



**CaIMHSA**

California Mental Health Services Authority

**Compassion. Action. Change.**

# Building New Communications Tools

California Mental Health Services Authority  
Advisory Committee Meeting  
July 12, 2012



# Overview

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# Background

- April:  
CaIMHSA members prioritized developing communication strategies for the Mental Health Services Act (MHSA) Prevention and Early Intervention (PEI) Statewide Projects
- May:  
CaIMHSA members and their staff expressed a need for tools to use locally with stakeholders, including local Boards of Supervisors and Mental Health Boards and Commissions



# Background

- June:  
CaIMHSA Board authorized staff to contract with MIG, Inc. due to their extensive experience working with counties on MHSA and First 5 as well as other health and community issues
- July:  
An Ad-Hoc Advisory committee of small, medium and large counties was formed to provide direction and input on specific deliverables



# Objectives

- Increase positive awareness of MHSA PEI Statewide Program activities, accomplishments and critical role for Californians
- Increase understanding of the need for and impact of statewide, regional and local MHSA PEI services and strategies
- Increase support for PEI Programs in local communities



# Target Audiences

- Boards of Supervisors and other decision-makers
- Mental health, health and other service providers and partners
- Stakeholders and the public



# Key Messages

- MHSA is transforming mental health services in California
- Prevention and Early Intervention programs address critical needs and result in better health outcomes
- Statewide, regional and local projects work together
  - Example: Suicide Prevention
- Statewide investments are key to success
- CaIMHSA's fiscally responsible, outcome-oriented investments conserve limited budgets and community resources
- CaIMHSA member counties are successfully developing and funding mental health services and programs across the state
- This work has a direct positive impact on families and consumers



# Proposed Communication Tools

- Statewide Brochure
- 5 Regional Fact Sheets
- TBD: Website and/or Local Fact Sheets





# Team

- Stephanie Welch and Ann Collentine, Leads
- Ad Hoc Advisory Committee
  - Joseph Robinson, Co-Chair CaIMHSA Advisory Committee
  - Nancy Peña, Santa Clara
  - Mike Kennedy, Sonoma
  - Scott Gruendl, Glenn
  - Kathleen Piche, Los Angeles
- Consultant: MIG, Inc, a communications and marketing firm



# Publication Timeline

Statewide Brochure:	October 2012
Regional Brochures:	November 2012
Website:	TBD



# Questions and Answers