

STEPPING UP: COMMUNICATIONS STRATEGIES ON COUNTY EFFORTS TO REDUCE THE NUMBER OF PEOPLE WITH MENTAL ILLNESSES IN JAILS

#StepUp4MentalHealth

THE
STEPPING UP
INITIATIVE



Justice Center
THE COUNCIL OF STATE GOVERNMENTS

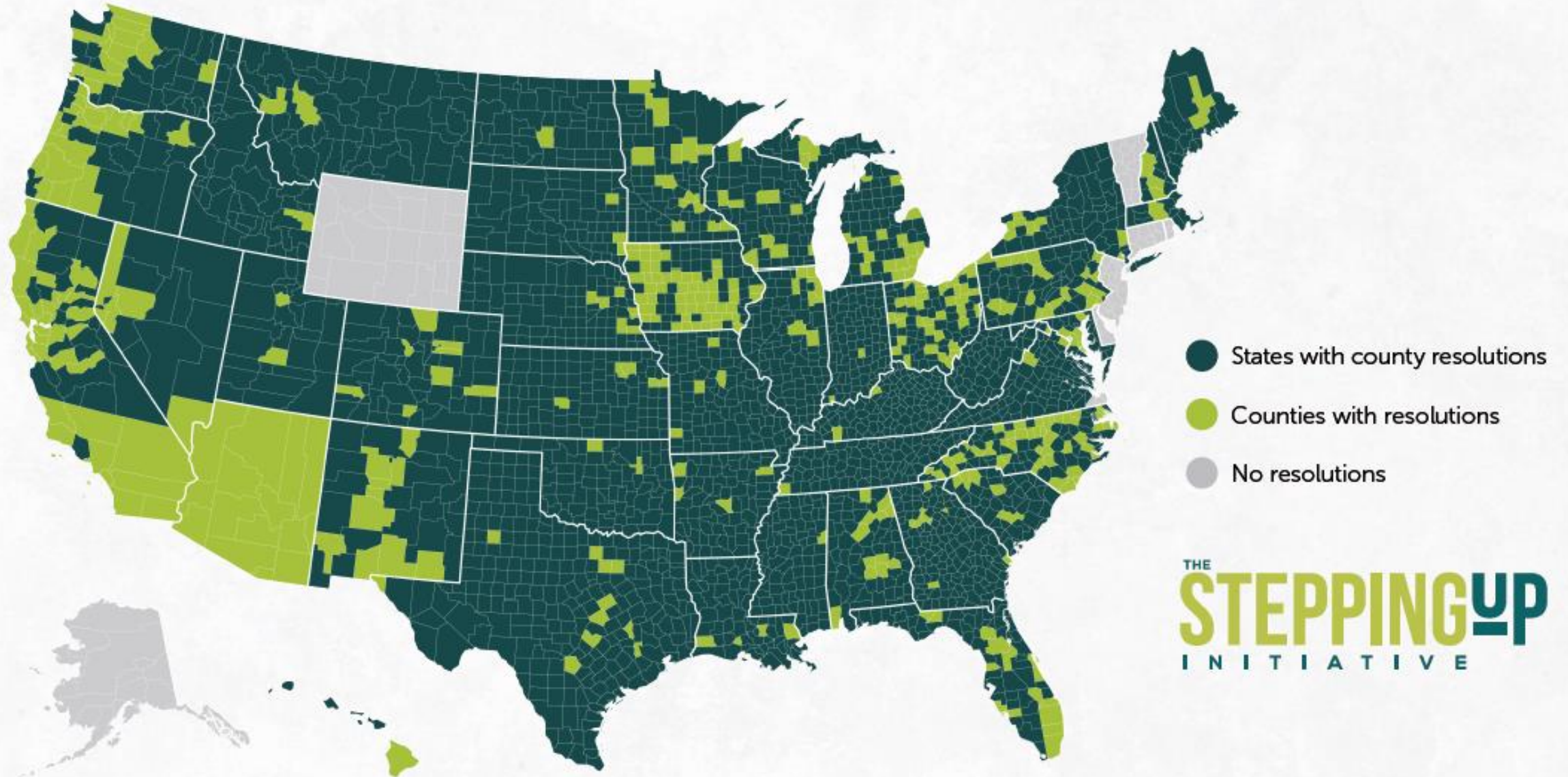
AMERICAN
PSYCHIATRIC
ASSOCIATION
FOUNDATION



#StepUp4MentalHealth

2018 NACo LEGISLATIVE CONFERENCE

STRONGER COUNTIES.
STRONGER AMERICA.





