

# President and CEO Report to the Board Eric Doeh August 2022

## **ADVOCACY/LEGISLATIVE EFFORTS**

DWIHN working with our lobbyist firm Public Affairs Associates (PAA) to meet with various legislators, elected officials, and other healthcare leaders to discuss the state of behavioral healthcare services in Michigan ongoing budget discussions in Lansing and the goals and direction of DWIHN.

DWIHN worked with Senator Debbie Stabenow and her office to hold a roundtable discussion with local law enforcement and CCBHC providers on August 9, 2022 to further the coordination and expand the behavioral health conversation. DWIHN was asked to host the session as our leadership team is "actively engaged on this front" as we continue to bring integrated services to the people we collectively serve. The Senator's goal is to ensure law enforcement is aware of regional CCBHC services and actively engages on cases where behavioral health support is readily available instead of incarceration.

On August 1, Detroit Police Chief White held a press conference on the recent mass shootings. He reached out to me, CeaseFire, City officials and other stakeholders to discuss the importance of engaging community resources and behavioral health supports.

The NAMI Annual State Conference was held on July 25. The meeting, held in Livonia, started with a panel discussion led by MDHHS Director Elizabeth Hertel featuring me, Dana Lasenby and Robert Sheehan. The two-day event featured key workshops from some of DWIHNs finest, including: Judy Davis, SUD Director, addressing Opioid Crisis; Cassandra Phipps, Children's Initiatives Director, with a presentation on Putting Children First; and Jacquelyn Davis, Clinical Officer, who lead an engaging conversation on how to Build Your Social Support Network.

## **ENGAGEMENT INITIATIVE**

August 13: There was a community outreach event in the NorthEnd with our new neighbors in Catholic Social Services and People's Community Church.

August 6: DWIHN helped sponsor the "Music on John R" Community Outreach Event, bringing information on our programs and services to the NorthEnd.

July 19: We met with the O'Hair Park Neighborhood Board Association to discuss updated legislative efforts surrounding the proposed behavioral healthcare campus on West Seven Mile Road.

July 9 and 17: The U.S. Attorney's Office partnered with the City of Detroit to hold two peace picnics - "Peacenics" - in Detroit's 8<sup>th</sup> and 9<sup>th</sup> Precincts. The goals of these events are to provide information and services to community members in these locations and for community members to interact with government and law enforcement personnel in a positive environment. Both the U.S. Attorney and the Mayor are personally invested in these efforts. These "Peacenics" are part of Project Safe Neighborhood, a federal, state, and local community engagement and violence reduction effort. The events were held in two areas of Detroit - the 8th and 9th precincts - that have some of the highest

rates of violent crime in the city. In addition to using traditional law enforcement methods to help decrease the violence, they are marshalling resources to improve infrastructure in these areas.

# **DIVERSITY, EQUITY AND INCLUSION OFFICER**

There is now a DEI tab in the DWIHN Intranet that will house all correspondence, important information and articles from the DEI Committee. The finalized DEI brochure has been submitted to the Communications Department and is ready to be sent to print as well as uploaded to the DWIHN website. The first issue of the DEI Newsletter for August 2022 is completed and has been sent to Communications to be distributed to the DWIHN internal staff as well as our Provider Network. DEI is working with Workforce Development for the 1st of many training videos: "What is DEI?" The DEI Officer worked in collaboration with the Strategic Planning Department and they have incorporated DEI initiatives into the Strategic Plan.

# FINANCE

Detroit Wayne Integrated Health Network issued the first of three 5% One-Time Supplemental rate increases for claims submitted through March 31, 2022, in the amount of \$13.4 million. The second installment will be processed in September 2022 for claims submitted for the period of April 1, 2022 thru June 30, 2022.

DWIHN issued financial stability letters to fifteen Skill Building and Supportive Employment providers and seven responded. DWIHN funded 100% of the seven providers projected losses, totaling \$1.4 million.

