

Trust Doorknocking: Go Deep

The deep canvassing process at a glance:

- 1) Introduction, Gift and Opening Question
- 2) Surface complexity using a thumb-o-meter and reasons why they support and oppose
- 3) Share a personal stakes story about why you support alternative crisis response
- 4) Ask the resident for a story in relation to the personal experience you shared
- 5) Make a direct connection from their story to our issue and why we are working to expand the TRUST program and other alternative crisis response programs
- 6) Ask them the thumb-o-meter again and ask them why they think that
- 7) Make the ask
- 8) Thank them for their time and the chance to understand their perspective

1) Introduction, Magnet Gifting and Opening Question

[HAND THEM THE MAGNET EVEN BEFORE OR AS YOU START TALKING] Hi my name is _____ and I'm with Sacred Heart Community Service (or could say Showing Up for Racial Justice at Sacred Heart Community Service), giving out these refrigerator magnets today. Did you know that the county has a new crisis response hotline and field team for mental health and addiction crises that doesn't involve police?

<wait for response>

This program is called TRUST, which stands for Trusted Response Urgent Support Team. [Give them the TRUST magnet] If the program can't de-escalate the crisis over the phone, they send a team that includes a mental health professional, a first aid responder and a peer with lived experience of mental illness or addiction. We're also trying to learn what community members think about non-police crisis response programs like this. Would you say you generally would support or oppose alternative crisis response programs like this? Where would you say you fall in terms of support or opposition to non-police crisis response programs? [Use a thumb-o-meter to show a thumbs up for support, a thumbs down for oppose, and a horizontal thumbs for neutral]

2) Surface complexity

- "What are some of the reasons that would make you oppose non-police crisis response options and what are some of the reasons that would make you support them?"
- Reflect back without endorsing: "I hear you" or "It's really complicated"
- Have you ever had to call the police or 911 because of someone melting down in public or causing a disturbance? What happened? How did that work out? Do you think it actually helped that person in an ongoing way or prevented the situation from happening again? What would you have wanted to happen differently?

3) Ask the resident for a story in relation to the personal experience you shared

- "Do you know anyone who has struggled with mental illness or addiction?"
- "Have you ever had someone you care about experience a mental health or addiction crisis? What happened? What would you have wanted to happen differently?"

- If you could have imagined your ideal response or help for ____ [the name of the person in crisis], what would it be?
- [If the person has personally been in crisis] When you were in crisis, what kind of help did you need? Imagine the police showed up in that situation. How would you have felt?
- Probe with questions about their feelings
 - Ask for the person's name if they talk about someone
 - Tell me more
 - Details: When? Where? Who? What? How?
 - What happened?
 - How did that feel?
 - Why did/do you feel that way? OR What is/was it about that that made you feel that way? What about ____ makes you feel ____?
- Express sympathy with their feelings (don't endorse their opinions, just affirm their feelings)
- Affirm any shared values that are illustrated by the ideal response they would have wanted to their person in crisis

4) Share a personal stakes story about why you support alternative crisis response

- "For me I have experienced _____"
- Use specific detailed examples that are centered around your feelings

5) Make a direct connection from their story to our issue and why we are working to expand the TRUST program and other alternative crisis response programs like the intimate partner violence response pilot that SJ is funding

- Use their experiences and emotions to underscore why we need to expand our alternative crisis response options
- IDENTIFY SOME SUCCESSFUL TRUST STORIES
- Potential talking points (2 major categories):
 - **Let's send the right responder to the right situation**
 - If you had a broken arm, would you want 911 to send cops or an ambulance?
 - Many crises not only don't need someone with a gun to resolve them but in fact just get worse when someone who is armed is present. The folks on the TRUST field team are PREPARED to de-escalate in situations where violence could happen.
 - We could cut down on police response times if we had crisis response options for people experienced mental illness or addiction crises
 - The budget this year in SJ just for OVERTIME for police was \$5 million. Our police are working too many hours, which can lead to burnout and mistakes. If we had a robust alternative crisis response, we could address our overstretched police force. That \$5 million could literally fund two more TRUST field teams.
 - When you are a hammer, everything looks like a nail; police are trained to see threats (and many of the civilians that have died at the hands of police here in SJ were experiencing a mental health crisis), social workers and therapists are trained to recognize trauma and respond with care