Monthly webinars and networking calls



Educational workshops at NACo and partner conferences



Quarterly calls of smaller networking groups of rural, mid-size and large/urban counties that have passed Stepping Up resolutions



A project coordinator handbook



Guidance on measuring the number of people with mental illnesses in jail



Written and online tools that are companions to the *Six Questions* report that present the latest research and case studies for county officials

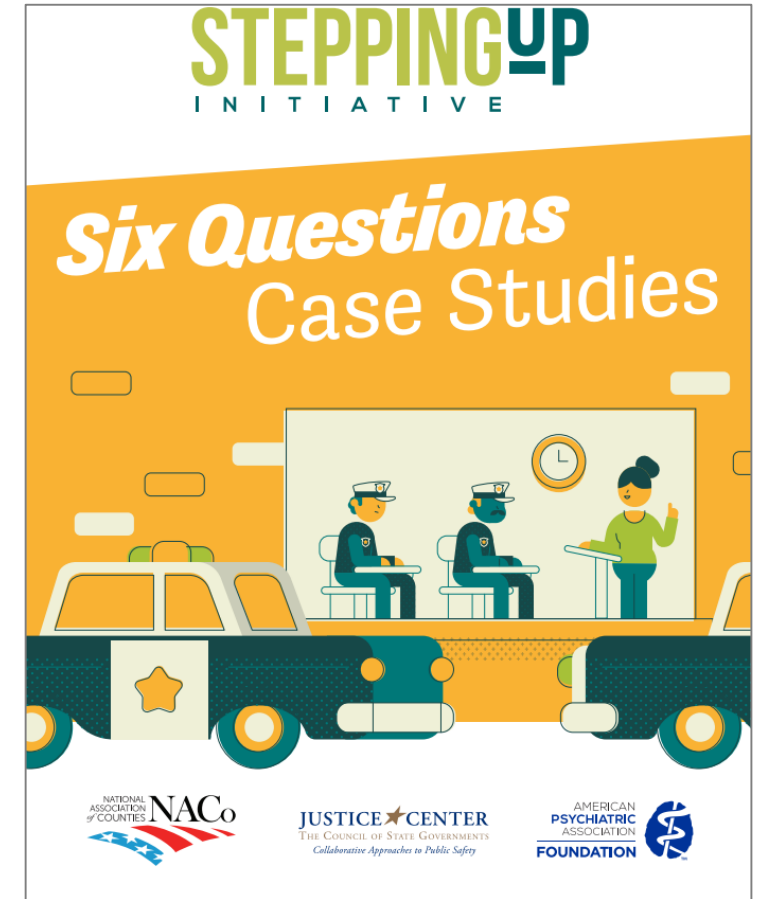
www.StepUpTogether.org/Toolkit

Stepping Up Six Questions

Archived Webinars

- 1** Is our leadership committed?
- 2** Do we conduct timely screening and assessments?
- 3** Do we have baseline data?
- 4** Do we conduct a comprehensive process analysis and inventory of services?
- 5** Have we prioritized policy, practice and funding improvements?
- 6** Do we track progress?

www.StepUpTogether.org/Toolkit



Upcoming Webinars

**Stepping Up: Communicating
About Your Efforts to Reduce the
Number of People with Mental
Illnesses in Jails**
March 15, 3pm EST



**Stepping Up: Engaging People
with Mental Illnesses in Your
Planning Efforts**
April 26, 2pm EST



NACo.org/Webinars

You're Invited! **Stepping Up Day of Action** *May 16, 2018*



WHERE:
YOUR Community

WHO:
Stepping Up Champions in YOUR County

FIND OUT MORE:
www.StepUpTogether.org/Events

THE
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INITIATIVE

NACo.org/Events

Potential Day of Action Events

- Hold a Town Hall or Press Conference
- Host an Open House or Offer Tours
- Bring Information to Residents
- Encourage Engagement and Community Service

#StepUp4MentalHealth



Questions?

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NACo Program Manager

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#StepUp4MentalHealth



Engaging the Public in Stepping Up



Lincoln County, Oregon
Commissioner Bill Hall

Communication is Critical!