The Michigan Department of Health and Human Services (MDHHS) imposed a 2.9% Medicaid rate reduction for fiscal year 2023. This amounted to a Medicaid reduction of approximately \$24 million, however there will be no impact on members served. DWIHN will amend the FY23 budget accordingly based on the first quarter actual revenue receipts.

DWIHN has approximately \$1.5 million in excess General Fund to allocate to three General Fund Non-Medicaid programs: (1) The Children's Center Adoption program (\$500,000); (2) Starfish Behavioral Health Professional program (\$500,000); and (3) Wayne County Prosecutor's Mental Health Expediated Plea program (\$525,000). The board actions were presented to the Program Compliance Committee in August for approval.

# **FACILITIES**





### Care Center

DWIHN Care is in full construction with abatement of the basement and 1<sup>st</sup> floor being 100% completed. All walls have been removed and mechanical, electrical and plumbing have been routed for maximum efficiency and use.

#### **Administration Building**

Wrought iron fencing was removed and construction fencing was installed. Light abatement was done. Interior demo is in progress.

### **CHIEF CLINICAL OFFICER**

#### Integrated Services/Health Home Initiatives:

The goal of Health Homes is to increase outcomes and decrease costs by eliminating barriers to care through enhanced access and coordination. Michigan has two integrated health homes for the specialty behavioral health population - the Behavioral Health Home for serious mental illness/serious emotional disturbance and the Opioid Health Home for opioid use disorder.

#### Behavioral Health Home (BHH):

Current enrollment - 41 persons

- Detroit Wayne is one of 5 PIHPs in the State that participates in the Behavioral Health Home model.
- Behavioral Health Home is comprised of primary care and specialty behavioral health providers, thereby bridging two distinct delivery systems for care integration.
- Utilizes a multi-disciplinary team-based care comprised of behavioral health professionals, primary care providers, nurse care managers, and peer support specialists/community health workers.
- Michigan's BHH utilizes a monthly case rate per beneficiary served
- <u>Barriers</u>: Staffing turnover and difficulty hiring (there is a minimum staffing model that providers are expected to meet to provide BHH). Calibrating the message to encourage people to enroll, as the program is supplemental and strictly opt-in.

• <u>Plan:</u> 1) Continue to meet both individually with each provider to discuss barriers, expectations, and recommendations, 2) Developed a Behavioral Health Home flyer for members that discusses what it is and the benefits of enrolling, 3) Added additional provider (Community Living Services) to this service array.

## **Opioid Health Home (OHH):**

Current enrollment - 317 (June - 268, 14% increase)

- Michigan's OHH is comprised of primary care and specialty behavioral health providers, thereby bridging the historically two distinct delivery systems for optimal care integration.
- Michigan's OHH is predicated on multi-disciplinary team-based care comprised of behavioral health professionals, addiction specialists, primary care providers, nurse care managers, and peer recovery coaches/community health workers.
- Michigan's OHH utilizes a monthly case rate per beneficiary served
- Michigan's OHH affords a provider pay-for-performance mechanism whereby additional monies can be attained through improvements in key metrics.

## Certified Community Behavioral Health Clinic - State Demonstration (CCBHC):

Current enrollment - 2,785

- A CCBHC site provides a coordinated, integrated, comprehensive services for all individuals diagnosed with a mental illness or substance use disorder. It focuses on increased access to care, 24/7/365 crisis response, and formal coordination with health care.
- This State demonstration model launched on 10/1/2021 and The Guidance Center is the designated provider for Region 7.

*Certified Community Behavioral Health Clinic (CCBHC) - SAMHSA Grant:* The SAMHSA CCBHC Expansion Application has been submitted. This is a \$1,000,000/year grant (up to 4 years total being awarded) to 156 organizations nation-wide. The anticipated award date is 9/16/2022, with a project start date of 9/30/2022. DWIHN has developed a work plan and workgroups in preparation of this award.