- [If they seem receptive to this type of argument] Police violence disproportionately harms people with signs of mental illness and/or disabilities. Police aren't the right responders for folks struggling with mental illness or disability. Between one third and one half of people shot and killed by police in the U.S. have signs of mental illness or a disability. People with disabilities have an overall 43% chance of arrest, with a disproportionate risk falling on young Black men. Our Santa Clara County data also shows that one third to one half of people harmed in officer involved shootings have signs of mental illness
- [If they seem receptive to this type of argument] We know that police violence disproportionately harms people of color. Black people are two times more likely to be killed by police "...even when there are no other obvious circumstances during the encounter that would make the use of deadly force reasonable" ([Fagan and Campbell, 2020](#)). So non-police crisis response options are a way to make sure that EVERYONE in our community is safe, with no exceptions.
- **There are lots of tasks that armed officers are currently responsible for that could be moved into the hands of civilians and mental health crisis response is just one of those**
 - Can you think of what some of these tasks might be?
 - Taking reports and traffic violations are other examples

6) Ask them the thumb-o-meter scale again and ask them why they think that

Now that we've been talking, I'm curious if I were to ask you again: From thumbs-up to thumbs-down, where would you say you fall now in terms of your support for alternatives crisis response?

7) Make the ask (if they have moved towards support, 7 or above)

The first step you can take today is to sign our petition. [Give them the TRUST campaign flyer] We are asking the county to make the direct phone number to the TRUST call center public so that it is easier to access and we are asking them to expand the number of field teams. [Look at the magnet with them and ask "If you were extremely distressed—in active crisis—and wanted to access TRUST, what might that be like for you?"] We are also asking the City of San Jose to fund an additional TRUST field team for San Jose. We will be sharing this petition with our elected officials to show that there is community support for programs like this. [give them something to sign directly or ask them to scan the QR code on the flyer]. It is important for our officials to hear from a lot of their constituents like YOU. Would you be willing to sign this petition? [If they are a yes, wait for them to fill it out. If people sign the petition, review it with them to make sure you understand their name, phone number and email (it is often impossible to decode handwriting after the fact).]

Bonus script for closing the conversation (if it's going well and you think they're up for hearing this, lol):

[If in SURJ]: Alone, one of us has little power, but if we [or: those of us with privilege] work in solidarity with those who are most vulnerable to police violence, we'll have more strength to win. Our SURJ chapter follows the lead of local people of color led racial justice organizations; we try to leverage our privilege to win real policy changes on the local level. **No matter where we come from or what our color, most of us work hard for our families and believe in fairness.** We need to join together with people from all walks of life to fight for our future, just like we won civil rights in our past. **If we work together we can win the kinds of preventative social services that produce real community safety for ALL of us.** We are talking to as many folks as possible about the alternative crisis response options that the county offers and how we can scale these up and get the word out.

[If in RECS]: Alone, one of us has little power, but if we work together, we'll have more strength to make lives better for our community. No matter where we come from or what our color, most of us work hard for our families and believe in fairness. We need to join together with people from all walks of life to fight for our future, just like we won civil rights in our past. If we work together we can win the kinds of preventative social services that produce real community safety for ALL of us. We are talking to as many folks as possible about the alternative crisis response options that the county offers and how we can scale these up and get the word out.

[If they seem really engaged and understand the racism in our criminal legal system, you can ask: "If you were the mayor, what 3 things would you do to improve racial justice?" or "What racial justice issues do you think are the most urgent to work on right now?" Then use their answer to share things about our work that they might be interested in.]

We are talking to as many folks as possible about how we can build enough power in the county to win racial justice on this issue. It's time to stand up for each other and come together. **If you join us, you'll meet lots of other folks like yourself who are working to win a better world for our neighbors.** [Make one of these asks if they signed the petition.]

- Willing you be willing to sign a second petition asking the City of SJ to partner with the county and fund a third TRUST field team for SJ?
- Would you be willing to show up to the office hours of your county supervisor to ask them to support making the direct line to TRUST public? Would you be willing to show up to the office hours of your county supervisor or city council member to ask them to support expansion of the TRUST program?
- Would you be willing to call your elected officials?
- [If they seem like someone who is interested in SURJ] Here is a brochure about our chapter of Showing Up for Racial Justice. It's got our website and contact info if you want to learn more. [Give them the brochure.] Next week, you are welcome to join us at... (fill in whatever SURJ event is coming up next).

- [If they are already on board with racial justice]: Who should we talk to next? Do you know other people who would be interested in the work we are doing?

8) Make the ask (if they remained opposed)

Thank you so much for your time today. It was a pleasure talking with you. We have a workshop coming up on the last Thursday of the month that is part of a series we are doing called We Keep Us Safe. These workshops will help us build community and skills for keeping our neighborhoods safe. This month's workshop will focus on_____ Are you interested? [if yes, hand them the flyer for the workshop] Okay, have a great rest of your day!

