



Joint Meeting

The McLean County Board of Health Behavioral Health Standing Committee and
Mental Health Advisory Board
Friday, September 25, 2020 at 9am
200 W. Front Street, Room 223, Bloomington, Illinois.

AGENDA

CONTEMPORANEOUS ACCESS FOR THE GENERAL PUBLIC IS AVAILABLE IN ROOM 332 OF THE McLEAN COUNTY HEALTH DEPARTMENT. STREAMING ACCESS WITH A DELAY AVAILABLE AT THE FOLLOWING LINK: <https://www.mcleancountyil.gov/>

1. Call to Order
2. Roll Call
3. Public Participation

NOTE CHANGE: To promote health and safety, we encourage individuals or groups to email public comment statements to McLean County Health Department at amy.hancock@mcleancountyil.gov by Thursday, September 24, 2020 at 9am. Statements received by the deadline will be read aloud as part of the record, pursuant to the time parameters in McLean County Board of Health rules (five minutes for individuals or group spoke person). The entirety of the statement will be placed in the official minutes, even if the statement reads longer than the time limit allows.

If you choose to provide comment in person, requests must be received by McLean County Health Department pursuant to time lines in the McLean County Board of Health (24 hours in advance for an item on the agenda and 2 business days in advance of the meeting for items not on the agenda). Please also note that we will adhere to the Phase 4 direction by the Governor which limits the number of individuals that can gather in the County Board Room. In-person attendance will be on a first come basis. Recommended social distancing protocols will be adhered to at all meetings.

4. Items for Information
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 - B. Behavioral Health Marketing Campaign Plans from June Meeting 3-4
5. Items for Discussion
 - A. Behavioral Health Marketing Plans 5-6
 - B. Behavioral Health Sustainability Plans to Assist Non-Profit Agencies 7
6. Action Items
 - A. Approve MHAB 7-17-20 Minutes
7. Adjournment

Goals/Topics for Today's Meeting
September 25, 2020

1. Provide feedback on Draft Marketing/Promotion Plan and Sustainability Plan
2. Share essential points from your personal knowledge regarding peer programs
3. Identify targeted communities impacted by social and health disparities---in BN community and county
4. Identify all potential partnerships—agencies, organizations, service organizations, churches, schools, businesses, day cares, etc.
5. Identify all types of outreach methods---in person, social media, buses, billboards, etc.
6. Identify marketing-promotional messaging (themes, invitation images, pairings, etc.) and activities/events
7. Identify locations and organizations to be involved in displaying marketing-promotional materials—VFW's, fire departments, convenience stores, gas stations, clinics, Mid-Central Community Action, Western Avenue, farmers' markets, etc.
8. Provide input on communication systems for liaisons/coaches to stay connected and supported
9. Identify short-term work group members who will be led by Amy Hancock

**MARKETING CAMPAIGN IDEAS
GENERATED BY MHAB MEMBERS
AT JULY 17, 2020 MEETING**

- **Provide marketing messages in multiple languages**
- **Place information at the following locations and on websites:**
 - **City bus panels**
 - **Churches and synagogues**
 - **Veterans' Office**
 - **Gas stations**
 - **Food Banks—Food Site Distribution Centers**
 - **American Legion Halls**
 - **VFW Halls**
 - **Fire Departments in rural areas**
 - **Lawyers' offices---Prairie State Legal Services**
 - **Western Avenue Community Center**
 - **Schools and Universities**
 - **Day Cares**
 - **Hair Salons and Barber Shops**
 - **International Students Meeting areas**
 - **Chestnut Health Care Clinic**
 - **Community Health Care Clinic**
 - **Medical Offices—Urgent Care Centers**
 - **Dentist Offices**
 - **Social Security Office**
 - **Hospitals**
 - **Rehabilitation Centers**
 - **Gyms**
 - **Restaurants/bars in rural areas**
 - **Small restaurants and Convenience Stores**
 - **Various community and government agencies---on site and on websites**
 - **Polling places**
 - **Targeted Retail Businesses**
 - **Banks and Lending Institutions**
 - **Credit Institutions**
 - **Lawyers' offices---Prairie State Legal Services**
 - **Car Dealerships**
 - **Miller Park Zoo**
 - **Children's Discovery Museum**
- **Distribute/Partner Information Sharing with:**
 - **United Way**