# **MEDICAL DIRECTOR**

<u>Behavioral Health Education</u>: DWIHN has continued outreach efforts for behavioral health services:

- This month's "Ask the Doc" addressed the outbreak of Monkeypox and FAQs related to it. https://www.dwihn.org/ask-the-doc
- Interview for Detroit Public television on Social Media and Youth (July 2022)
- Interview for WXYZ/Channel 7 on 988 and Crisis Services for Wayne County: <u>https://www.wxyz.com/news/7-in-depth/988-hotline-how-it-can-help-michiganders-</u> <u>with-mental-health-emergencies</u> (July 2022)
- Presentation on "Self-care and Wellness" for members as part of EVOLVE series (June 2022)

<u>Improvement in Practice Leadership Team (IPLT)</u>: IPLT is charged with developing work plans, coordinating the regional training and technical assistance plan, working to integrate data collection, developing financing strategies and mechanisms, assuring program fidelity, evaluating the impact of the practices, and monitoring clinical outcomes. In the month of August, the committee looked at PIPs focusing on HEDIS measures and Updates on Steps taken by Integrated health department in response to FY 21 Population assessment.

<u>Outcome Improvement Committee</u>: The Outcome Improvement Committee has been created in collaboration with selected providers and various leads from DWIHN to help improve outcomes for

our members. Complex cases are brought to the Committee for clinical recommendations by the psychiatrist and other clinical leads and stay on it for periodic updates until the goals of the referral are achieved and notable improvement in clinical outcomes are achieved. Both DWIHN and providers are able to select cases. Now that the committee has been running for almost 6 months and we have seen positive outcomes, we are working on doing a more objective analysis of the data by looking at improvement in indicators such as recidivism, LOCUS/CAFAS scores, decreased hospitalizations.

<u>Med Drop Program</u>: As part of our Clinical Practice Improvement activities, we identified the success of Med Drop pilot program in terms of reducing inpatient admissions and readmissions. Based on the results, we identified a goal of increasing enrollment in Med Drop program. There are 49 current open members as of July 1, 2022. III. Med Drop Intakes Completed from July 1st to July 31st = 4.

# QUALITY

DWIHN received a full compliance with HSAG Source Code Verification. This process verifies that the data and logic behind the Performance Indicators is complete and accurate.

For the 2021-2022 submission, DWIHN has identified existing racial or ethnic disparities within our provider network for populations served which is based on our review and analysis of the Michigan Mission Based Performance Indicator (MMBPI) reporting data for PI#4a (the percentage of discharges from a psychiatric inpatient unit that were seen for follow-up care within 7 days). The baseline gap for year 2021 was approximately 5%. The write-up of the PIP was submitted to HSAG for validation on July 15, 2022 and we are currently working on identifying interventions.

HSAG reviewed DWIHN's second half of the three-year Compliance Review on July 25, 2022. We had some findings that will require a Corrective Action Plan. DWIHN will receive a draft compliance report on September 22, 2022. HSAG will do the final review (Year 3) in the Summer of 2023 and a final score will be aggregated.

Regarding Performance Indicators, DWIHN continued to meet the standards for PI#1 (Children and Adult), 4b (SUD) and PI#10 (Children). For Indicator 10 (Recidivism), we noticed a slight uptick in Q2 data for Adult (16.31%) from Q1 (14.93%), and Q3 Preliminary data (April 1 through June 30, 2022) which is due to MDHHS on September 30, 2022, which is at (17.82%). We will continue our collaboration and efforts towards working with providers and target recidivistic individuals. Access of services or Biopsychosocial within 14 days of request (PI#2a) has been declining over the last two quarters. Percentage decrease of 23.42 percentage points from Q2 (59.61%) to preliminary (35.83%) in Q3 appears to be directly linked to workforce shortages. No MDHHS standard has been implemented. Our Departments have been continually reviewing providers' data and meeting with CRSPs every 30-45 days to discuss their staffing, recruitment strategies, member engagement and encourage making same day appointments to avoid member no shows and cancellations.