9) [Once you have finish the conversation] Fill out the notes document, debrief with your partner, center yourself for the next house

If no one answers the door at the house, leave the TRUST magnet, the TRUST campaign flyer and the invite to the We Keep Us Safe workshop. Fille out the notes document

Deep Canvassing Outreach: Go Deep! (all tips here are from the Deep Canvassing Institute)

Trying to go deep after someone answers the door is called “deep canvassing.” What is the goal of a deep canvass conversation?

- Persuade conflicted people
- Motivate people to take action/get them to behave differently

How will you get to these goals?

- By holding space to allow people to process their conflicted feelings
- By inviting and sharing stories rather than facts and staying grounded in people’s emotions instead of engaging in policy debates
- By building rapport and trust through compassionate curiosity
- Research shows that when we say what we FEEL and they process HOW THEY FEEL (our stories and their stories), it has lasting persuasive effects

Before you start, think/write/talk through one or two **personal stakes stories** related to the issue

- Be vulnerable
- Include specific details
- Name your emotion and why you felt it
- Paint a picture and connect it to the change we want
- Try to keep it to 60-90 seconds

It’s OK to knock on their door! The three keys of assertiveness

- YOU never have to ask permission to have the conversation
- THEY always have the control to say ‘no’ or end the conversation
- YOU are taking an opportunity away from both of you by not asking the questions

How to begin the doorknock: the 0 to 10 scale (we adapted this to a thumbs-up/down scale

- Open with a question that asks the person where they fall on a scale of 0 to 10 in terms of support or opposition to a thing. Example: “The county wants to take out a \$600 million loan to build a new jail. With zero being absolute opposition to a new jail and 10 being absolute support for a new jail, where would you say you fall?”
- Use their answer to figure out what to do next. If they are totally hostile to your position, thank them and move on. If they are already on board, you can go right to the action asks.
- If they are somewhere between 3 and 7, then follow up with questions that will surface why they feel that way. Example: “What are some of the reasons that would make you oppose the jail and what are some of the reasons that would make you support it?”

The flow of the conversation

- The 0-10 scale
- Surface complexity by asking for why they do and don’t support

- Share a detailed and specific personal story about the issue that names and describes and humanizes a specific person and that is grounded in your emotions
- Reflect back at them that “it’s really complicated”
- Ask them for a specific example from their own experiences related to the issue (examples: Have you ever felt that way? Do you have someone in your life who....?)
- Express sympathy for how they felt in their story
- Make a direct connection from their story to our issue and what we are trying to change or do
- Depending on what they expressed initially, repeat the process by surfacing another tension, sharing another personal story and asking for another personal story related to that tension
- Name our collective self-interest
- Ask them the 0-10 scale again and ask them why they think that
- Make the ask (petition/postcard/signing our interest form, etc)

The HOW of compassionate curiosity

- Step One: Listen for the hint that there is a story. (They often won’t offer the full story, just drop hints, until you ask them for it. They will drop breadcrumbs.)
- Step Two: Dig deeper! (Once they have started to share a story, dig for the feeling underneath the story. Look for the treasure of their story. Don’t dig 7 one foot hole—dig one 7 foot hole that gets us all the way done to the treasure.)

Use the cone of curiosity:

- 1) Tell me more
- 2) Details: When? Where? Who? What? How?
- 3) How did that feel?
- 4) Why did/do you feel that way? OR What is/was it about that that made you feel that way? What about _____ makes you feel _____?

We can’t know what experiences have made people feel. We need to ask. And ask why. This lets them look at the map of their conflicted feelings. It lets them look at what’s happening for them emotionally on the issue.

You are the DRIVING INSTRUCTOR: Practice AAR

- Affirm
 - Goal: Help voter feel heard. It does not mean that you agree.
 - “I hear you”
- Answer
 - Goal: Respond with a personal story
 - “For me I have experienced _____”
- Redirect
 - Goal: Redirect the conversation to the voter’s lived experience.
 - “Do you know anyone who has struggled with _____”

TRUST Frequently Asked Questions

What does TRUST stand for? Trusted Response Urgent Support Team

What is TRUST? If you care about your community, you can call TRUST. It doesn't need to be a dire emergency to call the number. It is a care-first rather than fail-first approach. It is a county program that provides 24/7 non-police crisis response for mental health and substance use issues. It includes a call center that help de-escalate crises and connect people with services. And the call center can also send out the TRUST Truck, with a trauma-informed field team. It is a non-police alternative to calling 911, in which you can be sure that people trained to respond to people experiencing mental health or addiction crises without escalating to violence.