- ▶ Building your partnerships
- ▶ Maintaining and accelerating momentum and urgency
- ▶ Generating public interest and support



It's All About Marketing and Branding




What Stepping Up is NOT

- ▶ Not a new program
- ▶ Not a way to create more government jobs
- ▶ Not a get soft on crime approach



What Stepping Up Is:

- ▶ A get SMART on crime approach
 - ▶ Utilizing best practices
 - ▶ Fostering innovation and collaboration
 - ▶ Using every dollar as effectively as we can
 - ▶ Improving and saving lives
- 

It's Personal to More People Than You Probably Realize



Use Your Bully Pulpit!



Engage the Media and the Public



The Options are Limitless



...Start With Your Own Website



Local, Local, Local!




Create A Sense of Urgency



Create A Sense of Community Ownership



Think About Empowerment Differently

- ▶ Make “Yes” Your Default Answer
 - ▶ Make sure your employees and community partners know you value collaboration, best practices and innovation
 - ▶ Celebrate those who are on the front lines of Stepping Up in Your Community
- 

Questions?



Stepping Up:

Communications Strategies on County Efforts to Reduce the Number of People with Mental Illness in Jails

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MEDIA LIASON,

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LOS ANGELES COUNTY SHERIFF'S DEPARTMENT

NNISHIDA@LASD.ORG

[@LASDNICOLE](https://www.instagram.com/LASDNICOLE)



The Nation's Largest Sheriff's Department

The LASD

- 4,000 PLUS SQUARE MILES
- METROPOLITAN TRANSIT AUTHORITY
- 42 CONTRACT CITIES
- 130 UNINCORPORATED COMMUNITIES
- 9 COMMUNITY COLLEGES
- 216 COUNTY FACILITIES AND PARKS
- 6 MAJOR HOSPITALS
- 37 COURTHOUSES
- LARGEST JAIL SYSTEM IN USA
 - 8 CO. JAILS



Serving Millions of People

In 2016

- 2 million contacts with the public.
- 1.1 million calls for service.
- 33,000 were 9-1-1 calls.
- 18,061 calls for service involving an individual suffering from mental illness.
 - That is an increase of 54% since 2010.



Understanding the LA County Sheriff's Department Jail

- 50% the inmates are booked for assaultive or violent charges
- 70% of inmates who are booked report a medical or mental illness
- 12% say they are homeless
- 25% of our jail population is suffering from severe mental illness.
 - This population will double by 2025.
- Inmate on inmate assaults have increased 87%,
- Inmate assaults on our staff have increased 148%



Mentally ill in the LASD Jail System

As of Jan 2018, there are approx.

- 4,620 mentally ill inmates,
 - 28% of our total inmate population.
- This population has increased 49% in the last five years.
- The most severely mentally ill, those who require observation 24/7, has increased by 33% in just two years.
- We currently have a total of 1,228 inmates who require high observation, single man cells.



Mentally ill in the LASD Jail System

L.A. NOW

Two L.A. sheriff's deputies convicted of beating mentally ill inmate



By Joe L. Rinaldi

The New York Times

Los Angeles Agrees to Overhaul Jails to Care for Mentally Ill and Curb Abuse

By SAN LOVETT AUG. 5, 2015

npr KCRW news arts & life music programs

What Is The Role Of Jails In Treating The Mentally Ill?

September 15, 2013 · 6:57 PM ET
Heard on All Things Considered

NPR STAFF



The Twin Towers

KTLA 5 NEWS MORNING NEWS PODCASTS CONTESTS TRAFFIC EVENTS ABOUT WEATHER 69°

Deputy Intervenes as Suicidal Inmate Attempts to Jump From Upper-Level Walkway at Twin Towers Jail

POSTED 10:12 AM, JUNE 29, 2015, BY JOHN A. MORENO AND STEVE KUZJ

FACEBOOK 1K+

TWITTER

G+ GOOGLE

LINKEDIN

PINTEREST

EMAIL

This is an archived article and the information in the article may be outdated. Please look at the time stamp on the story to see when it was last updated.

Deputy Intervenes as Suicidal Inmate Attempts to Jump From Upper-Level...

162 D-POD



Earn up to 50,000 Bonus Points per year.

Earn 10,000 Bonus Points for each friend you refer who gets the Card!

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Communication Strategies

First consider...

- Your objective or message
- Are you trying to inform or influence a change?
- Who is your audience?
- How will you accomplish that? What is your plan?



