

# The Importance of Community Engagement in Mental Health Systems

Presented by

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September 16, 2025



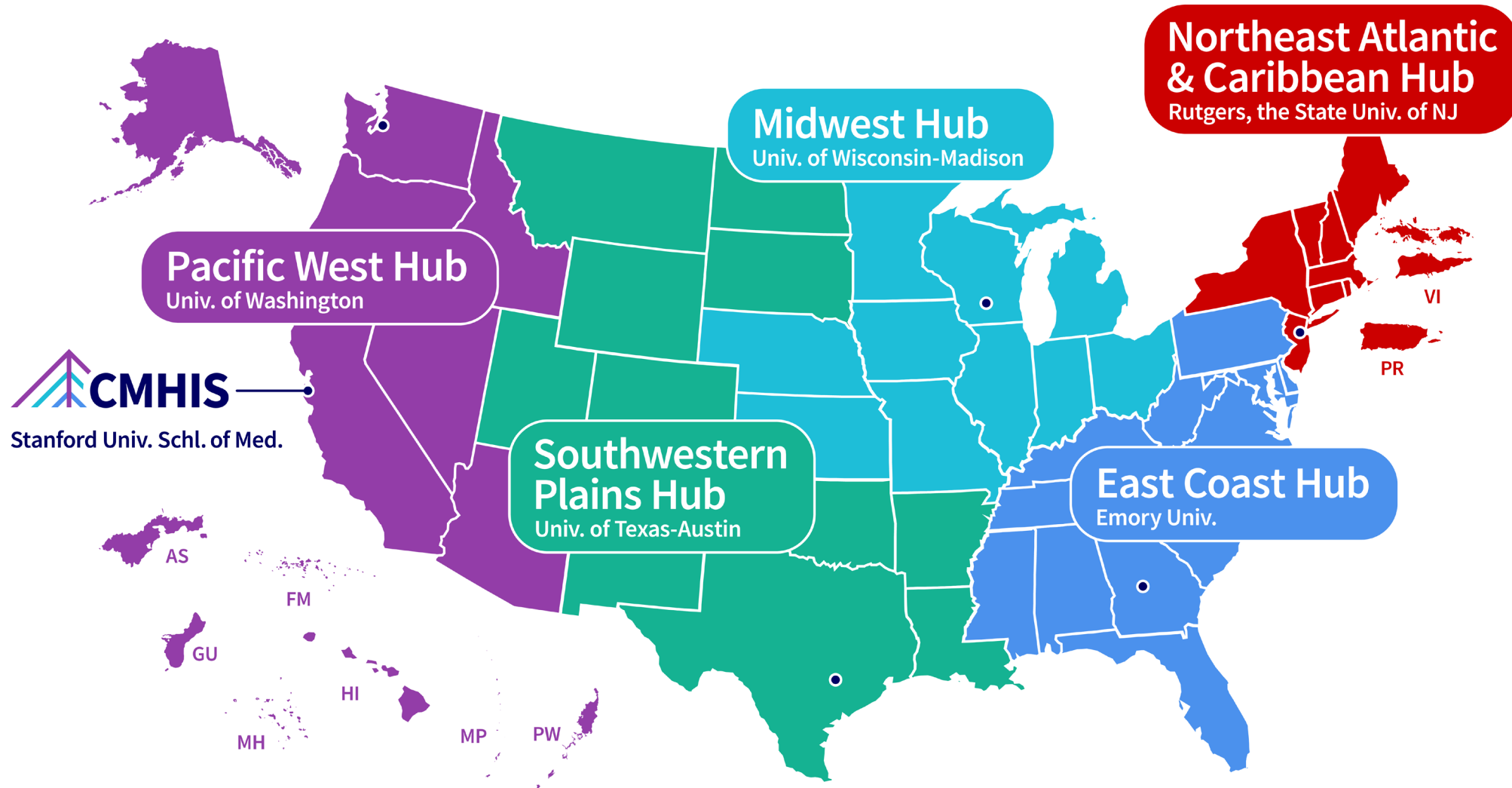
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# Who We Are:

## CMHIS and Our Five Bi-Regional Hubs



# Agenda

- Welcome
- Today's Learning Objectives
- Introductions
- Community Engagement Overview
  - Small group discussion
  - Large group debrief
- Call to Action
- What's Next
- Wrap-up



# Learning Objectives



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- To develop a clear understanding of what meaningful community engagement looks like and core principles of engagement.
- To generate ideas for incorporating community voice from the planning to the evaluation phases of the work.
- To identify practical ways to start building stronger, more trusting relationships with communities.

# Presenters

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Dr. Ghia Kelly  
Change Consultant  
Change Matrix



London Losey, MS  
Change Consultant  
Change Matrix

# Introductions



- Please introduce yourselves in the chat.
  - Name
  - Role
  - Location
- Share one word that describes what community engagement means to you in the context of mental health systems work.



hello.

