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Owner:	<i>Tiffany Devon: Director of Communications</i>
Policy Area:	<i>Communications</i>
References:	

COMMUNITY OUTREACH POLICY

POLICY

It is the policy of the Detroit Wayne Integrated Health Network (DWIHN) as part of our commitment to offer Community Outreach events that enable DWIHN to reach the community-at-large, and provide a proactive way for the system to address the needs of those who do not or will not utilize traditional mental health services, especially populations at risk.

PURPOSE

The purpose of this policy is to:

1. Enhance the mental health of the general population.
2. Prevent the onset of mental health problems in individuals and the community.
3. Promote mental health and/or reduce the risk or severity of mental disorders among persons not identified as clients within the mental health system.
4. Expand the continuum of care through client-centered supportive services.

APPLICATION

It is the responsibility of the Director of Communications to oversee all Community Outreach Events under DWIHN to ensure they are in line with our Mission, Vision and Values, to ensure there is one centralized message and to foster collaboration between departments.

1. The following groups are required to implement and adhere to this policy: DWIHN Staff, Contractual Staff
2. This policy serves the following populations: Adults, Children, I/DD, SMI/SEI, SED, SUD, Autism
3. This policy impacts the following contracts/service lines: MI-HEALTH LINK, Medicaid, SUD, Autism, Grants and General Fund

KEYWORDS

1. Community Outreach: Any event, program, training, conference, etc that DWIHN is involved with that promotes the overall mental health and community education efforts to the general population we serve.

STANDARDS

1. Notifying Communications Department of Outreach Events

- a. Many DWIHN Departments conduct Community Outreach Events in conjunction with organizations outside of DWIHN. These events are often in the planning stages for weeks and months. The Communications Department needs to be informed of these events within a *Reasonable Timeframe*. A *Reasonable Timeframe* is best defined as “the planning stages”. This *Reasonable Timeframe* helps prevent any calendar conflicts and allows for collaboration between departments.

2. Collaborating Between Departments

- a. The Communications Department holds regular Marketing and Community Outreach Meetings in an effort to foster collaboration between departments. These meetings are held the first Friday of every month. Each department that provides Community Outreach should have a representative present that is knowledgeable about the events going on in their respective departments

3. Staffing Community Outreach Events

- a. It is expected that all DWIHN departments contribute staff to Community Outreach Events.
- b. At the Monthly Marketing and Community Outreach Meetings, we collectively determine the volunteer needs for each event. The Communications Department will reach out to department supervisors to solicit help from their staff.
- c. DWIHN staff should be present and set up at our designated event at the determined event pre-set time.
- d. DWIHN staff and volunteers should be knowledgeable about programs, services and the participating event.
- e. At no time should the DWIHN vendor table be unattended.

4. Sharing Community Outreach Events

- a. All flyers, pamphlets, programs, marketing items, presentations and written material that are to be distributed throughout our network must have the prior approval from the Communications Department.
- b. All items should support our Mission, Vision and Values and include our logo, website and our 24Hr Crisis Helpline 800-241-4949
- c. DWIHN often serves as a co-host and participates in outreach events with our providers and community stakeholders.
- d. Any and all outreach event materials must contain the DWIHN logo and be shared with the Communications Department within a reasonable time-frame.
- e. As you create and receive flyers, postings and information about Community Outreach Events (both internal and external) please share them at the Monthly Marketing and Community Outreach Meetings.
- f. There is also an on-line form to post to events in real time and request assistance for volunteers and marketing merchandise. <https://bit.ly/2RZOSIG>

5. Notification and Coordinating Media Events

- a. The Communications Department has access to numerous news media outlets and will work within departments to coordinate publicity or visibility for Community Outreach Events and newsworthy

issues.

- b. It is the responsibility of the DWIHN Communications Department to initiate and/or respond to news media requests and to manage those interactions. All communication to the media will take place through the appropriate subject matter experts and leadership personnel that will be determined through the President and CEO and the Director of Communications.
- c. When a DWIHN employee or department is contacted directly by the news media via email, phone or in person regarding any DWIHN related business (i.e. DWIHN day-to-day business, community outreach event, provider, consumers, employees, etc), please make immediate notification to the Communications Department for an appropriate response.
- d. Should any member of the media visit DWIHN at 707 W. Milwaukee Detroit, MI 48202, they must be escorted to (and remain accompanied at) their meeting destination while on site by the Director of Communications or their designee.
- e. If a member of the media is present at any Community Outreach Event, notification must be made while media is present to the Director of Communications or their designee.

QUALITY ASSURANCE/IMPROVEMENT

DWIHN shall review and monitor adherence to this policy as part of its continuous efforts towards improving communications and collaboration throughout DWIHN.

COMPLIANCE WITH ALL APPLICABLE LAWS

DWIHN staff, contractors, and subcontractors are bound by all applicable local, state and federal laws, rules, regulations and policies, all federal waiver requirements, state and county contractual requirements, policies, and administrative directives, as amended.

LEGAL AUTHORITY

RELATED POLICIES

Social Media Management Policy

RELATED DEPARTMENTS

1. Administration
2. Clinical Practice Improvement
3. Customer Service
4. Integrated Health Care
5. Managed Care Operations
6. Quality Improvement
7. Recipient Rights
8. Substance Use Disorders

CLINICAL POLICY

NO

INTERNAL/EXTERNAL POLICY

INTERNAL

Attachments:

Approval Signatures

Approver

Date

Dana Lasenby: Chief Clinical Officer

11/2019

10/2019

COPY

Approver

Date

COPY