Who is part of the TRUST field teams? Each team includes:

- A mental health professional
- A peer supporter, with lived experience, and
- A first aid responder

The field teams do NOT include law enforcement. The teams are specifically trained to handle mental health and addiction crises and provide responsive care without involving police.

Who pushed for the TRUST program? The people who fought for and designed TRUST are the people whose loved ones were killed by police during mental health crises. These families continue to have oversight over the program through the TRUST Community Advisory Board.

How does the program work? People get to the TRUST Call Center by asking for it directly when calling either 988 (if in the 408, 650 or 669 area codes) or 800-704-0900 and pressing 1. Once you get to the TRUST Call Center, they will talk to you on the phone to assess the situation. In $\frac{2}{3}$ of the calls so far, the call center either de-escalate over the phone, connects you to resources, or calls the person back with follow-up support or resources. If the situation requires the TRUST field team to come, the call center will dispatch the TRUST truck. The field teams are trained to respond to mental health and addiction crises, give trauma-informed care, focus on prevention and center the client and their loved ones to resolve the crisis. The TRUST truck can also transport people to the Sobering Center, the Momentum crisis center for 23 hour stay, and mental health urgent care. The TRUST team will also schedule a follow up call within 48 hours for anyone who consents. They identify next steps and check in. In less than 2% of the calls, TRUST might refer to the county's Mobile Crisis Response Team for 5150 holds or 911 for medical attention.

How did the TRUST program come about? As discussed above, people whose loved ones were killed by police during mental health crises advocated for a crisis response program like this. It is funded using CA Mental Health Services Act money (a 1% tax on personal income over \$1 million that was passed in 2004). It was launched in fall 2022, with three field teams—one for San Jose, one for North County and one for Gilroy. A fourth field team is being added for the west/north county.

What if you don't speak English, can you still call TRUST? The TRUST program has people on staff who speak Spanish and Vietnamese, and have a translation line with capacity for translating from 40+ languages.

What is 988 and how is it different than TRUST? It is a national phone number that replaced the Suicide Hotline. Locally, it's a one-stop shop for all mental health crisis services with and without law enforcement, including TRUST. It was launched in Santa Clara County in July 2022 and is run by the county behavioral health department. The dispatchers who answer the phones might be volunteers, and it is in their discretion whether to direct calls to police. We do know of incidents in which people who called 988 expected mental health professionals and cops showed up at the door instead and escalated the situation. The TRUST program was designed by families who lost loved ones to police violence and is run by community based organizations. The TRUST Call Center is answered by mental health professionals and is non-police crisis response.

Why do we need the direct line to the TRUST Call Center? The county keeps telling us it would be confusing to make the 10 digit number to TRUST public. The "it would be confusing" rationale doesn't make sense to us because [look at the magnet again] because it's already confusing to have two different numbers and need to press 1 and still need to remember to ask for the TRUST team directly. [Hand out the flyer showing how confusing the county information is.] You can call your local police department directly with a 7 digit number, as well as using 911. It makes sense to have the same option for the TRUST program. It's NOT CONFUSING for a house to have more than one door— it's life-saving. It's another access. In a house with more than one door, if one is blocked by fire, you can use another. For system impacted people, at least one door is always blocked by fire. Some of our neighbors, because of the history of police violence against people of color and people with disabilities, will never feel comfortable calling 988 because they don't know for sure that 988 won't just send cops. So having the direct line to TRUST is a way to live up to the county's values of equity and access.

THIS SECTION IS STILL UNDER CONSTRUCTION ;)

Tips

- Bring a tote bag for all of the materials
- Wear comfortable walking shoes, sunscreen and bug spray
- Bring water
- Wear your SURJ or RECS tshirt (or a Sacred Heart tshirt)
- Take notes after each house using [this table](#)
- Think about some personal stories in advance:
 - A personal experience, whether you or someone you know, with a mental health or addiction crisis, what happened, what kind of help you would have wished for and why something like the TRUST program matters to you personally
 - A personal experience, whether you or someone you know, where having cops show up instead of people trained in de-escalation and helping people through mental health and addiction crises made things worse
 - A situation you experienced where you didn't call the cops for fear of what might have happened but would have called TRUST if it existed and you knew about it

Helpful Talking Points

- TRUST isn't a thing where you have to be in a super dire need or emergency; it's okay to call the number even if you're just worried about something
- "if you care about your neighbor, call TRUST"
- A SURJer who works with our unhoused neighbors has heard folks use the term "sketchy" to describe unhoused folks. She recommends asking them to share more about what they mean by that: "What does that mean to you?" And then suggests we share stories that illustrate the difference between feeling uncomfortable and actually being unsafe. Share personal experiences about being in a new or uncomfortable situation where you were still safe. Discomfort is a real thing—we can acknowledge and affirm that while still making a distinction between that and being unsafe.

