

HCAI-Certified Wellness Coach Employer Support Grant Program Webinar

January 23, 2024



Introduction and Housekeeping

1. Our webinar is hosted in Microsoft Teams, if you're not familiar with the platform, you can find the view controls and chat feature in the menu bar at the top of your screens.
2. The webinar will be recorded and posted on our website in approximately 7-10 business days.
3. Today, the chat option will be open for asking questions during the Q&A session which is at the end of this webinar.
4. Today's webinar will focus only on the HCAI-Certified Wellness Coach Employer Support Grant program details.

Agenda

Housekeeping and Introductions: Christopher Roina, Communication Analyst, Operations Unit

Opening Remarks: Sharmil Shah, Assistant Deputy Director

Certified Wellness Coach (CWC) Profession: Ben Gamache, Policy Analyst, Policy Unit

CWC Employer Support Grant: Anne Powell, Health Program Specialist II, Policy Unit

Application Process and Scoring: Michelle Crouch, Grants Management Unit

Questions & Answers: Christopher Roina, Communications/Operations Unit

Closing Remarks: Sharmil Shah, Assistant Deputy Director

Introducing HCAI's Office of Health Workforce Development

Sharmil Shah, HCAI OHWD Assistant Deputy Director

Our Mission



HCAI expands equitable access to quality, affordable health care for all Californians through resilient facilities, actionable information, and the health workforce each community needs.

Health Workforce Development

- **Support and increase a health workforce that:**
 - Serves medically underserved areas
 - Represents the California it serves through racial and language diversity
 - Serves Medi-Cal members
- **Offer programs that provide financial support for:**
 - Organizations expanding educational capacity
 - Individuals to pursue health careers (scholarship and loan repayment)
 - Organizations to build the workforce pipeline



The New HCAI-Certified Wellness Coach Profession

Ben Gamache, HCAI OHWD Policy Section



The Need for Certified Wellness Coaches

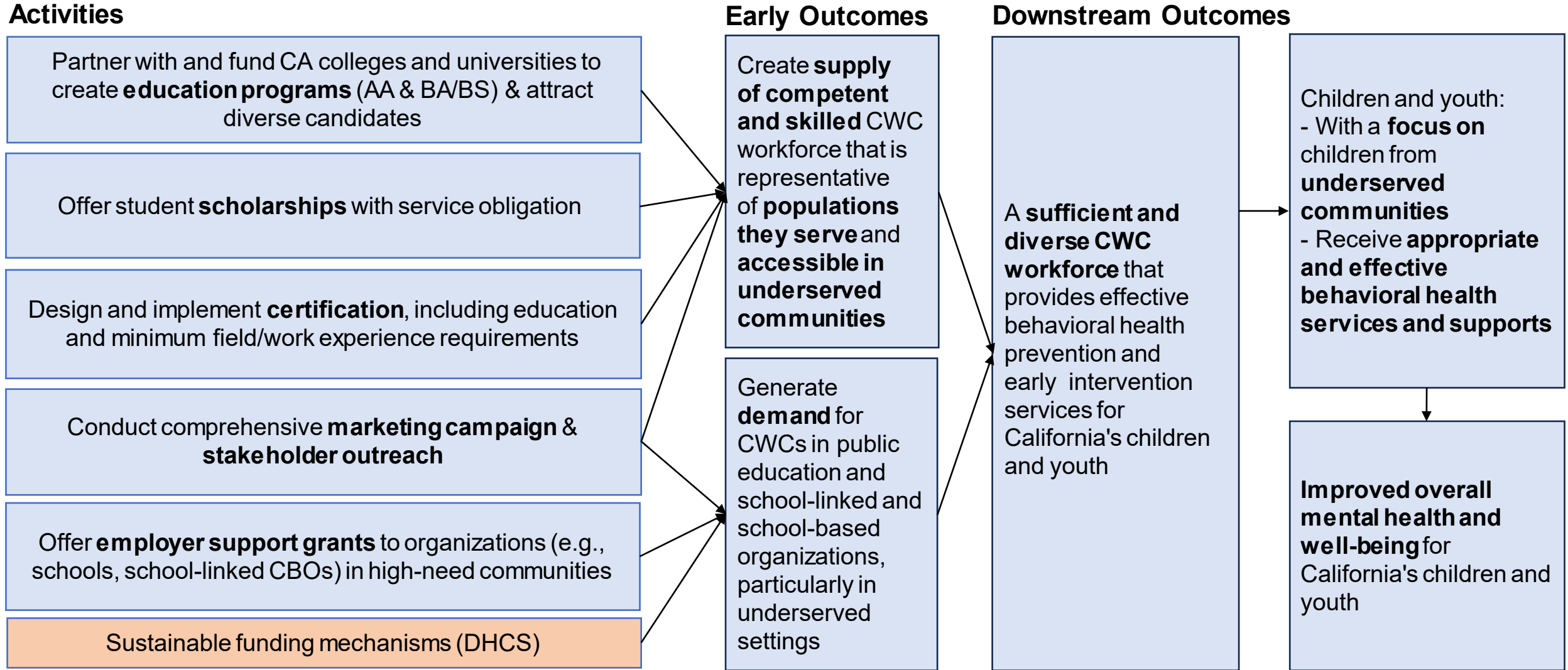
In 2021, the Governor announced the Children and Youth Behavioral Health Initiative, making a \$4.4 billion investment to **transform the behavioral health system for children and youth. This includes establishing the Certified Wellness Coach profession.**