# **INFORMATION TECHNOLOGY**

### **Business Processes:**

MHWIN Multi Factor Authentication (MFA) -

- MFA was rollout to all DWIHN staff in MHWIN as part of enhancing security and controls
- Conducted 4 provider trainings as part of rolling MFA out across the network to all MHWIN users
  - Rollout process for the network
    - 1. MHWIN MFA Contact identified on form MFA will be enabled 8/8/22
    - 2. Additional staff identified on form MFA will be enabled 8/11/22
    - 3. MFA rolled out to ALL MHWIN users 9/1/22

Access Center Changes -

- Updated MHWIN so the CRSP Assignment Effective Date matches the CMH Admission Date upon intake appointment being scheduled this prevents members from showing in MHWIN as if there is no CRSP assignment until the intake meeting date
- Access Center Call Center improvements completed in MHWIN

## <u>MiCAL</u> –

• Created a backup IT System Administrator in the portal as well as created accounts and profiles necessary for the Crisis piece within MiCAL and supplied the training guidelines for each person to establish logins

## Applications and Data Management:

**Henry Ford Hospital Joint Project:** Rolled out ADT notification project to 6 pilot CRSPs as part of crisis intervention and member engagement/discharge planning.

## Infrastructure:

- Network Fiber connectivity between Milwaukee and Woodward
- Network connection at New Center One to allow for remote office space and utilization is underway
- IT Roadmap planning initiated between Architect, Facilities and Infrastructure

## Security/HIPAA:

- Audits: Procured a 3rd Party Pentest/HIPAA security test/audit, testing began 8/8/2022
- DWIHN Online Certificates: Renewed and deployed DWIHN SSL certificates
- Phone Systems: Began evaluation of alternatives to current PBX/SIP/Call Center systems
- HSAG: Prepared documentation and attended with Compliance the HSAG System Demonstration section about HIPAA/Compliance requests and incidents tracking system.

# **HUMAN RESOURCES**

Development training continues for DWIHN's Senior Management staff. We are pleased to announce the hiring of four new employees, including our new Chief Information Officer, Jamal Aljahmi.

# **INTEGRATED HEALTH CARE**

Integrated Health Department has continued to strengthen partnerships with health plans in efforts to provide true integrated care to person served. Complex Case Management Services require the individual to agree to receive services, have Physical and Behavioral Health concerns and experiencing gaps in care. For the month of July, there are currently 12 active cases, 2 new case opened, 5 case closures, and no pending cases. Follow up after hospitalization was competed with 89 consumers to help identify needs and 24 individuals who had hospital recidivism.

# **CLINICAL PRACTICE IMPROVEMENT**

**Individual Plan of Service:** For the month of July, the Clinical Practice Improvement department, in collaboration with the DWIHN Quality and Utilization Management departments, is hosting two IPOS trainings for the entire DWIHN network during the months of July and August. The training is to support clinicians in understanding the person-centered planning process and to meet person centered planning guidelines. This training is also part of the systemic remediation from the most recent waiver site review in which DWIHN reported a network wide IPOS training will be incorporated into the corrective action plan.

**Case Management Assessment:** To best meet the needs of individuals assessed and determined to benefit from case management services, an annual Biopsychosocial that Bachelor's level staff can complete has been developed. This was done in partnership with a provider network workgroup. Implementation is slated for Mid-August. This initiative will also reduce the burden on the provider network with regard to the assessment requirement and Master's level staff. Stakeholder feedback was included in the development of this model through a workgroup of DWIHN Adult service providers, I/DD and children providers.

