

**NB Stakeholder Workgroup**  
**Provider Communications Workgroup Minutes**  
Tuesday, August 30th, 2022 – 2:00pm-4:00pm

Attendees: Bernadette May, Family Services Assn of Greater Elgin; Michelle Churchey-Mims, CBHA; Jason Keeler, Allendale Association; Dee Ann Ryan, Family Advocate; Kristine Herman, Chief of the Bureau of Behavioral Health, ILHFS; Dusting Knollenberg, ILHFS; Kristen Kennedy, ILHFS (joined later)

Missing: Cortney Auter, University of Illinois

1. Phase 1 Messaging Needs

a. Top-Down

i. Content–

1. Centralized list of providers –
  - a. hosted on state website
  - b. searchable, if possible – by county or by Zip code??
2. Develop a consumer-based landing page for HFS which would host list – possible button on HFS Homepage?
  - a. Borrowing language from or linking to SAMHSA to help families
3. Simple language – family friendly language, kid-designed logo
4. Translation to multiple languages
5. Language that is pro-recovery, “treatment works”
6. Normalizing asking for help – docs, schools, etc.

ii. Audience

1. Providers – both to access webpages and sharing
2. Stakeholders
3. Wider population
4. 211 or 311 lines
5. 988 call centers
6. CRSA

iii. Modalities

1. Utilization of QR codes in marketing and messaging in print, social media, etc. to go to the webpage to access list of providers – “Where to Start”
2. Live links in all social media

iv. Strategy

1. Connecting with sister departments to share from top down
2. Connecting with provider groups (Pediatrician group, etc.)
3. Developing shareable tools, documents, media to be shared

b. Bottom-Up

i. Content–

1. premade toolkit with the ability to add agency and contact info for local providers
2. Ongoing social media posting

- ii. Audience - schools, providers, hospitals, 708 boards, probations, etc. (See list from first meeting + libraries, after-school programs, girl/boy scouts, churches, etc.)
  - iii. Modalities
    - 1. Social media
    - 2. Printed
  - iv. Strategy
    - 1. CMHC's, BHC's, CCSO's out to local systems, stakeholder groups
- 
- 2. Public comments – no comments from the public attendees
  - 3. Next meeting – Monday, Sept. 12<sup>th</sup>, 11am-12pm