



CREATING
a **CULTURE**
of **HEALTH**
2025 PLAN



Community
MENTAL HEALTH
CLINTON • EATON • INGHAM
Together we can.



Culture of
**Health &
Wellness**
Committee

2024 GOALS OBJECTIVES & STRATEGIES

Executive Summary

Background

In 2017, Community Mental Health Authority of Clinton, Eaton, and Ingham Counties (CMHA-CEI) was interested in expanding upon and aligning two unique frameworks; behavioral health prevention and wellness promotion. 6 goal areas and corresponding objectives were decided on to guide work focused on these frameworks.

Today, CMHA-CEI has progressed on enhancing as well as streamlining the goals, objectives and strategies and is creating plans to further the current work and plan for future efforts.

Vision Statement

Promote a culture of health and wellness for those we serve, our staff, and our communities.

Questions?

Should you have any questions, please contact our skilled staff for assistance.

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GOAL 1:

Create a Culture of Health and Wellness

Initiate internal and external opportunities to establish, expand and encourage healthy behavior and overall wellness including, education, communication, promotion and partnerships.

- Health and wellness activities, initiatives & opportunities (Wellness Tab on Website, Keys to Wellness Poster, Worksite Wellness, Health Bot, Wellness Coaching, etc.)
- Explore internal and external evidence based training opportunities that promote health
- EAP Benefit Utilization and Promotion – Unlock the Benefit Campaign
- Employee Culture of Health and Wellness Survey (2017 & 2023)
- SAMHSA’s Culture of Wellness Organizational Self-Assessment Tool
- Behavioral Health Online Screening Platform
- Mental Health America Bell Seal Certification Application
- Engage additional partnerships and increased network opportunities

GOAL 2:

Expand Upon Behavioral Health Prevention Communications, Promotions, Public Relations, and Community Outreach Opportunities

Identify and expand internal and external initiatives, communication, outreach, partnership and co-branding opportunities relating to behavioral health and wellbeing

- Social Media (Facebook & Instagram)
- Agency wide communication plan / Crisis Communication Plan / Individual department / unit communication plans
- Community Outreach Event Listing, Calendar, and Tracking Template
- Facility signage and messaging
- MHFA and QPR Training
- Behavioral Health Council / Tri-County Lifesavers / Tri-County CIT / Statewide Associations and Boards
- Stand Against Stigma Campaign / Let’s Talk Zero Suicide Campaign
- Behavioral Health Online Screening Platform

GOAL 3: Expand the Early Intervention, Screening, Programming, Education and Training Opportunities Offered to Area Networks, Professionals, Community Residents, and Families

Expand pathways for suicide prevention, SUD prevention, and early intervention programming via expansion of evidence based trainings and initiatives.

- Behavioral Health Online Screening Platform
- Zero Suicide
- Behavioral Health Council / Tri-County LifeSavers / Tri-County CIT / County Coalitions & Associations
- MHFA & QPR Training
- CEC and Training Unit
- Stand Against Stigma Campaign / Let's Talk Zero Suicide Campaign

GOAL 4: Enhance Behavioral Health System Alignment Efforts, Access to Funding Streams, and Integrated Care Opportunities

Develop collaborative initiatives involving healthy behaviors, wellness and nutrition, enhanced screening protocols, early intervention initiatives, and suicide prevention involving SUD prevention, treatment, recovery networks as well as mental health and primary care environments.

- Behavioral Health Online Screening Platform
- Behavioral Health Council / Tri-County LifeSavers / Tri-County CIT / County Coalitions & Associations
- Health Care Integration Committee (HCI)
- MHFA & QPR Training
- CCBHC Activity
- Stand Against Stigma Campaign / Let's Talk Zero Suicide Campaign
- Zero Suicide

BEHAVIORAL HEALTH SCREENING TOOL



This anonymous and free online screening platform helps to identify mental health and substance use disorder issues.

STAND AGAINST STIGMA



Stand Against Stigma aims to reduce stigmatizing language, thoughts, and behaviors by promoting positivity, hope, and inclusion surrounding behavioral health issues in our community.

MENTAL HEALTH FIRST AID



Mental Health First Aid (MHFA) is a 7-hour training for professionals, community members, caregivers and families to learn the skills to someone who may be developing a mental health, substance use disorder or experiencing a crisis.



QUESTION. PERSUADE. REFER. (QPR)

QPR Training is a free one-hour training that teaches participants to recognize the signs of suicide and the steps to getting a person to help.



GOAL 5: Prioritize Data Indicators and At-Risk Populations and Compile Data and Outcomes

Identify data indicators and target populations, monitor, track and trend priority behavioral health indicators, and align work with the Statewide State Epidemiological Outcomes Workgroup (SEOW), the tri-county Community Health Improvement Planning (CHIP) process and the internal Health Care Integration Committee (HCI).

