

Marketing Committee Report

A. Completed:

-Signed up for the "Community Information and Resource Fair." Takes place on September 15th, 9-4 pm at the Vineyard in Garden City.

B. Working On:

-Need board members to volunteer for shifts that day. Julie set up program for members to sign up? Present as an ask to the board at the next RBHB meeting.

-**Pamphlet**-Working on information to be approved by August board meeting or can it go through EC in order to get ordered and ready for September event?

-**Business Cards and Banner**-Working on information to put on cards and banner.

-**Meet and Greet Event**-Discussion on developing an event with the RBHB but will need more time to discuss and plan.

-**Next Marketing Committee Meeting**-July 14th, 9-10:30 @ Peer Wellness Center

Elevator Speech-Rough Draft

- A. Some members agreed to utilizing the following statement sent to us from Alexis explaining it is a segment of what Kim sent to our congressional delegates in a letter:

We are a governmental entity, established by the Idaho Legislature to advise Idaho's behavioral health authority, identify gaps, and promote improvements to the delivery of integrated services for behavioral health in Idaho. We are made up of stakeholders, advocates and professionals across the continuum of care. Our mission is to "Improve behavioral health by developing solutions with our communities" with a vision to see "an integrated health system accessible to all."

B. Carlos suggested the following revision:

The Region IV Behavioral Health Board is a governmental entity established by the Idaho legislature in 2014 to advise Idaho's behavioral health authority, identify gaps, and promote improvements to the delivery of integrated services for behavioral health in Idaho.

The Board promotes and supports prevention, intervention, recovery and resiliency for individuals and families in need. It is composed of 22 stakeholders, advocates, and professionals across the continuum of care representing constituents in Ada, Boise, Elmore, and Valley Counties.

- C. In addition, Carlos thought we should make the elevator speech more personable when presenting to an audience by adding a brief description of when the board was established and who is all on the board, including goals for the community. He also felt it would be good to discuss (as the presenter) our individual positions on the board, what we are required to do and how we contribute to the board.

Please see below (this information would also be included on our pamphlet except for the last paragraph describing Carlos position with law enforcement as an example of how to touch on our individual board positions:

The Region IV Behavioral Health Board was established in 2014 by the legislature to identify behavior health issues which included adult and juvenile mental disorders, and substance abuse issues by identifying obstacles and coming up with solutions for the legislature to research and implement new ideas to streamline services.

The 22 member panel consists of:

Mental Health Consumer/Advocate (4 seats)

SUDS Consumer/Advocate (4 seats)

DHW (2), Schools K-12 (3 seats)

Licensed Health Professional (1), MH & SUDS Providers (1 ea), Hospital (1) (4 Seats)

Juvenile Justice (1) Adult Corrections (1), Law Enforcement (1), and Judiciary (1), (4 Seats).

Our goal is to establish partnerships through relationships and trust to streamline the process and get the necessary services to our community consumers while setting safe practices for all while following our Mission, Vision, and Values.

As the law enforcement representative, I (Carlos) update the board with current law enforcement related trends, potential service related issues, and connecting services through relationships within the board.