With a focus on children and youth from underserved communities, HCAI is committed to ensuring that Certified Wellness Coaches contribute to the broader goal that **children receive appropriate, timely, and effective behavioral health services and support.**

CYBHI Workstreams

Workforce Training and Capacity		Behavioral Health Ecosystem Infrastructure		Coverage	Public Awareness
Wellness Coach Workforce (HCAI)	Trauma-Informed Educator Training (CA-OSG)	School-Linked Partnership and Capacity Grants (DHCS)	Student Behavioral Health Incentive Program (DHCS)	Enhanced Medi-Cal Benefits – Dyadic Services (DHCS)	Public Education and Change Campaigns (CDPH)
Broad Behavioral Health Workforce Capacity (HCAI)	Youth Mental Health Academy (HCAI)	Behavioral Health Continuum Infrastructure Program (DHCS)	Youth Suicide Reporting and Crisis Response Pilots (CDPH)		ACEs and Toxic Stress Awareness Campaign (CA-OSG)
Behavioral Health Virtual Services Platform and Next Generation Digital Supports (DHCS)				Statewide Multi-Payer Fee Schedule for School-Linked Behavioral Health Services (DHCS/DMHC)	Targeted Youth Suicide Prevention Grants and Outreach Campaign (CDPH)
Healthcare Provider Training and e-Consult (DHCS)					Parent Support Video Series (DHCS)
Scaling Evidence-Based and Community-Defined Practices (DHCS)					
CalHOPE Student Services (DHCS)					
Mindfulness, Resilience and Well-being Grants (DHCS)					
Youth Peer-to-Peer Support Program (DHCS)					

Theory Of Change



Services and Competencies of the Certified Wellness Coach

Services

Activities core to the Certified Wellness Coach roles

- 1 Wellness promotion and education
- 2 Screening
- 3 Care coordination and extension
- 4 Individual support
- 5 Group support
- 6 Crisis referral

Additional Competencies

Demonstrated areas of knowledge to be evaluated against during field experience

- 7 Cultural responsiveness, humility, and mitigating implicit bias
- 8 Professionalism, ethics, and legal mandates
- 9 Communication
- 10 Operating in role and different environments

Certification Requirements – Education Pathway

	Wellness Coach I	Wellness Coach II
Prerequisites to Enter Program	<ul style="list-style-type: none">• High school diploma or equivalent	<ul style="list-style-type: none">• Wellness Coach I certification or Associate's in related field¹
Degree Required	<ul style="list-style-type: none">• Associate's degree	<ul style="list-style-type: none">• Bachelor's degree
Majors Accepted	<ul style="list-style-type: none">• Social Work• Human Services• Addiction Studies	<ul style="list-style-type: none">• Social Work• Human Services• Addiction Studies
Field Experience Needed	<ul style="list-style-type: none">• 400 hours total	<ul style="list-style-type: none">• 800 hours total²

