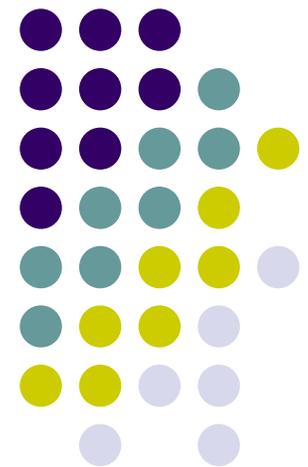


MHSOAC

MENTAL HEALTH SERVICES
OVERSIGHT AND ACCOUNTABILITY COMMISSION

Communications Draft Work Plan
Cynthia Craft
February 21, 2008



Mission of the OAC Communications Unit:

- The MHSOAC Communications Unit will work to ensure the success of the Mental Health Services Act through community outreach and stigma reduction and by spreading the word on the MHSA vision, planning, and progress to all California stakeholders.



Cynthia Craft

Chief, Media
Relations, OAC

February 21, 2008

Priorities

- Keep Commissioners informed about complex issues.
 - EXAMPLES: an issues-briefing newsletter, or...
 - Cover sheets with binders giving briefing on issues.
- Keep Commissioners informed about OAC staff activities and work plans.
 - EXAMPLES: Monthly newsletter; PDF e-mailed reports and briefings.



Cynthia Craft

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Priorities

- Keep the public informed about outcomes of MHSA-funded programs.
- Keep the public informed about MHSOAC decisions and related news.
- Keep the public informed about newsworthy developments regarding the MHSOAC.



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Public outreach with 5 key themes from the MHSA

- Transforming California's mental health system into one of client and family empowerment.
- Expanding successful and innovative programs.
- Serving the underserved with cultural and linguistic competence.
- Reducing stigma and discrimination.
- Ensuring oversight and accountability.



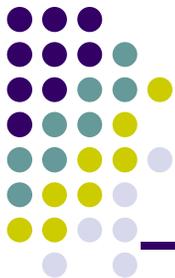
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OAC Web Site update

- Provide an inviting visual layout
 - Video stories about the implementation of MHSA.
 - Higher profile for help/access lines from counties.
 - Updated links to news, useful information about mental health.
 - Report on reduction of stigma, discrimination.
 - Bulletin board with two-way public discussion.



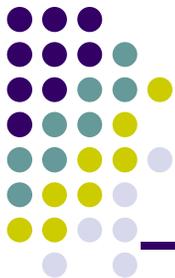
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Press events

- Plan and hold press events.
 - EXAMPLE: A tour of Skid Row, where suffering of people with co-occurring disorders reinforces the need for MHSA-funded programs.
 - EXAMPLE: Coordinate with community providers to highlight the impact of MHSA-funded programs.
 - EXAMPLE: Draw attention to notable dates, such as kickoff of Mental Health Month in May.



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Produce publications

- Highlight best mental health practices, new information and research.
- Give news about the implementation of MHSA.
- Inform those without access to the Internet.
- Distribute through counties and programs.



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Reach targeted audiences

- Produce and distribute targeted publications to groups the MHSA serves.
 - EXAMPLE AUDIENCES: TAY, elderly, ethnic and culturally diverse, others.
 - Translate publications in the threshold languages.
 - Distribute to locations that reach these groups.



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Distribute a Wall Calendar

- Could serve as a reminder of the MHSA goals, mission.
- Could include important dates: Depression Screening Week, Mental Health Awareness Week, and so on.
- Could include stigma-reducing consumer artwork and writings.



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Employ traditional media tools

- Prepare and send out press releases, press information packets.
- Fact sheets, updated every month or quarter.
- Use digital means of getting the word out: websites, video reports, podcasts.



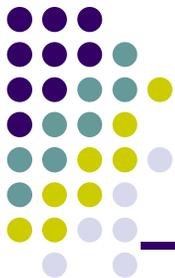
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Summary: Next Steps

- Commissioners give input about the communications plan.
- Final communication plan aims to satisfy commissioners' request for more information *and* MHSA goals to inform and reach out to the public.



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