

## **Access to Care Subcommittee: Workgroup 2 Summary (April 16, 2024)**

***Develop solutions to those obstacles such as marketing campaigns to promote the resources that are available including 988.***

**Recommendation:** NAMI's (National Alliance on Mental Illness) are in a unique position because part of their mission is to provide mental health awareness and education throughout the community.

**Partners to Mobilize Recommendations:** NAMI chapters

**Recommendation:** Lifeline call centers and county human services can utilize communication channels and local relationships to distribute messaging pertaining to behavioral health resources.

**Partners to Mobilize Recommendations:** Lifeline call centers and county human service departments.

**Recommendation:** National organizations like NAMI and Mental Health America could provide talking points and media education on behavioral health topics and breaking news situations.

**Partners to Mobilize Recommendations:** NAMI (National) and Mental Health America with information shared by FLMHAC, FBHA, FAME, Recovery Community Organizations, Florida Peer Groups, NAMI Florida, and local affiliates of both MHA and NAMI

**Recommendation:** Managing entities (ME) can be a centralized point for regional behavioral health information. Managing Entities, with assistance from their providers, could identify neighborhoods and/or groups in the community that could benefit from locally-delivered educational programs on behavioral health conditions and treatment.

**Partners to Mobilize Recommendations:** Individual Florida Managing Entities, Florida Association of Managing Entities, ME C-Level groups (CEO, COO, etc)

**Recommendation:** Behavioral health providers utilize local media to address behavioral health topics through interviews, op-eds, panel discussions, town halls, and webinars on social media platforms.

**Partners to Mobilize Recommendations:** TBD, but Lifeline centers, local health departments, rehab facilities, organizations providing mobile response, receiving facilities, recovery organizations.

**Recommendation:** Florida Behavioral Health Association might be able to help with training nonprofit behavioral health providers to let patients know that if they do have a mental health condition that it's a brain condition and it's not their fault.

**Partners to Mobilize Recommendations:** Florida Behavioral Health Association

**Recommendation:** Peer Testimonials. Testimonials/Stories from everyday individuals who have received a variety of services and have had positive outcomes. This would include services with common fear and stigma like mobile response and receiving facilities to build trust and transparency.

**Partners to Mobilize Recommendations:** TBD

**Recommendation:** Utilize the influence of celebrity to address behavioral health stigma, including stigma within various cultures/demographics. Celebrity would champion the cause of behavioral health in Florida or a local community. The ideal situation would be a celebrity who would volunteer their time/likeness (vs. paid endorsement).

**Partners to Mobilize Recommendations:** TBD but local pro sports teams is a starting point.

**Recommendation:** Utilize unique targeting abilities of digital advertising (social media, paid search, website ads, digital video ads) to deliver messages to various demographics.

**Partners to Mobilize Recommendations:** TBD but would likely involve state government and managing entities with behavioral health providers and advocacy groups sharing information.

**Recommendation:** Develop messaging to both the individual who needs support and those in their support system (family and friends) who may be able to help them connect them to support.

**Partners to Mobilize Recommendations:** TBD