Education Pathway: Types of Certification

Certified Wellness Coach I (CWC I): Requires **400 hours** of field/work experience

- Applicants with at least **150 hours** can apply to be a Certified Wellness Coach I with a **Registered** designation (R-CWC I)

Certified Wellness Coach II (CWC II): Requires **800 hours** of total field/work experience

- Applicants with at least **300 hours** can apply to be a Certified Wellness Coach II with a **Registered** designation (R-CWC II)

Once R-CWC completes remaining hours they will submit hours in certification portal and their **Registered** designation will be removed.

Certification Requirements – Workforce Pathway

Prerequisites to Enter Program

Degree Required

Majors Accepted

Field Experience Needed¹

Wellness Coach I

- Professionals who are currently part of the behavioral health workforce

- Associate's degree

- Social Work
- Human Services
- Addiction Studies
- Child Development/Early Intervention
- Psychology
- Sociology

- 1,000 hours
- Must be in mental health, social work, child welfare, or addiction/substance use

Wellness Coach II

- Bachelor's degree

- Social Work
- Human Services
- Addiction Studies
- Child Development/Early Intervention
- Psychology
- Sociology

- 2,000 hours²
- Must be in mental health, social work, child welfare, or addiction/substance use

CWC Employer Support Program Elements & Key Dates

Anne Powell, HCAI OHWD Policy Section

HCAI-Certified Wellness Coach Employer Support Grant Program: Purpose

1. To provide resources to schools and school-based/school-linked health, behavioral health and related organizations to hire HCAI-Certified Wellness Coaches (CWCs) and award Stipends to CWC Interns beginning in Fall 2024
2. To provide bridge funding in preparation for the Multi-Payer Fee Schedule that will provide Medi-Cal and commercial insurance reimbursement for direct services provided by CWCs after this grant expires

HCAI-Certified Wellness Coach Employer Support Grant Program: Overview

- \$120 million is available to support Certified Wellness Coach employees and interns and supervision of these individuals
- Maximum awards to very large awardees will be \$12 million
- Grant duration: 18 months
- To be eligible for intern stipend funding, the grantee must also apply for CWC employee funding
- To be eligible for supervision funding the grantee must also apply for the corresponding CWC employee and/or intern stipend support

HCAI-Certified Wellness Coach Employer Support Grant Program: Eligibility & Role

Applicant Eligibility

- County Offices of Education
- Local Education Agencies—in coordination with their County Office of Education
- Public education: pre-K–12 and public school-based early education centers
- School-based and school-linked public non-profit organizations

Qualifying Positions

- A California State Certified Wellness Coach, including those with “Registered” designations who can be new or existing employees.
- Pupil Personnel Services (PPS) credentialed individuals, licensed clinicians and personnel trained to supervise individuals providing primary and early intervention behavioral health services.

HCAI-Certified Wellness Coach Employer Support Grant Program: Funding Categories

Program Category	Funding Amount
Certified Wellness Coach Employees	Up to \$69,500 per CWC I Up to \$82,550 per CWC II
Registered-Certified Wellness Coach Intern Stipend*	Up to \$6,000 per R-CWC I Up to \$9,000 per R-CWC II
Certified Wellness Coach Employee Supervision	Up to \$6,250 per CWC Employee
Certified Wellness Coach Intern Supervision	Up to \$3,000 per Intern
Indirect Costs	Not to exceed 10% of direct costs

Key Dates

Event	Date
Application Available	January 16, 2024, 3:00 p.m.
Technical Assistance Webinar	January 23, 2024, 1:00 p.m.
Application Submission Deadline	March 15, 2024, 3:00 p.m.
Anticipated Award Notice Dates	May 2024
Grant Agreement Execution	August 31, 2024

CWCES Grant Application Process and Scoring

Michelle Crouch, HCAI OHWD Grants Management Section

Electronic Application Components

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All submitted applications must contain all required information. The Certified Wellness Coach Employer Support Grant Program application has **five** sections for applicants to fill out:

1. Certified Wellness Coach Information

- Narrative summary discussing intent and purpose for requesting the grant
- Collect information regarding the applicant and the applicant's organization that is applying for the grant funds

2. Sites

- Collects information about the sites and services to be provided by the applicant's organization
- Applicants indicate the number of:
 - Certified Wellness Coaches (CWC) to be employed
 - Interns to recruit and pay stipends
 - Supervisors to be employed
- The number of locations in which CWCs will work (collectively)

3. Budget

- This section will generate budget amounts for each of the above 3 categories plus request the amount needed for indirect costs (up to 10%) and provide a comprehensive budget

4. Required Documents

- Applicants will be asked to upload all required documents to support their application
- Only required documents will show up on this page based on the type of applicant (school or CBO) and other factors
- **PLEASE use an acceptable file format, or your application will be rejected.** Examples of acceptable formats are .jpg, .doc, .docx, and .pdf

5. Grant Agreement Signatory

- Applicant will check the box to certify the information contained in the application is true and accurate and then submit their application

Application Review

- At the time of application closing, HCAI will review each application for the presence or absence of required information in conformance with the submission requirements. HCAI may reject an application if it is incomplete.
- HCAI may reject applications that contain false or misleading information.

Post-Award and Payment Provisions

1/2

- HCAI expects the Grantee will begin performance of the grant agreement on the start date listed on the grant award documents
- A single payment equaling twenty-five percent (25%) of the grant award will be made upon execution of the grant agreement
- HCAI makes payments in arrears upon receipt of bi-annual budget (twice a year) and activities report and expenditure documentation

Post-Award and Payment Provisions

2/2

- The State Controller's Office mails a paper check directly to the Grantee's address on file. ***Please ensure HCAI has your most recent and current address on file to avoid delay in payment***
- HCAI reserves the right to recover monies for a Grantee's failure to perform service and other grant agreement obligations

Evaluation and Scoring Procedures

- HCAI will use the evaluation criteria described in the Grant Guide to score applications
- HCAI also intends for Certified Wellness Coach providers to support a geographic distribution in California. Applicants seeking to support geographic regions not addressed by other similarly scored applications may receive preference

Scoring Criteria

1/2

Criteria	Scoring Methodology	Max Points Possible
Workforce and Community Impact	<p>Applicants will provide the total number of Certified Wellness Coaches (CWC) they will employ, number of schools/locations they will offer services at (collectively), and address for each location.</p> <p>1 point per CWCI or CWCII, up to 40 points total for this criterion.</p>	40
Service to Title I Schools and/or Head Start Programs	<p>Applicants will provide the name and address of each site that will offer CWC services. HCAI will calculate the percentage of schools/locations entered that are Title I and/or Head Start.</p> <p>Equal to or greater than 50% = 10 points Less than 50% = 0 points</p>	10

Scoring Criteria

2/2

Criteria	Scoring Methodology	Max Points Possible
Language	<p>Applicants will enter the number of staff, across all sites/ locations, who speak or offer services in one or more of the languages listed.</p> <p>5 points per CA Statewide Medi-Cal Threshold Language current staff speak/offer services in</p> <p>Up to 5 points if current staff speak/offer services in any Tribal/ Indigenous Language</p> <p>Up to 5 points if current staff speak/offer services in any Sign Language</p> <p>Max of 30 points total for this criterion.</p>	30
DEI Readiness	<p>Applicants will indicate whether they currently provide behavioral health services or whether they intend to provide behavioral health services to LGBTQIA+ persons and/or persons with disabilities.</p> <p>Up to 5 points per group the applicant demonstrates partial or full readiness to provide services for. Partial points awarded on a year-for-year basis. Up to 10 points total for this criterion.</p>	10
Total Points		90

Questions & Answers

Christopher Roina, Communication/Operations Unit

Closing Remarks

Sharmil Shah, HCAI OHWD Assistant Deputy Director

Resources

HCAI Resources

- [Grant Guide](#)
- [Resource Guide](#)
- [Wellness Coach Overview](#)
- [FAQs](#)
- [Application](#)
- [Wellness Coach Website](#)

Other Resources:

- [Multi-payer Fee Schedule](#)
- [CYBHI Website](#)

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