- Behavioral Health Data Dashboard draft
- Utilization and support of external data – Formal connection to the State Epi Outcomes Workgroup (SEOW), Community Health Improvement Planning (CHIP) process via the Healthy Capital Counties Needs Assessment (HCC), and internal data committees
- Michigan Substance Use Disorder Data Repository (MI-SUDDR), CMHA-CEI Behavioral Health Screening Platform Data, CC 360, HCC Needs Assessment, etc.
- CHWC Data Evaluation Plan Template

CHWC Outcome Evaluation Plan

The Culture of Health & Wellness Committee will maintain a Data Evaluation Plan Template to track progress, future considerations, barriers or challenges on each of the identified data metrics (i.e. trainings, publications, outreach, communications, social media, partnerships, internal / external wellness initiatives, ect.). The data report will be shared with leadership annually or bi-annually as needed and the template will be included as Exhibit 1 in this publication. Selected outcomes will continue to be included in the agency annual report to the community and will also continue to be utilized within annual reporting to funding streams, grant writing opportunities, and accreditation requirements.

CHWC Membership Charter

The committee updated the CHWC Membership Charter document. It establishes and provides updates to the roles and responsibilities of the committee as well as the sub-committees and explains other considerations for potential CHWC members to Join this work. The overarching goal is to have 14-20 members that represents all the program/department throughout the agency to move the CHWC agenda forward. It is included as Exhibit 2 in this publication.

CULTURE OF HEALTH COMMITTEE THEMES

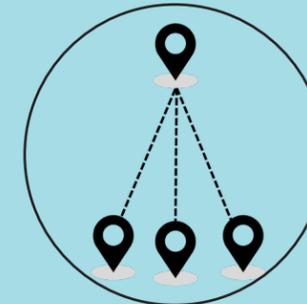
VALUE STATEMENTS & GUIDING PRINCIPLES



Guiding Culture of Health & Wellness goals to enhance the physical health and mental health of everyone.



**Physical Health +
Mental Health =
Health**



**Many Pathways
to
Wellness**



**Health
Equity
For All**



**Judgement
Free
Zone**



**Everyone has
the power
to change**



**Improving health literacy is
key to impacting individuals,
families, and populations**



**Everyone is welcome
to be well in the
workplace/community**



**Focusing on the positive
elements of wellness as
opposed to the negative
risks of not being well**



**Encourage individual
pathways to
wellness**

EXHIBIT 1

CREATING A CULTURE OF HEALTH PLAN: DATA EVALUATION PLAN TEMPLATE

**DATA METRIC: FY23/FY24/FY25 DATA*

SCREENING PLATFORM

Behavioral Health Screening Platform (# of completed screenings and visits)

- FY23: 535 completed screenings and 800 visits
- FY24: 381 completed screenings and 570 visits

Future Considerations, barriers or challenges: New platform will need to be identified as current provider is ending all activities and will no longer provide screening services beyond June 2025. New vendor already being considered and will transition platform prior to end date.

TRAININGS

Mental Health First Aid Trainings

- FY23: 7 Trainings
- FY24: 5 Trainings

Mental Health First Aid Trained Individuals

- FY23: 132 individuals
- FY24: 97 individuals

Question. Persuade. Refer. Trainings

- FY23: 16 Trainings
- FY24: 5 Trainings

Question. Persuade. Refer Trained Individuals

- FY23: 184 individuals
- FY24: 42 individuals

OTHER TRAININGS FROM DEPARTMENT AND PROGRAMMING

Families Forward Stressbusters Training:

Future Considerations, barriers or challenges: 2024 Staffing transition and position vacancy.

PEER RECOVERY COACHES (PRC) ACTIVITY

- FY23: Engaged 1218 consumers suffering from a Substance Use Disorder
- FY23: 342 consumers screened, transported and engaged in SUD treatment services.
- FY24: Engaged 1227 consumers suffering from a Substance Use Disorder
- FY24: 524 consumers screened, transported and engaged in SUD treatment services.

PREVENTION & OUTREACH PRESENCE (number of events and estimated reach)

- FY23: 28 outreach events supported by Prevention and Outreach
- FY23: FY23: Estimated reach of 8025 individuals
- FY24: FY24: 23 outreach events supported by Prevention and Outreach
- FY24: Estimated reach of 9155 individuals

CULTURE OF HEALTH AND WELLNESS COMMITTEE EXTERNAL

Progress: Sugar Smart Coalition, Tri-County Crisis Intervention Team, Behavioral Health Council, Tri-County LifeSavers, State Epi Outcomes Workgroup, Michigan Board for Addiction Professionals, Michigan Association for Suicide Prevention, State Training Advisory, Overdose Fatality Review Program, Regional Education Service Agency Partnerships, With One Voice, Primary & Behavioral Healthcare Integration Committee, American Foundation for Suicide Prevention, National Alliance on Mental Illness: Lansing Chapter

INTERNAL WELLNESS INITIATIVES

Progress: Wellness Tab on Website, Building Signage, Zero Suicide, Blue Cross Blue Shield Winter Warm Up & Wellness Webinars, Employee Assistance Program Resources, Wellness Coaching

INTERNAL COMMUNITY WELLNESS INITIATIVES

Progress: Blue Cross Blue Shield Winter Warm Up, Annual Potter Park Zoo Event, Consumer Wellness Coaching