**Assisted Outpatient Treatment (AOT):** With regard to individuals on Assisted Outpatient Treatment orders (AOT), there were 90 AOT orders for the month of July. Of the 90 orders, seven were on a hospitalization order, seven individuals were on a continuation court order, three were individuals that have not been opened in MHWIN, 21 were referred to the Access Center for provider assignment, 14 orders were returned from the Access Center with an assigned provider and 52 have an assigned provider who was given notice of the order to follow-up with treatment. Providers have been instructed that, upon receiving an AOT notification, they must note the acknowledgment in MHWIN. By providing this acknowledgment, it will ensure that the provider has received the AOT in order to comply with the court order. Additionally, DWIHN has also been working with providers to encourage enrollment of Med Drop with this group to increase compliance with the order.

# **CHILDREN'S INITIATIVES**

**Infant Mental Health:** The Clinical Officer and Children's Initiative Director continue to work with contracted Infant Mental Health providers on multiple pathways to screen children ages 0-6 for IMH services. A universal Infant Mental Health screening tool is being updated in MHWIN and is ready for test mode. Target date of implementation into the provider network is no later than October 2022.

**Trauma Informed Services:** A pilot to complete trauma screenings for children in child welfare (ages 3-17) began in July between the Department of Health and Human Services (DHHS) North Central Office and the DWIHN-Access Center. The goal is to identify symptoms of trauma to support development of treatment goals for children. The number of children screened with this pilot will be reported in the Children's Initiatives reporting.

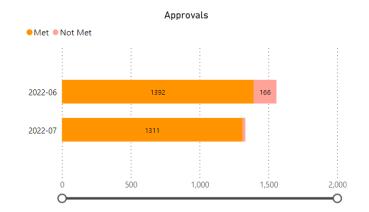
**School Success Initiative (SSI):** SSI Provider meeting was held on July 14, 2022. DWIHN worked with our SSI providers to update the monthly SSI narrative form. Providers are submitting a list of schools for fall school year. Three Children Providers were selected to pilot the changes with our Information Technology Department (IT). Spotlight Awards: two students were identified to present with awards in August 2022. The next Michigan Model for Health training with Wayne RESA is scheduled for August 2022. <u>GOAL Line</u>: Informed Community Education Commission of the budget allocation for FY 23 to do this initiative with 13 schools at the Northwest Activity Center.

**Authorizations:** The Children's Initiatives Department developed Service Utilization Guidelines for Community Living Supports and Respite, but it has been pended waiting for further review on the impact the new approval process for 1915iSPA will have. We are currently working with our IT department for possible solutions.

## **UTILIZATION MANAGEMENT**

DWIHN has adjusted several Service Authorization Guidelines (SUGs) to align with medically necessary services. It was recently identified that the authorization requested are based on the calendar year, not treatment plan year, which is calculating incorrect authorization amounts in the system, DWIHN, in partnership with PCE, has identified a solution and this will be reviewed with our provider network August 8, 2022.

As of 7/31/22, there were 1,332 manual approvals for non-urgent, pre-service authorizations (not including the ASD benefit). The chart below depicts the number of approvals (1332), those that were approved within 14 days of the request (1311) and the authorizations that were approved beyond 14 days (21). For comparison, the number of approvals from June 2022 are also included. Out of the 1332 approvals, 93.53% were approved within 14 days of the request and 6.47% were approved 15 days or more after the submission.



**General Fund:** There were 308 General Fund Authorization approvals during July 2022, including 34 for the Guidance Center (CCBHC). Almost half of all General Fund requests had *no prior* General Fund Exception requests prior to July 2022 because they are:

- Without health care benefits at the time of the start of behavioral health services
- Returning for services without health care benefits after an absence
- Actively receiving services and experienced a lapse in insurance benefits

The other half are repeat requesters with a history of 1-5 prior requests, with *one* prior request being a prevailing 45%. Only 15 or 9% of General Fund Exception requests had a 4 or 5 repeat request history. Half of these 15 consumers are in The Guidance Center - CCBHC.

