

Washtenaw County Public Safety and Mental Health Preservation Millage

Communications Plan: 2019 - 2020



Proposed Target Audiences.

1. **High-risk populations.** Teenagers and young adults; individuals with co-occurring conditions; individuals with moderate to severe mental health conditions; individuals who are uninsured or under-insured
2. **Traditionally under-served populations.** Individuals who live and work in traditionally under-served urban and rural communities; individuals who experience barriers and need assistance connecting to appropriate community resources; individuals with limited economic and social resources
3. **Key stakeholders.** Individuals across the county who work closely with those who live with mental health and substance use disorders

Strengths.

- Millage financial resources and CCBHC grant
- Numerous mental health and substance use disorder providers across the county and myriad social and health service providers
- Highly educated and aware community
- High insurance rate, on average, across the county

Opportunities.

- Numerous opportunities for collaboration with well-established agencies and entities across the county
- Evidence-based best practices to enhance service and equity objectives
- Grant opportunities to advance integration and outcomes

Weaknesses.

- High socioeconomic and geographic health disparities across county
- Systemic underfunding of Michigan's public mental health system
- Complex treatment system can be difficult for residents to navigate
- Low reimbursement rates for providers who work with Medicaid and Healthy Michigan Plan enrollees

Threats.

- Millage may not be renewed
- Agency Medicaid budget deficit continues due to chronic underfunding

Proposed Communications Objectives.

Washtenaw County taxpayers, residents, and stakeholders—particularly high-risk and traditionally under-served populations—will:

1. Understand how to quickly and easily access a broad range of evidence-based mental health and substance use services—from prevention services to treatment and recovery services—through WCCMH.
2. Understand millage-supported services that are launched and led by the county's government entities, nonprofit organizations, and health and human services providers.
3. Be ready and empowered to support individuals with mental health disorders, substance use disorders, and co-occurring conditions.
4. Have opportunities to share their experiences with, and suggest improvements to, the county's mental health safety net.
5. Have the information they need to objectively assess the millage's impact on the community.

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With a focus on reaching Washtenaw County taxpayers, residents, and stakeholders—and with special attention to equity including high-risk and traditionally under-served populations—we propose:

Proposed Strategies.

Strategy 1. Promote behavioral health services provided by WCCMH.

Strategy 2. Promote millage-supported services that are launched and led by WCCMH and other organizations and entities across the county.

Strategy 3. Develop and disseminate anti-stigma campaigns and other educational programs to enhance prevention.

Strategy 4. Create ways for residents and key stakeholders to share their experiences with, and suggest improvements to, the county's BH safety net.

Strategy 5. Share quantitative and qualitative data to illuminate the millage's impact on the community.

Proposed Tactics: Preparation and Publications.

Preparation. Develop contact lists for key community stakeholders, media representatives, local government leaders, and other interested parties and invite them to receive periodic millage updates.

Preparation. As WCCMH staff work collaboratively with local agencies and entities, and as millage funds are invested to support new initiatives, provide communications support to boost visibility.

Preparation. Subcontract anti-stigma work with trusted community outlet and support efforts to collect input from urban and rural areas to shape campaigns. Develop new, evidence-based educational programs.

Preparation. Benchmark the feedback mechanisms employed by CMH providers in best-practice communities across the state and nation.

Preparation. Develop a list of key metrics and consistent data collection methods as well as a report format to share key metrics about millage-funded initiative outcomes.

Publications. Develop reports and news stories about WCCMH's new and ongoing initiatives.

Publications. Write news stories about millage-funded initiatives.

Publications. Write news stories about educational programs and anti-stigma efforts.

Publications. Assemble anonymized feedback annually and share internally to inform future activities.

Publications. Develop annual report with data and infographics for distribution to key audiences.

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Proposed Tactics: Promotion.

Strategy 1. Promote behavioral health services provided by WCCMH.

- Send e-newsletter quarterly with news about new and ongoing WCCMH activities.
- Develop and disseminate four press releases annually to local media.
- Share e-newsletter stories via WCCMH Facebook, Twitter, and Instagram accounts.
- Use social promotion—paid social media advertising—to enhance the reach of posts describing key initiatives.
- Redesign WCCMH website to make it easier for key audiences to find the services and educational materials they need.
- Develop print materials (flyers, door hangers, etc) targeting key audiences.

Strategy 2. Promote millage-supported services that are launched and led by WCCMH and other organizations and entities across the county.

- Develop stories about millage-funded initiatives and share in quarterly e-newsletter.
- Work with partners on press releases, as appropriate.
- Share stories via WCCMH Facebook, Twitter, and Instagram accounts.
- Use social promotion—paid social media advertising—to enhance the reach of posts describing key initiatives.
- Create one or more new pages on WCCMH website to help key audiences locate millage-funded programs run by other entities.
- Develop print materials (flyers, door hangers, etc) targeting key audiences.

Strategy 3. Develop and disseminate anti-stigma campaigns and other educational programs to enhance prevention.

- Highlight anti-stigma work and educational programs in quarterly e-newsletters.
- Promote this work via WCCMH Facebook, Twitter, and Instagram accounts.
- Use social promotion—paid social media advertising—to enhance the reach of posts.
- Create one or more new pages on WCCMH website to help key audiences find and download anti-stigma materials.
- Create one or more pages on WCCMH website to promote educational programs.
- Develop print materials (flyers, door hangers, etc) targeting key audiences.

Strategy 4. Create ways for residents and key stakeholders to share their experiences with, and suggest improvements to, the county’s BH safety net.

- Announce collaborative activities and feedback mechanisms via e-newsletter, social media, and print materials, as appropriate.

Strategy 5. Share quantitative and qualitative data to illuminate the millage’s impact on the community.

- Promote annual report through e-mail and print outlets.
- Share data from report via WCCMH Facebook, Twitter, and Instagram accounts.
- Create one or more new pages on WCCMH website to help key audiences locate annual report and associated data about millage-funded activities.

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Proposed Measures.

Strategy 1. Promote behavioral health services provided by WCCMH.

- # of people receiving e-newsletters; # of opens, clicks, and downloads.
- # of people receiving flyers and print materials.
- # of press releases sent each year; # of positive stories released by local media outlets.
- Website analytics including # of users, amount of time spent on site, etc.
- Social media metrics including # of followers, likes, posts, engagements, etc.

Strategy 2. Promote millage-supported services that are launched and led by WCCMH and other organizations and entities across the county.

- # of people receiving e-newsletters; # of opens, clicks, and downloads.
- # of people receiving flyers and print materials.
- # of press releases sent each year; # of positive stories released by local media outlets.
- Website analytics including # of users, amount of time spent on site, etc.
- Social media metrics including # of followers, likes, posts, engagements, etc.

Strategy 3. Develop and disseminate anti-stigma campaigns and other educational programs to enhance prevention.

- Proposed: # of campaign pieces developed and # of individuals and organizations shared with.
- Proposed: # of print materials developed and disseminated.
- Proposed: Social media metrics including # of followers, likes, posts, engagements, etc.
- # of individuals attending educational programs.
- Feedback collected after educational programs.
- # of individuals who go on to teach programs of their own following training.

Strategy 4. Create ways for residents and key stakeholders to share their experiences with, and suggest improvements to, the county’s BH safety net.

- # of people and organizations that participate in planning and design activities.
- # of people who provide anonymized feedback.
- Regular review of feedback and continuous quality improvement.

Strategy 5. Share quantitative and qualitative data to illuminate the millage’s impact on the community.

- # of people receiving annual report; # of opens, clicks, and downloads.
- Website analytics including # of page visitors, amount of time spent, etc.