

State Health Improvement Plan and Progress Report

ACTION PHASE

Date Updated: 08/14/2015

This document is being submitted as: Initial Program Plan Revised Program Plan Midyear Progress Report Annual Progress Report

Priority: Mental Health Healthy Behaviors

Strategy: Group 4 – Increase Awareness of mental health and substance use issues.

Description: Implement awareness initiatives that focus specifically on raising awareness about resources available to the public for mental health and substance use issues.

Note: The Action Plan must include consideration of the social determinants of health, causes of higher health risks and poorer health outcomes of specific populations, health inequities and policy changes needed to accomplish the identified health objectives.

Objective SMART format	Activities	Responsible Person or Agency	Timeline	Evaluation Measures	Accomplishments
Objective 4.1	Utilize CORE (Community Outreach, Referral and Early Intervention) to raise awareness about signs and symptoms of psychotic disorders and available treatment resources.	Division of Prevention and Behavioral Health Services for Children Division of Substance Abuse and Mental Health	2015- 2019	Track number of inquiries and referrals for evaluation and services for individuals identified with potential early symptoms of psychotic illnesses.	
	Utilize the trained first level interventionists (educators, community members, mental health providers, etc. to raise awareness of psychotic	Division of Prevention and Behavioral Health Services for Children Division of	2015-2019	Track number of inquiries and referrals for evaluation and services by category of first	

<http://www.naccho.org/topics/infrastructure/mapp/framework/index.cfm>

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Objective 4.2	illnesses and the resources available to individuals and families to intervene and treat these illnesses.	Substance Abuse and Mental Health		level interventionist.	
	Utilize marketing resources and social media to raise awareness of the CORE program and resources for individuals and families.	Division of Prevention and Behavioral Health Services for Children Division of Substance Abuse and Mental Health	2016-2019	Track referral source for all inquiries to CORE program with specific breakdown as to which method raised awareness about the program for those referred to program and the DE county referral is from.	
	Utilize HelpshereDE.org online resource to raise awareness of substance use and addictions assessment and treatment resources. The “Help is Here DE” website was developed to provide comprehensive resources and support for people seeking assistance with addiction related concerns.	Division of Prevention and Behavioral Health Services for Children Division of Substance Abuse and Mental Health	2015-2019	Quarterly reporting on number of times the website is accessed by the public.	
	Utilize marketing resources, social media, and exhibiting	Division of Prevention and Behavioral Health	2015-2019	Quarterly reporting of marketing efforts, number of	

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	<p>opportunities to raise awareness regarding the existence of the Help Is Here DE website and the resources available through this comprehensive resource guide.</p>	<p>Services for Children Division of Substance Abuse and Mental Health</p>		<p>exhibits, and social media posts. Data related to the number of times each marketing effort as cited how awareness was raised for users of the website or how they learned of the website.</p>	
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Please keep the following documents:

- A sign-in sheet for each meeting that has the date, purpose of meeting, who participated and the organization
- Meeting Minutes
- Membership lists of work groups or subcommittees.

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