Efforts to encourage providers to work with the repeat requesters to secure health care insurance continue and it is noted that the majority of requests include T1017, Targeted Case Management. This effort may include requests for MDHHS proof of Medicaid application, consideration of possible neglect of duty by the parent or guardian who has not applied for eligible benefits and other measures unique to the consumer's situation.

**State Hospitals (Adults):** There was one adult referral for state hospital admission received in July. Six total referrals are on the wait list with five pending for Walter Reuther and one pending for Kalamazoo Psychiatric. All referred members are being treated in a community hospital inpatient setting and continue to meet criteria for state hospital admission. Liaison staff continue to monitor the wait list with weekly contact and updates provided to community and state facilities. Liaison staff also continue to coordinate with community hospitals to review state hospital referrals and facilitate alternative options to state hospital admission such as crisis residential, crisis stabilization, and structured placement facilities.

Liaison staff also continue to provide diversion efforts for NGRI members being treated in the community. This month, four NGRI members were hospitalized and diverted from state hospital readmission with three awaiting community placements. According to MDHHS, state hospital admissions are on hold and restricted to the most acute cases. NGRI re-admissions are not definitive and require MDHHS administrative approval.

**State Hospital (Youth):** As of 7/31/22, there were three youth admissions being funded by DWIHN; there were no new admissions this month. Two of the funded members are discharge ready and awaiting MDHHS placement. There is currently one youth waiting for admission, but this member is being also considered for other treatment facilities. During the month of July, Hawthorn removed two youth from the admission wait list and declined to add one youth, due to not meeting medical necessity criteria for state hospitalization.

Recently, MDHHS State Hospitals Administration partnered with Hope Network to create the Michigan Children's Transition Program (MCTP), which is used as a step down from state hospitalization. Currently, there is one DWIHN member in that program.

### AUTISM

The Autism benefit continues to grow monthly. The current number of children enrolled in the benefit for the month of July is 2,336. The total comprehensive diagnostic evaluation referrals scheduled by the Access Call Center have continued to increase since April 2022. For the month of July there were 186 referrals, which is an increase of 10 referrals from the previous month.

### **RESIDENTIAL SERVICES**

**Home Closures:** There were eight homes closed in the month of July. All members were successfully relocated. The DWIHN Residential Team continues to track and monitor requests for assistance from providers for residential placement. The Residential Department received 261 residential referrals in the month July. There has been an increase in number of referrals and complex cases, which is requiring DWIHN to expand its current residential provider network to meet those needs.

**Authorization for Service:** There were 898 authorization requests in the month of July and, of those, 82% were approved within the initial 14 days and 18% were returned for more information and subsequently approved within 14 days. The Residential Team continues to provide monthly authorization refresher trainings for CRSP providers, in addition, DWIHN meets with CRSPs monthly to review system /process updates, identify potential barriers and discuss resolutions.

### Member Service, Provider & Facility Goals:

- Identify number of increase requests for first time IDD member CRSP requests entering specialized placements from family homes.
- Develop specific programs as it pertains to increased placement requests for of DHHS ageout foster kids and LGBTQI+ community.
- Work with identified CRSP to develop programming to meet increase service needs of the DHHS foster care and LGBTQI+ community.
- Implementation of quarterly meetings with guardianship corporations to begin dialog addressing needs and concerns as it relates to DWIHN members.
- Review current specialized residential facilities to develop service gap analysis of over- and under-utilized facilities.
- Overview and reinstatement of DWIHN pre-placement facilities and providers with quarterly meetings to review policy and procedures.

**COVID-19 Update:** There have been three reported positive member cases and three positive staff cases of COVID-19 and no related deaths. There was no utilization of COVID-19 Transitional Homes in the month of July. Currently over ninety percent (90.4%) of persons living in licensed residential

settings have been fully vaccinated. Currently, 1,806 residential members have received a booster vaccination (no change from the previous month).