Some stories in case you don't have any of your own

Aaron's Experiences: Calling 988 for a friend

Back in early April, I ran into a friend outside of Valley Fair—she had been off meds for about 3 weeks, was homeless, was suicidal, and said she wanted to jump in front of car. I called 988, and there was a hold for about 6 minutes before I could talk w/ someone. I asked for TRUST but the 988 dispatch said they couldn't come, that they were busy. I hadn't been connected to the TRUST dispatch—I was speaking with the 988 dispatch when this was said. 988 told me to drive my friend to EPS. I drove her to EPS, but she said she would rather be on the streets than a nightmare place like EPS. She chose the streets, and unfortunately I haven't seen her since.

Andrew's experiences: Getting help instead of cops saved his life

The summer of 2017, while battling multiple untreated mental illnesses, Andrew lost his job, his family, and his housing. At a doctor's appointment, he broke down sobbing when asked how he was doing. The medical staff called for an ambulance to take him to the hospital where he could get psychiatric treatment, and requested no police presence, because he was calm and compliant. The police came, anyway. Along with some firefighters and EMTs, 8 armed police showed up, turning what was already a bad situation into a nightmare. Though he had committed no crime, and was complying with everyone, he was cuffed to a stretcher and they were going to take him to jail. Instead, after a long argument, thankfully and finally the EMTs wheeled him into an ambulance and took him to the hospital. While it took him another 5 years to get housed again, getting help instead of being taken to jail gave him the foundation to rebuild his life—get treatment for his mental health disability, connect with social workers, and take his life back step-by-step. Andrew says that if he had gone to jail that afternoon, he doesn't think he would be alive today. He would not have received the care he needed in jail, he wouldn't have had the opportunity to rebuild his life, and the trauma would have further derailed his recovery.

Roberto's Experience: When a huge group of cops show up instead of help

A young man named Eric came to the Welcome Center at Sacred Heart and told the person at the desk that he was thinking about suicide and wanted transport to a mental health urgent care facility. Sacred Heart, for liability reasons, cannot transport members, so the worker called 911 to ask for Emergency services. The worker made sure to emphasize that Eric was calm, was not a danger to himself or others, and specifically said that we did not need police presence, just an ambulance to take him to mental health urgent care. Instead of an ambulance, six armed officers showed up. Sacred Heart staff were concerned about this and went out to explain the situation. One of the six officers began actively provoking Eric and trying to get a rise out of him. One of the more experienced Sacred Heart staff members had to pull aside one of the older police officers and ask him to stop his coworker from escalating the situation which, luckily he was willing and able to do. Eventually, thanks to this intervention, Eric was handcuffed and put into the back of the squad car without additional police violence, and presumably he was taken to a mental health facility. We later learned that police cannot transport ANYONE in the back of a squad car unless they are handcuffed, which seems even more reason why we need a program like TRUST, who can transport people to the services they need.

Stories from people who work on the TRUST field teams:

We have quite a few contacts with law enforcement. We have been called by the police and they've said this person doesn't need us—can you take over? We take over and try to deescalate.

We had one north county call for example, for an individual experiencing severe depression in his apartment with his mom, we went and made little contact with the 18 year old but we worked with the mom to offer her support. The field team spent 2 hours going through resources the county has to offer; then there was a followup the next day (it was in person) to make sure her day ended well. That was a lighter check in (30 minutes) and we explained to mom she could call again for herself (not just for her son)

TRUST is like primary care—something is going on but you are not bleeding out but you want help and options and someone to check in. We've responded to stuff above that and stuff below that in terms of seriousness. Prevention/early intervention is what we're aiming for. If someone isn't coming out of their room, maybe they would talk to us; We got a call because someone was sleeping on the sidewalk for two days, so we work on making sure those basic needs are being met. If someone sleeping in the same spot for a while send us out for a check up on this person.

Materials we'll need

Paper [petition for SCC](#)

Paper [petition for SJ](#)

Paper copies of [QR codes](#) for both petitions

[Notetaking document](#) for doorknockers

TRUST magnet

TRUST campaign flyer

We Keep Us Safe workshop flyer

SURJ brochure

Additional TRUST background documents: one pager with timeline and flow chart, illustration of the confusing county information, TRUST data so far