

Community Dialogues on Mental Health – Greater Albuquerque Region



ACTION TEAM # 3

RECOMMENDED ACTION REPORT

DATE: 5/18/2015

Team Lead: Jenn Brown and Pari Noskin

Team Members: Tom Gagliano, Elmer Jackson, Michelangelo Smith, Robin Smith, Cathy Imburgia, Charlene Brady

Recommended Action #3	Use City resources to educate the public – in Spanish and English – about what to do in a behavioral health crisis and/or for general behavioral health information, including: Crisis phone lines, behavioral health referral and resource lines, and behavioral health referral and resource websites
RECOMMENDED SOLUTION	<p>Multi-tiered approach to communications/marketing based on three distinct community collaboration groups and centered around a sustainable brand and campaign: <i>Live Well Albuquerque</i> (Refer Appendix 1: Graphic designed by team member Tom Gagliano)</p> <p>Campaign messaging reinforces thriving; focuses on educating the public about available resources; and provides a space to house up-to-date resource information. Campaign dissemination to include traditional marketing methods (PSAs, billboards, ads, fold out/palm cards, smart phone app, etc.) in addition to a unique website and simple to remember url (www.livewellabq.info) and easy to remember phone number such as 311 that is funded by Mayoral Tier participants and connects to a sustainable and effectively maintained resource database. Communication channels and community collaboration groups/tiers (Reference Appendix 2) include:</p> <p>Mayoral Tier: funding, community lead</p> <p>Non-Profit Tier: education, with a focus on community outreach</p> <p>Grassroots Tier: education and action, from within community-led organizations</p>
STATUS	Campaign concept/plan developed. Acceptance/implementation TBD.
COSTS	TBD. Cost considerations include paid position to develop/maintain campaign; maintaining up-to-date resource content; creation or links to existing resource database; and creating/design of marketing materials.
IMPLEMENTATION TIMELINE	Refer to Appendix 3: 12-month Timeline
OTHER CONSIDERATIONS	<ul style="list-style-type: none"> - Action Team cannot do more than suggest process. Additional community input is needed to create an effective and sustainable solution. - Stigma reduction can only happen with an inclusive positive campaign, that emphasizes that behavioral health is part of overall health, and that reinforces prevention and early intervention. - City or Mayoral Tier will finance a paid position to coordinate initial tier meeting and interaction between all three tiers. - Deliberately left some actions in the recommendation nonspecific to allow tiers to determine actions based on specialized knowledge in their population groups. - United Way is a key leader and thread throughout the entire process; however, resource space (website/palm cards/simple phone #) needs to include all appropriate resources regardless of funding—not just UW-agencies or City-funded agencies. - Reference Appendix 4: Media Considerations



Connect to your community
www.livewellabq.info
resources.growth.discussion

Appendix 2: Community Collaboration Tiers

Mayoral Tier: Organizations that can fund goals/largest impact

Mayoral Tier objectives/goals:

- Collaborator discussion w/the goal of:
 - o How to collaborate on future projects with the goal of forming some kind of central connection place for resources
 - o Location: is it more possible to begin with a virtual resource into a physical building
 - o How to maintain/sustain the resource database
 - o How to collaborate with/disseminate education through NP & grass-roots tiers
 - o Goal of creating a unique phone number (i.e. 311) as the first one stop resource

Suggested Organizations:	Justice Systems:	Intel
United Way *	APD	Target
PNM	AFD	Wal-Mart
NM Gas Co.	MDC	Veterans Affairs
Educational Institutions:	Courts	IHS
UNM	Larger Medical providers:	Community Foundation
CNM	- Lovelace	Maggie Hart Stebbins
APS (including early childhood)	- Presbyterian	Jerry Ortiz Pino
	- UNMH	
Independent schools	Health care & Insurance:	Abq Housing Authority
DOH (school health)	- Molina	NM Psychiatry Association
Albuquerque Chamber	- Centennial	NM Psychology Association
Hispanic Chamber	- Blue Cross/Blue Shield	Medical Association (PCP)
	- Abq Health Partners	
	- Kaseman	
	- UNM	
	Sandia Labs	

Non-Profit Tier: Larger, local non-profits that can be the conduit for educational distribution

Taskforce:

- o Who has most buy-in after 1st meeting will form the task force in conjunction with Non-Profits designated as bridge organizations
- o Buy in being defined by most desire to collaborate and fund
- o Taskforce will help define marketing/education campaign
- o 6 months deadline for outcome for final plan
 - 1 formational meeting
 - Series of subsequent planning meetings to help strategize and execute plan
- o Taskforce will also have the goal of how to collaborate with NP tier

- After 2nd meeting: suggest to pull in some of the NP tier into a “directional” subcommittee that begins to connect the key NPs with the Mayoral Tier (to advise and listen, accountability)

