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Owner: Brooke Blackwell:
Communications Director
Policy Area: Communications
References:

COMMUNITY OUTREACH POLICY

POLICY

It is the policy of Detroit Wayne Mental Health Authority (DWMHA) as part of our commitment to offer Community Outreach events that enable DWMHA to reach the community-at-large, and provide a proactive way for the system to address the needs of those who do not or will not utilize traditional mental health services, especially populations at risk.

PURPOSE

The purpose of this policy is to:

1. Enhance the mental health of the general population.
2. Prevent the onset of mental health problems in individuals and the community.
3. Promote mental health and/or reduce the risk or severity of mental disorders among persons not identified as clients within the mental health system.
4. Expand the continuum of care through client-centered supportive services.

APPLICATION

It is the responsibility of the Director of Communications to oversee all Community Outreach Events under DWMHA to ensure they are in line with our Mission, Vision and Values. To ensure there is one centralized message and to foster collaboration between departments.

1. The following groups are required to implement and adhere to this policy: DWMHA Staff, Contractual Staff
2. This policy serves the following populations: Adults, Children, I/DD, SMI/SEI, SED,SUD, Autism

KEYWORDS

1. Community Outreach...*Any event, program, training, conference, etc that DWMHA is involved with that promotes the overall mental health and community education efforts to the general population we serve.*
2. Community Engagement
3. Flyer
4. Marketing

5. Media

STANDARDS

1. Notifying Communications Department of Outreach Events

- a. Many DWMHA Departments conduct Community Outreach Events in conjunction with organizations outside of DWMHA. These events are often in the planning stages for weeks and months. The DWMHA Communications Department needs to be informed of these events within a *Reasonable Timeframe*. A *Reasonable Timeframe* is best defined as “the planning stages”. This *Reasonable Timeframe* helps prevent any calendar conflicts and allows for collaboration between departments.

2. Collaborating Between Departments

- a. The Communications Department holds regular Marketing and Community Outreach Meetings in an effort to foster collaboration between departments. These meetings are held the first Friday of every Month. Each department that does Community Outreach should have a representative present that is knowledgeable about the events going on in their respective departments

3. Staffing Community Outreach Events

- a. It is expected that all DWMHA departments contribute staff to Community Outreach Events.
- b. At our Monthly Marketing and Community Outreach Meetings we collectively determine the volunteer needs for each event. The Communications Department will reach out to department supervisors to solicit help from their staff.
- c. DWMHA staff should be present and set up at our designated event at the determined event pre-set time.
- d. DWMHA staff and volunteers should be knowledgeable about DWMHA programs, services and the participating event.
- e. At no time should our vendor table be unattended.

4. Sharing Community Outreach Events

- a. All flyers, pamphlets, programs, marketing items, presentations and written material that are to be distributed throughout our network must have the prior approval from the Communications Department.
- b. All items should support our Mission, Vision and Values and include our logo, website and our 24Hr Crisis Helpline 800-241-4949
- c. DWMHA often serves as a co-host and participates in outreach events with our providers and community stakeholders.
- d. Any and all of these outreach event materials must contain the DWMHA logo and be shared with the Communications Department within the Reasonable Timeframe.
- e. As you create and receive flyers, postings and information about Community Outreach Events (both internal and external) please share them at our Monthly Marketing and Community Outreach Meetings.
- f. There is also an online form to post to events in real time and request assistance for volunteers, marketing merchandise.

See link for easy and quick access:

<https://docs.google.com/a/dwmha.com/forms/d/1-5O0ovuEgWICP0HFAK6iC2FTHddwJjczOqTcM->

5. Notification and Coordinating Media Events

- a. The DWMHA Communications Department has access to numerous news media outlets and will work with DWMHA departments to coordinate publicity or visibility for Community Outreach Events and newsworthy issues.
- b. It is the responsibility of the DWMHA Communications Department to initiate and/or respond to news media requests and to manage those interactions. All communication to the media will take place through the appropriate subject matter experts and leadership personnel that will be determined through the President and CEO and the Director of Communications.
- c. When a DWMHA employee or department is contacted directly by the news media via email, phone or in person by a member of the media regarding any
- d. DWMHA related business (i.e. DWMHA day-to-day business, community outreach event, provider, consumers, employees, etc), please make immediate notification to the DWMHA Communications Department for an appropriate response.
- e. Should any member of the media visit DWMHA at 707 W. Milwaukee Detroit, MI 48202 they must be escorted to (and remain accompanied at) their meeting destination while on site by the Director of Communications or his/her designee.

If a member of the media is present at any DWMHA Community Outreach Event, notification must be made while media is present to the Director of Communications or his/her designee.

QUALITY ASSURANCE/IMPROVEMENT

DWMHA shall review and monitor adherence to this policy as part of its continuous efforts towards improving communications and collaboration throughout DWMHA.

COMPLIANCE WITH ALL APPLICABLE LAWS

DWMHA staff, contractors, and subcontractors are bound by all applicable local, state and federal laws, rules, regulations and policies, all federal waiver requirements, state and county contractual requirements, policies, and administrative directives, as amended.

LEGAL AUTHORITY

RELATED POLICIES

Social Media Management Policy

RELATED DEPARTMENTS

1. Administration
2. Clinical Practice Improvement
3. Customer Service
4. Integrated Health Care
5. Managed Care Operations

- 6. Quality Improvement
- 7. Recipient Rights
- 8. Substance Use Disorders

CLINICAL POLICY

NO

INTERNAL/EXTERNAL POLICY

INTERNAL

Attachments:

No Attachments

Approval Signatures

Approver	Date
Dana Lasenby: Acting Chief Executive Officer	01/2018
Allison Smith: Project Manager, PMP	11/2017
Julia Kyle: Director of Integrated Care	11/2017
Michele Vasconcellos: Director, Customer Service	11/2017
Eric Doeh: Compliance Officer	11/2017
Donna Coulter: Dir. of OPA	11/2017
Lorraine Taylor-Muhammad: Director, Managed Care Operations	11/2017
Rolf Lowe: Assistant General Counsel/HIPAA Privacy Officer	10/2017
Andrea Smith: Director of Clinical Practice Improvement	10/2017
Mary Allix: Director of Quality Improvement	10/2017
Kip Kliber: Director, Recipient Rights [MS]	10/2017
Bessie Tetteh: CIO	10/2017
Jean Alce: Interim Medical Director	10/2017
William Sabado: Chief of Staff	10/2017
crystal Palmer: Director, Children's Initiatives	10/2017
Corine Mann: Chief Strategic Officer/Quality Improvement	10/2017
Stacie Durant: CFO Management & Budget	10/2017
Jody Connally: Director, Human Resources	10/2017
Darlene Owens: Director, Substance Use Disorders, Initiatives	10/2017
Maha Sulaiman: Director of Utilization Management	10/2017
Michael Rangos: Director of Procurement	10/2017
Sarah Sharp: Consultant	10/2017

Approver	Date
Diana Hallifield: Consultant	10/2017
Brooke Blackwell: Communications Director	10/2017

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