# Community Engagement 101





**"There is no  
power for change  
greater than a  
community  
discovering what  
it cares about."**

**MARGARET J. WHEATLEY**

# Defining Community

Community is a group of people with **diverse characteristics** who are linked by **social ties**, share **common perspectives**, and engage in **joint action** in geographical locations or settings (MacQueen et al, 2001).



A group of colorful wooden human figures standing in a line, representing a diverse community. The figures are in various colors including blue, yellow, red, green, and brown. The text "Community is about people!" is overlaid in white.

**Community is about people!**

# What is Community Engagement



- Community engagement is “a process of developing relationships that enable stakeholders to work together to address health-related issues and promote well-being to achieve positive health impact and outcomes”
- At its core, community engagement enables changes in behavior, environments, policies, programs, and practices within communities.
- There are different levels, depths and breadths of community engagement which determine the type and degree of involvement of the people.

World Health Organization, 2020

# Community Engagement Principles



Trust

Accessibility

Contextualization

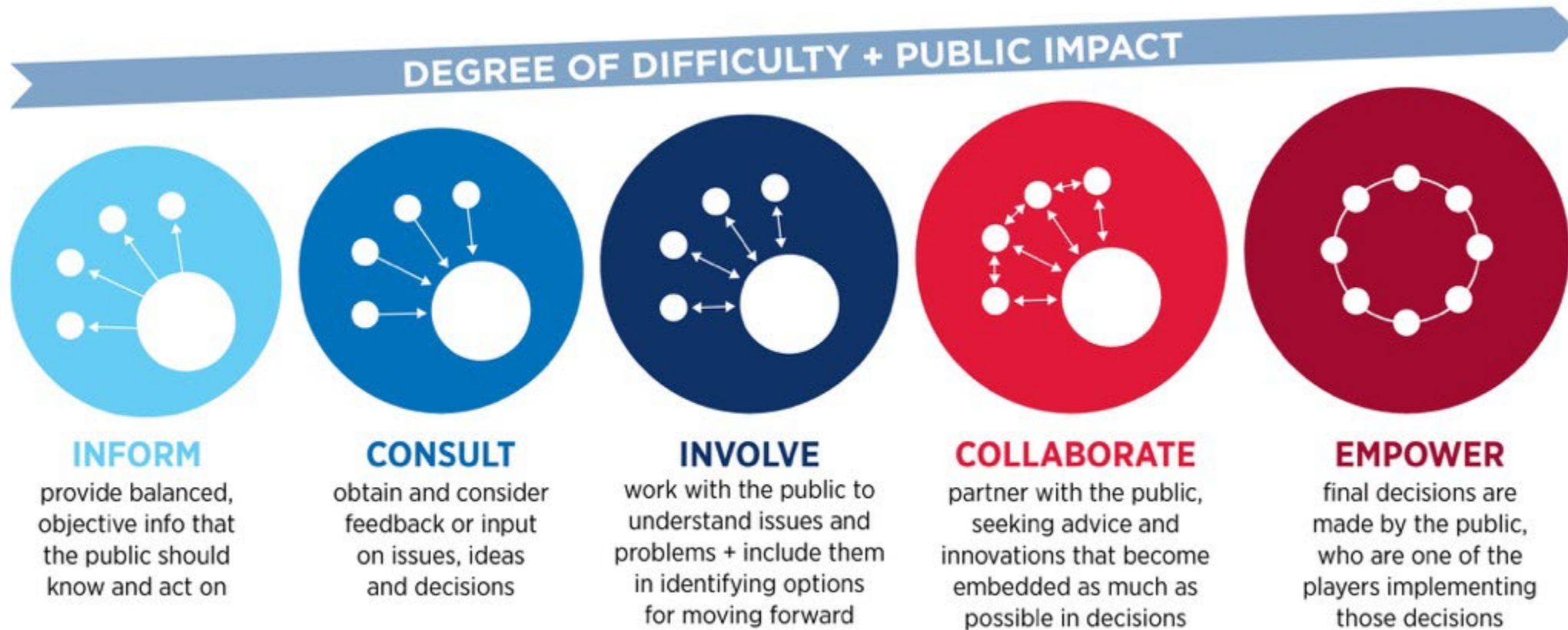
Fairness

Transparency

Autonomy



# Levels of Engagement



# The Power of Proximity



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- The only way systems/ providers can understand what services, support, and practices are needed to drive change for families and communities is to get proximate.
- By listening to those being served, you can learn more about cultural, socioeconomic, relationship, trauma, and accessibility implications that all impact decision-making.
- Putting yourself out in the community builds trust, as the more you are seen interacting and taking the initiative to engage, the more likely families and community members are to see you as dependable.

# Small Group Discussion

## Discussion Prompts:

1. What methods have you used to engage the community in mental health work?
2. What has worked well with your community engagement efforts?
3. What challenges have surfaced related to community engagement?







# Large Group Debrief

# Call to Action!



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*Based on what you learned today, what is one step you will take to more effectively engage community?*

# Interested in Learning More?

## Effective Strategies for Communication

**September 23rd**



## Foundations for Data Storytelling Across the Project Lifespan

**September 24th**





**Thank You!**