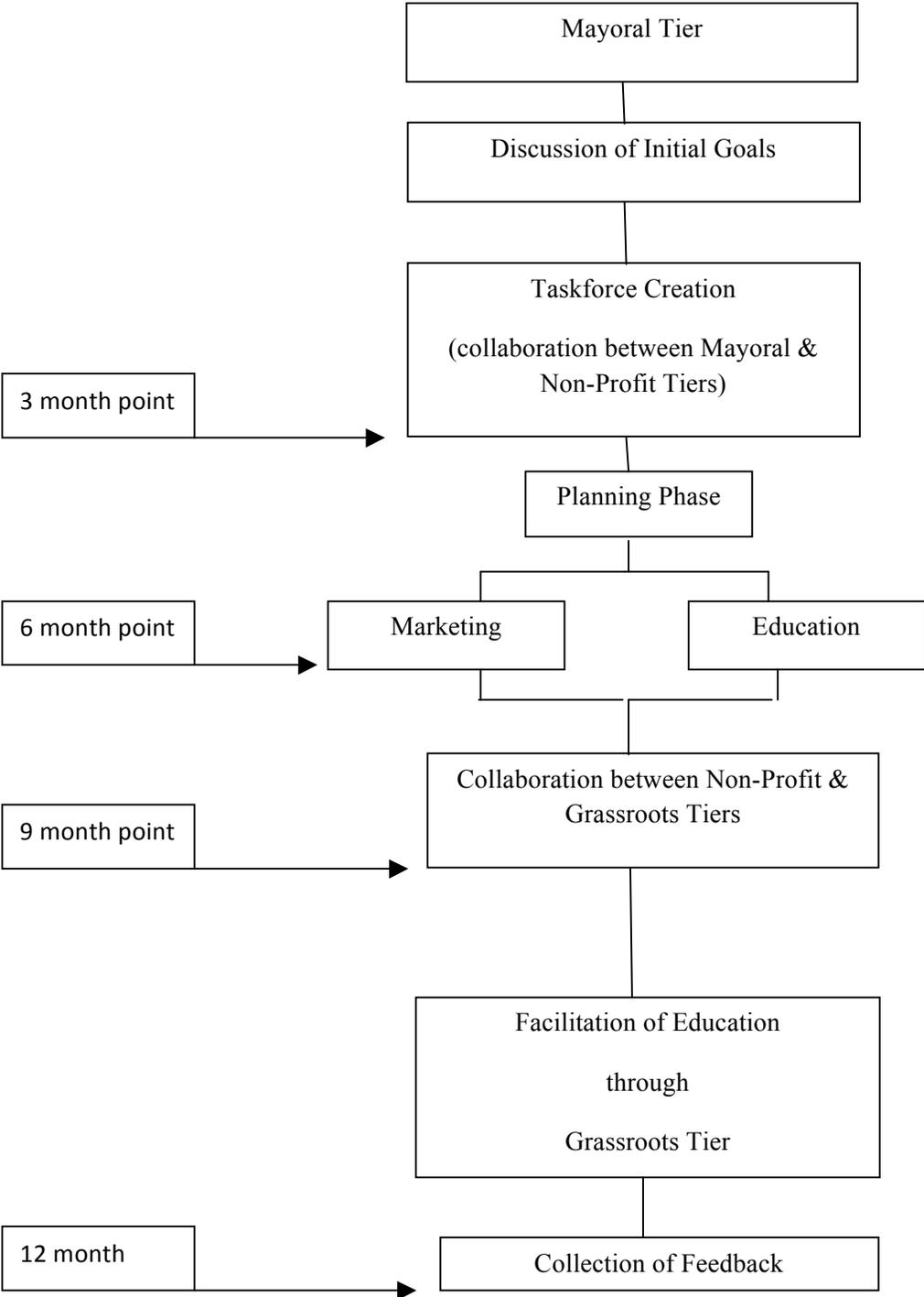
Suggested Organizations:	Native Health Initiative	New Mexico Forum for Youth
United Way*	Project Share	Veterans Resource Center (UNM)
NAMI*	Road Runner Food Bank	Endorphin Power Company
DBSA*	Other food banks	Civitan
YDI	NM Highlands	Sage Neuroscience
Healthcare for the Homeless	PFLAG	Agora Crisis Center
Heading Home	Rape Crisis Center of Central NM	WESST Corp
Kiwanis	Transgender Resource Center	
Rotary Club	Women’s Resource Center (UNM)	
Knights of Columbus	LGBTQ Resource Center (UNM)	

Grassroots Tier: local organizations that can work with larger non-profits on educating public on behavioral health issues

Suggested Organizations:	Cannabis community	Veterans of Foreign Wars
United Way*	Hemp Industries	Defined Fitness
NAMI*	Libraries	Integrative Medicine
DBSA*	Hispanic Cultural Center	Neighborhood Organizations
Religious Organizations	Spanish only speaking populations	Project Share
Pueblo Centers	Elks Club	Pharmacies
Faith based organizations	NM School of Natural Therapeutics	Youth Groups
- Also points of service	Wounded Warriors	Senior Centers
American Legion	Paws & Stripes	
Community Centers	Substance Abuse support groups	

*These organizations have been flagged as ones that could be a continuous thread throughout entire process

Appendix 3: 12-month Timeline for Tiered Collaboration Process



Note: Taskforce will have the extra goal of identifying gaps in service, yearly reevaluation of process and services, and will continue to evolve resource database.

Appendix 4: Media Considerations

Media and Marketing objectives/goals:

- What will work best for city; “How do we get the city plugged in into these services”?
- Suggestions on how to market (effectiveness to be determined by the Tiers):
 - o Billboards
 - o Information cards (2 sided, anything more is too “busy”)
 - o Development of smart phone app
 - o Posters at bus terminals/stops
 - o On public transportation (buses)
 - o Website
 - o Mail inserts (i.e. PNM bills)
 - o Social media
- Developing of media guidelines for education:
 - o Media monitoring
 - o Cooperation in reporting
 - o Educating public on resources

Suggested Organizations:

Local Television

- Including Univision

Radio

- Including UNM radio station
 - o Generation Justice
- KUNM

Newspaper

- Albuquerque Journal
- Alibi
- Albuquerque Free Press
- Albuquerque the Magazine