



Office of the Deputy Mayor for Health and Human Services

School Mental Health Communications Plan – DRAFT FOR CCSMH DISCUSSION 10.25.18

Key Documents and Decisions

Branding

- Visual presentation identified with the District-wide Comprehensive School-Based Behavioral Health Expansion
- Key terms and concepts defined for consistent communication of complex ideas central to this comprehensive expansion

FAQs

- From most fact-based to broad concepts

Talking Points

- Created from above information
- Develop general and audience focused talking points
- Maintain inventory of talking points developed over time
- Update inventory to remove talking points no longer relevant or correct

Inventory

- Products created, with basic information including
 - Date/s share
 - How communicated
 - To whom it was communicated
 - Whether the product is current and whether all, some parts, or none should be used as material for future communication
- Subject matter materials
 - Core Comprehensive School-Based Behavioral Health Expansion Program Documents
 - School Standards
 - Provider Standards
 - DBH/School Agreement
 - Evaluation
 - Informational Materials
 - Family Engagement one-pager



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Audience	Strategy	Owner /Point person PROPOSED	Task/Tactic (Action, product or event)	Specific product	Other key person	Date & Status
Families/ Youth Communities	Healthy mindsdc website	DBH-Jasmine	<ul style="list-style-type: none"> • Royster's Roster of Resources, including helpful links • General Info on BH Expansion • Family focused info on BH, diagnoses, strategies, resources 		CC Partners	
	School &/or LEA Communications to parents and hand-out materials			DBH Letter to Parents		ASAP 9/14/18 Awaiting translations
	Social Media		Twitter from DC gov't agencies			
			Twitter from CBO partners			
			Facebook?			
			Instagram?			
	Media - Newspapers- Print & Online Radio	DME	Press Release on PROJECT AWARE			Completed
		DMHHS/DME DBH	Press Release on Grant Awards			
		DMHHS/DME DBH	Dr. Royster interview with Jonetta Rose Barras			
		DMHHS/DME DBH	Interview with Katie Lee (DC Line)			
		DMHHS/DME DBH	WAPO - Theresa Vargas?			
Schools – Both LEAs and School	EOM leadership communications	DMHHS		Announcement of Expansion to LEAs Announcement of Expansion	CC Partners	6/13/18 Completed

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				to School Leaders		6/13/18 Completed
				Memoranda – Update and call for collaboration		9/7/18 Completed
	OSSE Communication	Fred Lewis/K. Peart				
	CCSMH	Sakina/Charneta Scott				
	DCPS Communication	Carla Hall	DCPS BH Office Communications			
			Weekly Bulletin			
	DCPCSB Communication	Audrey Williams				
	Community of Practice	TBD				
Practitioners	Community of Practice	TBD			CC Partners	
	Web presence?	Jasmine Gossett/ Charneta Scott				
	OSSE, DCPS, and DCPCSB Communications					
	DBH grant agreements	Charneta Scott				
Council – Briefings and Hearings		DMHHS/DME DBHI				