

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