### **SUBSTANCE USE SERVICES**

**COVID-19 Update:** There were 59 members and 19 staff that tested as COVID-19 positive in the month of July. Of this, 29 members had to utilize COVID-19 recovery housing, which is a significant increase from last month (June -3).

**Authorizations for Service:** As of 7/31/2022, there were a total of 1,009 authorizations approved. There were 333 urgent authorizations approved. Out of the 333, 295 (89%) were authorized within 72 hours. This is below our standard of 90% and due to staffing vacancy, which has been filled. There were 676 non-urgent authorizations and 656 (97%) were approved within 14 days.

**Tobacco 21 Legislation Update:** On July 21, 2022, Governor Whitmer signed a legislation package to raise the state age for tobacco sales from 18 to 21. The legislative package brings Michigan in line with the Federal Tobacco 21 legislation, raising the state age for tobacco sales from 18 to 21. The package amends several acts to raise the age of sale for retailers, prohibits anyone under 21 from entering a tobacco retail store, and prohibits tobacco sales through the mail to anyone under 21. The package also revises the disbursement of proceeds from the tax on cigarettes and other tobacco products.

House Bill 6108 amends the Youth Tobacco Act to raise the minimum legal sale of tobacco products, vapor products and alternative nicotine products from 18 to 21, in alignment in with federal law. Penalties for the sale of tobacco products to under-age individuals remain up to \$100 for the first offense, up to \$500 for the second offense, and up to \$2,500 for third and subsequent offenses.

## **CRISIS SERVICES**

Requests for Service (RFS) for children decreased by 12% this month and the diversion rate decreased 16% as compared to June. Due to ongoing workforce issues, The Guidance Center has been working with The Children's Center to complete screenings when staff are not available (3 such screenings took place this month), and The Children's Center Crisis Care Center will be operating at reduced hours (8am-6pm) until 9/1/22. There was a slight increase in the number of requests for service for adults in July compared to June, and the diversion rate decreased by 14% in July.

In July 2022, there were 147 contacts made with community hospitals related to movement of members out of the emergency departments. Out of the 153 encounters, 43 were diverted to a lower level of care, an overall diversion rate of 29%. Hospital liaisons received 19 "crisis alert" calls collectively and the crisis alert diversion rate was 42% for July which is an increase in diversion rate for crisis alerts compared to June.

### **COMMUNICATIONS**

#### **Print:**

#### *Michigan Chronicle* 6/29/22-7/05/22

**Detroit's Care Center the First of Its Kind in The Heart of the City –** The Michigan Chronicle featured a story highlighting DWIHN's Care Center.



### Governor Whitmer signs legislation for integrated behavioral health care facility

The governor signed legislation that will award DWIHN \$45 million in funding to build a comprehensive behavioral health campus on 7 Mile in Detroit. The story was picked up by multiple media outlets.

#### Arab American News 7/20/22

https://www.arabamericannews.com/2022/07/20/governor-whitmer-signs-legislation-forintegrated-behavioral-health-care-facility/

#### *The Detroit News* 7/20/22

Whitmer signs \$54.8B budget with big Detroit spends; vetoes millions for pregnancy centers, research

https://www.detroitnews.com/story/news/local/michigan/2022/07/20/whitmer-signs-54-8-bbudget-big-detroit-spends-vetoes-millions-fake-pregnancy-centers/10104753002/

#### TV/Digital:

WXYZ 7/19/22

#### 988 Hotline: How it can help Michiganders with mental health emergencies

DWIHN Chief Medical Officer, Dr. Shama Faheem was interviewed by WYXZ where she shared how the new 9-8-8 suicide prevention hotline will decrease the wait time that people experience during a mental health crisis when dialing 911.

https://www.wxyz.com/news/7-in-depth/988-hotline-how-it-can-help-michiganders-withmental-health-emergencies

#### **Television:**

In July, DWIHN messaging airing on Scripps Media (WXYZ, MYTV20 and Bounce) which focused on SUD messaging including information and resources for women experiencing post-partum depression.

