board of Directors nor can they vote on Council business.

\$5000

Emeritus 

- A retired individual who was previously employed by a CBHA member agency.

\$250

HOW TO BECOME A



California Council of Community
Behavioral Health Agencies

MEMBER

.....



1. APPLICATION PROCESS FOR MEMBERSHIP

- Complete and submit an application by clicking link on the membership categories or on the next page.
 - After you have completed the application, submit the completed documents to:

Catey McSweeney
Policy & Membership
Services Specialist
cmcsweeney@cccbha.org

2. CBHA STAFF REVIEW APPLICATION.

- CBHA's specialist will reach out to you to confirm receipt of your application.
- Your submitted documentation is reviewed by the Membership Specialist. CBHA's Specialist may contact you to discuss CBHA, your agency.
- If you are applying as a full member agency, please also provide documentation of your Mental Health Revenue.

3. CBHA STAFF PRESENTS APPLICATION TO THE MEMBERSHIP COMMITTEE

- The Membership Specialist presents your application and support materials to the Membership Committee and makes a recommendation regarding your organization's membership.
- The Membership Committee votes on your application.

4. BEGIN AGENCY'S DUES PAYMENT

- Once your agency has been accepted as a Provisional Member of CBHA you will be responsible for completing payment before onboarding is complete.
- If you have any questions about payment or CBHA's dues structure, please reach out to cmcsweeney@cccbha.org.

MEMBER APPLICATION LINKS

1

Full Members

2

County Association Member

3

Business Associate Member

4

Pharmaceutical Partner

5

Educational Institution Member

6

Health Plans Member

7

Emeritus