



# Communications Plan for 2016

February 25, 2016

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WELLNESS • RECOVERY • RESILIENCE

# Background

- Commission committed to assessing how Prop 63 is working and communicating that message.
- Outside communications consultant analyzed past and present activities via stakeholder input through SWOT analysis.



# Key themes from SWOT analysis

- Increase stakeholder and media communications
- Share available information to as many people as possible
- Mine the available data
- Regularly inform decision makers
- Make website more user-friendly



# Overview of Goals and Target Audiences

- Greater public understanding of mental health and California's mental health system.
- Understand Commission's role as collaborator and convener.
- Drive narrative of transformation of the system.
- Enhance speed and reach of information.
- Put a face on outcomes through personal stories.



# Who is our audience?

- General public
- Statewide and local policymakers
- California's mental health community
- The media (to reach the other audiences)



# Key strategies & tactics

1. Media relations and outreach
2. Enhance and expand Commission's collateral products
3. Manage the new MHSOAC website
4. Expand stakeholder communications
5. Research ways to provide public information around annual County Updates
6. Support Commission work and create educational products



# Proposed motion

- The Commission approves the Communications plan for 2016.