In July, DWIHN also had messaging in the Hamtramck Review, Arab American News, MI Chronicle and the Latino Press.

### SUD Messaging:

DWIHN continues its partnerships with SUD messaging on:

- Ask the Messengers
- Comcast
- Cumulus Radio
- Fox 2 News
- Global Media Television Formerly Middle Eastern TV
- Metro Parent
- Mind Matters with Dr. Michele Leno
- Scripps Media
- Spotify
- Tik Tok
- WDIV-TV 4

### Community Billboards:

DWIHN billboards focusing on mental health and substance use issues continue to populate the highways and byways in the city of Detroit and Wayne County.

### Community Outreach:

**7/5** - DWIHN was invited to a kickoff event at Wayne State University as it is a major sponsor of the Biomedical Career Advancement Program (BCAP). DWIHN is privileged to offer students from disadvantaged backgrounds opportunities to explore research investigation in a highly enriched environment devoted exclusively to biomedical research and training.

**7/9** - DWIHN participated in the City of Detroit and local law enforcement's Detroit Peacenics event at O'Hair park in Detroit.

**7/16** - DWIHN sponsored and participated in the Wayne County Suicide Coalition's Skating for Hope Event in Detroit.

**7/16** - DWIHN sponsored and participated in the Wayne County Suicide Coalition's Day of Hope Block Party in Detroit.

**7/17** - DWIHN participated in the City of Detroit and local law enforcement's Detroit "Peacenics" event at Heilman Community Center in Detroit.

**7/18** - The SUD Department hosted a Men's Health event in Detroit.

**7/20** - DWIHN held its Annual Meeting Luncheon and Community Celebration in Livonia.



7/21 - DWIHN hosted a Groundbreaking Ceremony for its new Woodward administrative building.



**7/25-7/27 -** DWIHN was one of the major sponsors at the NAMI State Conference. Three DWIHN staff presented at the conference, discussing Crisis Care, SUD and Children's Services

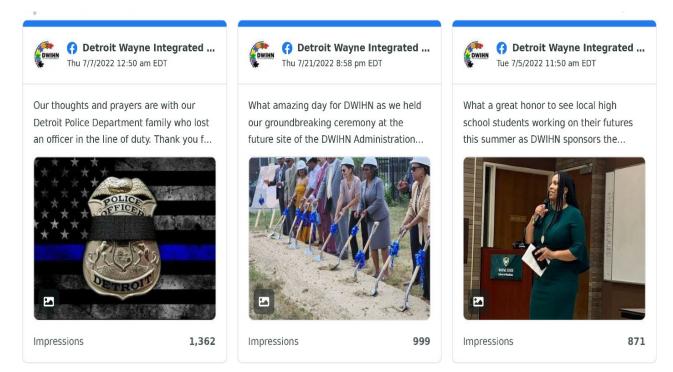
**7/26-7/27 - D**WIHN was a major sponsor of the 6<sup>th</sup> Annual Opioid and Substance Use Disorder Virtual Conference hosted by DWIHN and MPHI.

**7/26** - Chief Medical Officer, Dr. Faheem, was a guest speaker during The United Way's "What's the Word" Wednesday - a virtual townhall meeting discussing Mental Health Equity and Services.

7/23 - Youth United hosted a Transitional Age Youth Forum at Durfee Innovation Society in Detroit.

#### Social Media:

**Top Performing Posts:** 



# DWIHN's social media audiences grew on all five platforms.

Profile	Audience 🔺	,	Published Posts
<b>Reporting Period</b>	10,320	87	96
Jul 1, 2022 – Jul 31, 2022	▶1.3%	<b>↗</b> 45%	<b>↗</b> 4.3%
Compare to	10,189	60	92
Jun 1, 2022 - Jun 30, 2022			

-