- **Multicultural Leadership Program**
- **Job Partnership-Joy Care**
- **Mid Central Community Action**
- **Prairie State Legal Services**
- **Division of Rehabilitation Services**
- **Advocacy Organizations**
- **Western Avenue Community Center**
- **Medical Associations**
- **Real Estate Associations**
- **Insurance Associations**
- **School Boards**
- **Teachers' Unions**
- **Labor Unions**
- **100 Black Men**
- **Greek Organizations and Sororities**
- **MidWest Food Bank**
- **Driver's License Bureau**
- **YWCA**
- **YMCA**
- **Parks and Recreation**
- **Car Dealerships**
- **Connect Transit**
- **Employers with large numbers of employees---WalMart, State Farm, Grow Mark, etc.**
- **McLean County Farm Bureau and Rural Organizations**
- **Bar Association**
- **Credit Unions and Pay Day Loan Associations**

DRAFT MARKETING/PROMOTION PLAN

CONTEXT: At the June 28, 2019 Mental Health Advisory Board meeting a suggestion was made that \$25,000 be used toward creating a marketing/promotion plan for increasing community awareness about and utilization of behavioral health services, with particular attention to communities most impacted by social disparities. The Board of Health approved the allocation of \$25,000 for that purpose in the 2020 budget. Not only did COVID19 interfere with taking action on this, it also exacerbated the social and health disparities that already existed. Now, more than ever, we need to develop a plan for encouraging those in need of behavioral health services/supports to seek and use those services. We also need to ensure that available services are culturally and linguistically appropriate as well as trauma informed.

Deliverables of a marketing/promotion plan

LONG TERM:

- Increase the number of people seeking help for behavioral health issues at community agencies and related organizations/entities
- Increase the number of people engaging in behavioral health services at community agencies and support groups
- Reduce the severity/acuity of crisis events within the county
- Continue development of an overarching community message regarding the importance of caring for behavioral health needs---community wellbeing and equity

SHORT TERM:

- Develop a plan to identify peer support liaisons/coaches in targeted communities who can assist with outreach/marketing efforts
- Select a model for peer support/coaching and adapt it to our county (without impacting integrity of the model), starting with marketing/promoting behavioral health
- Identify peer/professional partnerships---all potential stakeholders including agencies, organizations, churches, etc.
- Identify types of outreach---in person, home pages, social media, billboards, postings in key locations, yard signs, city buses, etc.
- Identify key locations and organizations—VFW's, fire departments, churches, convenience stores, gas stations, schools, clinics, Western Avenue, Mid Central Community Action, etc.
- Identify components of a Community Behavioral Health Wellbeing campaign---messaging and schedule of activities

ACTION STEPS:

- Create a work group to develop a timeline for the plan and to oversee all of the following activities, led by Amy Hancock
- Find and vet peer liaison/support/coaching models
- Identify targeted communities and gather input from representatives to assist in prioritizing needs, identifying strategies that will work and potential barriers to successful marketing

- Determine roles and responsibilities of peer liaisons/coaches with input from community representatives
- In collaboration with professional partners select/develop training materials for peer liaisons/coaches
- In collaboration with professional partners select/develop methods for supporting and tracking activities of liaisons/coaches
- Develop a communication system for supporting and advising peer liaisons/coaches---a way for them to be connected to professional partners and each other
- Identify potential peer liaisons/coaches from targeted communities
- Train peer liaisons/coaches
- Develop schedule of marketing activities and messaging campaigns
- Track activities and numbers/sites reached
- Provide feedback to liaisons/coaches and professional partners
- Adapt as needed---continuous improvement model

DRAFT

DRAFT SUSTAINABILITY PLAN

CONTEXT: At the June 28, 2019 Mental Health Advisory Board meeting a suggestion was made that \$25,000 be used toward a sustainability plan to assist non-profit agencies to identify additional funders, billing assistance, and cost recovery. The Board of Health approved the allocation of \$25,000 for that purpose in the 2020 budget. Not only did COVID19 interfere with taking action on this, it also exacerbated the financial deficits that already existed within many behavioral health non-profit agencies. Now, more than ever, we need to develop a plan for assisting non-profit agencies to develop a sustainability plan.

Discuss Ideas for long term goals, short term goals, and action steps

For example:

- Bring funders together to streamline funding programs
- Seek out suggestions from other 708 Boards on how they promote sustainability within programs they provide funding
- Trainings from a consultant on how to sustain a program/ agency during COVID-19/ difficult financial times
- Connecting with staff from **Healthcare Financial Services (HFS)**—related to Medicaid billing
- Connecting with **Illinois Wesleyan's Action Research Center**