EMPLOYEE CULTURE OF HEALTH AND WELLNESS SURVEY COMPLETION

2017 Survey Completion

2023 Survey Completion

UPDATED PREVENTION AND WELLNESS PUBLICATIONS

2024 Facebook Toolkit Revision, 2023 Recreational Resource Directory, BH Screening Posters, Keys to Wellness Posters, SAS Posters, Wellness Tab on website

NEEDS ASSESSMENTS AND DATA COLLECTION (ENGAGED IN LEADING, SUPPORTING, AND UTILIZING DATA WITHIN MULTIPLE INITIATIVES AND ASSOCIATIONS)

CHIP & HCC Leadership in Behavioral Health priority area, State Epi Outcomes Workgroup, Michigan Profile for Healthy Youth, Opioid Fatality Review Board, Behavioral Risk Factor Surveillance System, Children's Health Insurance Program, Behavioral Health Screening Platform

COMMUNICATION EFFORTS

Agency wide and Department Communication Plans (CMHA-CEI, Zero Suicide, CCBHC, Crisis Response, ITRS, etc.), Wellness Tab Revision (2023-2024 effort), Building signage, Lobby Display, TV in Lobby, Prevention and Outreach printed and digital resources
*Consideration for creation of external Community Communication Workgroup.
Continue to incorporate wellness content in agency newsletters and communications*

CMHA-CEI SOCIAL MEDIA PLATFORMS

Facebook Engagement (page likes, followers, # of posts)

- FY23: 3400 likes and followers
- FY24: 3600 likes and followers

Instagram Reach (page likes, followers, # of posts)

- FY24: 33 Followers

LinkedIn Reach (page likes, followers, # of posts)

- FY24: 3,294

EXHIBIT 2

CULTURE OF HEALTH & WELLNESS (CHWC) MEMBERSHIP

1. 14-20 total members
2. All internal departments given history and interest in plan development
 - a. Mainly HR, QCSRR, Admin, AMHS, FF, CSDD, ITRS, IS, Finance, and Facilities
 - b. Other specific considerations include Physicians, Primary Care staff, Retiree, etc.
3. Support additional alternates / designees being identified on behalf of a member / department

M. Group size: Number of work group members should be no greater than: 20

N. Method by which members will be selected: After the sponsor identifies stakeholders, (choose one or both of these options): 1

Specific members are identified by sponsor, drawn from the stakeholder groups listed above.

Members to be selected by workgroup facilitator, drawn from the stakeholder groups listed above.

Stakeholder groups select their representatives.

Alternatively, members may elect to join. With supervisor approval, membership requests must be sent to facilitator for acceptance to workgroup.

ROLE OF THE WORKGROUP MEMBER

- A. Maintain a commitment to the accomplishment of the work group's initiative, according to the charge set by the sponsor.
- B. Ensure attendance at all work group sessions.
- C. Actively participate in the discussion of the group
- D. Ensure that his or her participation is marked by: listening, openness, positive intent to get the work done, open communication, and a focus on problem solving not position taking
- E. Avoid: personal attacks, digression from the topic at hand, side conversations during group discussions, being overbearing, rushing to a decision when the issue is not fully understood by group members
- F. Take on responsibilities, delegated by the work group leader and selected by the group member him or herself, and accomplish them within the timeframe established by the workgroup. Recognize that the time frame for interim steps is essential to the timely accomplishment of the effort. Provide timely communication of steps taken or outcomes achieved.
- G. Use a range of interactive skills.
- H. Understand and actively participate and support group decision making processes

SUB-WORKGROUPS

The Communications Workgroup of the Culture of Health and Wellness Committee (CHWC) will be responsible for expanding social media messaging, health and wellness graphics, and promotions of upcoming activities on behalf of the CHWC. The committee will develop a content calendar surrounding health and wellness themes, graphics, events, and awareness months/weeks/days to expand external communications and promotion of the CHWC goals to the Greater Lansing Community. The committee will also be responsible for creating graphics and content to correlate with the topics in the content calendar. The committee will assist the activity/training committee with the promotion of upcoming events and trainings for CMHA-CEI staff, consumers, and the Tri-County Area by utilizing several established communication strategies, but not limited to expanding and adapting new strategies to achieve our goals. Committee members will receive a CMHA-CEI social media training and will be given the tools and resources to become a CMHA-CEI Communications Expert! A Communications committee member should be willing or interested to learn Canva, Social Media (Facebook and Instagram), and develop content for promotional materials. Oversight of designs and messages will be administered by the Public Relations and Outreach Specialist.

OTHER WORKGROUP CONSIDERATIONS

Consideration for other workgroups, including but not limited to an Action Workgroup and Activity Workgroup.

The Action Workgroup would be responsible for work involving core action oriented items such as data tracking, strategic planning, and more. This workgroup would work closely with the facilitator and consider the activity of partnerships including the Behavioral Health Council and others.

The Activity Workgroup will be responsible for planning and executing worksite wellness activities and initiatives for staff. The Activity Workgroup would be considered for participation from any interested staff members, with support of Culture of Health and Wellness Committee members. This would allow for and encourage all staff that have interest in planning or assisting with staff wellness projects or events, to have an avenue for participation and support from the Culture of Health and Wellness Committee.



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