

STRATEGIC GOAL AREA

# ADVOCACY & COMMUNITY ENGAGEMENT

## GOAL #4

Our Board promotes and encourages consistent and compelling advocacy and community engagement efforts that educate, inspire, and result in action.

**1.0 12 of the 13 2018 Advocacy Action Agenda goals were completed and are ongoing. 2019 Advocacy Action Agenda developed and approved by Board in November 2018. Posted on Board's Website.**

### 1.0 – DEVELOP ANNUAL ADVOCACY ACTION AGENDA TO GUIDE THE BOARD'S COMMUNITY ENGAGEMENT EFFORTS.

#### RESPONSIBILITY TO ACCOMPLISH OBJECTIVE

#### 1.1 - Ensure broad distribution and understanding of the Board's advocacy agenda and strategy

- External Affairs

Action Steps: **1. 264,385 Facebook impressions during CY18; 301,734 Twitter impressions; 18,003 Instagram impressions. A total of 3,087 followers across all three platforms.**

1. Maximize the Board's digital social media platforms as key communication tools
2. Educate State Legislature, County Council, and County Executive's Office on issues to influence mental health and addiction legislation

**2. Advocated for the passage of the Health & Human Services Levy; Met with County Council President regarding independent levy and increased funding; Participated in OACBHA Legislative Day, and started Meet Your Legislators Series.**

### 2.0 - ENGAGE KEY COMMUNITY STAKEHOLDERS IN ADVOCACY EFFORTS TO SHAPE AND SUPPORT THE BOARD'S STRATEGIC PRIORITIES

#### RESPONSIBILITY TO ACCOMPLISH OBJECTIVE

#### 2.1 - Identify key community stakeholders and align with the appropriate advocacy agenda item

- External Affairs

Action Steps:

1. Utilize the Youth Advocacy Council to offer advice on messaging to reach youth and cultivate future community leaders with an interest in mental health and addiction issues
2. Utilize the Adult Action Committee Advocating Change (ACAC) to advise the Board on issues, policy changes, and future funding
3. Utilize the Addiction Recovery Advocacy Group to motivate individuals affected by addiction to eliminate stigma and help reduce the number of lives lost
4. Expand the membership and use of the Speaker's Bureau to support community understanding of the ADAMHS Board and mental health and recovery in general
5. Establish a community council of business leaders.

**2. ACAC meets every month to discuss and make recommendations regarding behavioral health issues.**  
**3. Addiction Recovery Advocacy Group meetings continue to held on a quarterly basis. New programs, emerging best practices, new ideas and recovery stories are featured.**  
**4. individuals in recovery featured in the billboard and social media campaign joined the Speaker's Bureau; Staff, providers and Boards Members participate in numerous speaking and media opportunities.**  
**5. Although not an established council of business leaders, we developed relationships with Progressive Insurance, Building Trades Council; EATON Corp., and Key Bank.**

**3.0 – PROMOTE INCLUSIVE KEY MESSAGES AND MARKETING THAT EMPHASIZES THE ELIMINATION OF STIGMA, THE NECESSITY OF A STRONG CONTINUUM OF CARE, AND THE IMPACT OF SERVICES ON THE LIVES OF COMMUNITY MEMBERS**

**RESPONSIBILITY TO ACCOMPLISH OBJECTIVE**

**3.1 – Increase use of client recovery success stories in communication efforts**

Action Steps: **3.0 A total of 201 media mentions in 2018, with 186 positive and 15 neutral and no negative mentions.**

1. Invite individuals and family members to share recovery stories to eliminate stigma
2. Develop advertising campaigns featuring positive and inclusive recovery stories to eliminate stigma and educate the community about mental illness and addiction
3. Develop marketing campaigns that promote the ADAMHS Board of Cuyahoga County, its provider network, and available recovery services

**3. Placed numerous ads in program books, newspapers and social media through the OACBHA Crisis Text Mini Grant.**

- External Affairs

**1. 2. & 3. Individuals/families publicly share their recovery stories during Advocacy Meetings; 14 shared stories on a billboard and social media campaign; individuals in recovery and family members participated in First Responder Appreciation Week; video of recovery stories; staff and providers presented at OACBHA Opioid Conference; staff member was a lunch keynote speaker and shared her recovery story at the OACBHA Recovery Conference; Cuyahoga County client won the talent contest; Clients, staff and NAMI participated in a social media campaign regarding suicide prevention, and resiliency stories shared on FOX 8 and Cleveland.com.**

**PERFORMANCE INDICATORS**

- Achievement of advocacy agenda goals
- Increase in digital metrics and engagement on digital platforms
- Number of Media Hits
- Number and effectiveness of advocacy activities