

Stark County System of Care Expansion Planning: Key Notes from Treatment Meeting on June 4th, 2015

Recap of last meeting

Recap of Core Leadership Meeting

- Mostly focusing on the agencies but other committees were also concerned about increasing services
- Haven't really talked about service need
- Should incorporate agencies but also need to look at bigger picture

Discussion of Strategic Communication Plan

Communication between agencies

- Is there a directory?
 - o There is a help guide but it doesn't involve a lot of the grassroots organizations
 - Grassroots organizations have mentioned desire to be a part of it – this could help cultural gap
 - The board didn't create this guide – was created by a person from the community – need to find out who creates it
 - o Is the help guide used?
 - One agency uses a variety of guides
 - Library guide
 - 211
 - Own handbooks put together
 - Certain programs have limited lifespan due to funds
 - Referral services aren't aware of variety of different services
 - o What is useful about current guide?
 - Broken up by types of services and lists the services, agencies and contact number – very similar to 211 but database is not comprehensive
 - o What would be useful?
 - Contact person for specific issue
 - Staffing changes so much this could be hard for agencies to list a specific person
 - Staff at agency should know general information and be able to direct person that is calling about services
 - Know what number is and what general area is
 - Would be nice to have it online but paper is good too
 - Online could be easier to update
- Need for coordination to put together guide with more information
 - o Is there a way to collaborate across the library, board, and who puts together the help guide?
 - Can a donor fund something like this?

- This is what United Way's 211 is
- Some organizations have to create their own directories per guidelines by Ohio Department of Health
- Would never include a comprehensive list of all services in Stark County
 - Need to look at how long certain grassroots agencies have been able to maintain
- Make use of social media
 - Most agencies have TVs in their lobby's – could have a little bit about other organizations
 - Could also be posted on social media
 - Doctor's offices have access to accent health for their TVs – could have something like this for mental health, drugs and alcohol

Grassroots Organizations

- Want to avoid smaller organizations feeling like they are being sucked up by bigger organizations
- There are restrictions when referring people – obligated to refer to accredited program
- Communication barrier
 - People going to grassroots organizations first
 - Don't want to give someone a resource guide that is so thick – they would rather walk down the street to their church or wherever they feel comfortable

What are ways to make communication more efficient in the system?

- Smaller organizations are doing the same thing the large organizations are – all providing same services
- There are no opportunities for everyone to get together and talk about the issues
 - Like a job fair we should have an open community forum
 - Advertise so any can see it and if they would like to come and set something up, they can
 - There will be pockets until everyone can come together
 - Could have a services fair for the community but also have a forum for people of the agencies – 2 separate events
 - Concerns if it was just Executive Directors from agencies meeting
 - They are not day to day providers
 - Anyone could come, it doesn't have to be Executive Directors
 - This would help build trust gap
 - Would allow opportunities for providers to meet face to face with whoever is taking over a client
 - United Way offered similar event with many different services
 - Broke up into small groups and talked about their services and what they did
 - Need to think about a sponsor for this

- Easier for United Way because they are more generic and there is no stigma
- Where would this be held?
 - Could be somewhere central if it is quarterly or monthly
 - Would need to get the word out to people

Communicating with families and youth

- How do we communicate with all of the groups that we help?
 - Access, availability, and awareness
 - Are there services available for that type of insurance and then if there is then that's an awareness issue and if it's not located in an area that's convenient that's an access issue
 - Job and Family Services
 - Fill out application and tell you what you're qualified for
- Best way to contact a person to offer help?
 - Paper, newspaper – everyone has access to newspaper
 - Gas stations, grocery stores – cheaper to buy paper than a computer
 - Social media
 - Facebook
 - Agencies have Facebooks – aren't updated regularly and have very institutional posts
 - Someone should be manning the page regularly
 - Messages need to be simple – infographics good
 - Youth use Facebook most often
 - When you like a page Facebook shows up with recommendations
 - Exposes more people
 - Opens people up to "likes"
 - If all agencies "liked" each other's pages they would show up in recommendations
 - Can isolate your audience with Facebook
 - Texting
 - Youth would have to have access to a phone
 - Some families people work with have burner phones or phones with limited data so texting is easiest form of communication
 - There's a suicide text hotline – is it helpful? Is it being used?
 - Need to keep messages simple and easy to read

How to market services

- Help guide
- Billboard
 - Can make this into a hotcard and put where a lot of people go
 - Need a mass marketing campaign that goes across markets and increases awareness

- List services on website
 - o Need to bring in United Way and expand their list
- Grocery stores
- Half page ad on newspapers – annoying that it's there but will read it

Need to involve United Way – they are key to this process

Additional Comments

Suicide Webisode June 9th 2pm – <http://bit.ly/1CczDwA>