



*Alcohol, Drug and Mental Health Board
of Franklin County*

Franklin County Mental Health and Addiction Crisis Center

**Communications and
Engagement Plan Update
Jan. 28, 2021**

Communications and Engagement Plan

Goal:

To support engagement of key stakeholders throughout the funding, construction and opening of this new facility in order to garner financial support, educate the entire community on the benefits and encourage individuals to seek out the center even before they find themselves in crisis.

Timing:

January 2021 through the grand opening of the new Crisis Center in 2023.

Key Audiences

- Elected officials
- Community leaders
- Hospital systems
- First responders
- Behavioral health providers
- Peer support specialists
- Primary healthcare providers in underserved communities
- Community associations near proposed site
- Corporate and foundation funders
- Business community
- New Americans communities
- Faith community leaders
- Residents in neighborhoods near the center
- Prospective patients and their families
- Consumer & Family Advocacy Council
- General community

Key Messages

1. The need for mental health and substance use crisis care continues to grow in Franklin County.
2. ADAMH and its partners are committed to improving crisis care in Franklin County and a cornerstone of that commitment is the development of a centrally located crisis care center where services are available in one place.
3. Improved behavioral health crisis care benefits everyone – from the person in crisis and their family to first responders and hospital systems.
4. This new crisis center is a community-wide project and a community-wide investment.

Strategies

1. Generate ongoing support for the new Crisis Center through ongoing education and communications highlighting the benefits the new center will bring to Franklin County.
2. Mitigate any potential criticism or concerns in the community by maintaining transparency in all matters relating the Crisis Center planning, location, construction, funding and operations.
3. Leverage the development of the crisis center as a way to lead the conversation on strategies to continually improve the continuum of crisis care in Franklin County.
4. Establish the new Center a first-choice crisis resource throughout the community and the primary destination for individuals and families during and before they experience a behavioral health crisis.

Measures of Success

Develop an internal dashboard that includes:

- Number of touches, reaching targeted communities
- Social media metrics
- Achieving fundraising goal
- Earned media placements
- Meeting timelines