100



Know which strategies “tools” to use in your media tool box

- Press conferences
- Exclusive stories
- Press releases
- Social media platforms
- Op-eds
- Monthly appearances
- Public Service Announcements (PSAs)
- Posters/flyers/bulletins
- Town Hall Meetings
- Website

Communication Strategies

- Which tool?
- Use data
- Interview & visuals
- Need for speed



Case study:

Deputies work in dangerous conditions at Men's County Jail





11:07 64°



#ABC7Eyewitness

Return on investment

- Clear message
- Exclusive story: Over 4 minutes of air time, two part series
- Visuals
- Data points
- Multiple interviews

Social Media Communications

Pew Research Center reports:

- Two-thirds of Americans (66%) use Facebook, and a majority of those users get news on the site
- YouTube and Twitter are the top sites after Facebook
- 26% of U.S. adults get news from social media, up from 18% in 2016
- Able to reach a greater audience without the media as the gatekeeper
- Analytics from posts can gauge public interest and comments



Social Media Communications

Twitter

TWEETREACH SNAPSHOT FOR

lasdhq

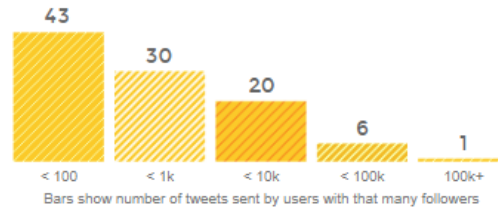
ESTIMATED REACH

EXPOSURE

313,651

ACCOUNTS REACHED

671,236 IMPRESSIONS

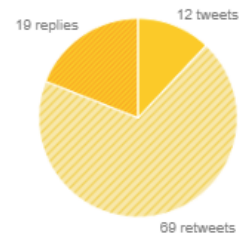
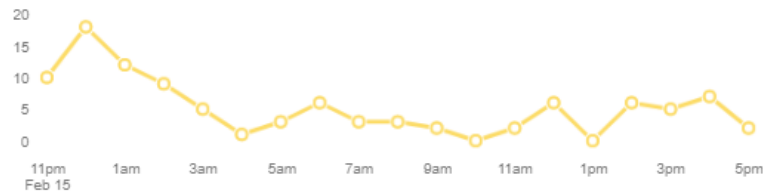


ACTIVITY

100
TWEETS

86
CONTRIBUTORS

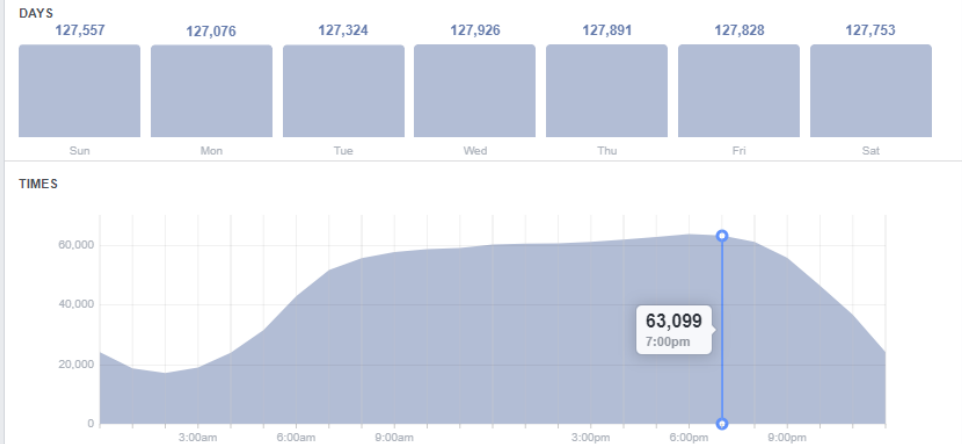
19
HOURS



Facebook

When Your Fans Are Online | Post Types | Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.



All Posts Published

		Reach: Organic / Paid		Engagement Rate		
Published	Post	Type	Targeting	Reach	Engagement	Promote
03/01/2018 10:07 am	Los Angeles County Sheriff's Department shared LASD SHARE Pr	Image	Public	1.6K	6%	Boost Post
03/01/2018 2:33 am	#LASD SEB AED assists Santa Monica PD w/ Possible Improvise	Image	Public	3.3K	3%	Boost Post
03/01/2018 1:24 am	#LASD Altadena Mountain Rescue Team Helped Locate and Resc	Image	Public	1.5K	9%	Boost Post




Why should we do pro-active positive communications?

- Tell YOUR story...because nobody else will
- Build awareness about your agency's good work
- Build an abundance of good will and credibility
- Each method can be very successful if you select it correctly
- Determine which tool will work best with the media to obtain the desired outcomes.




Post communication considerations

- Rule of Three




LA County Sheriff's @LASDHQ · Feb 21
Sheriff McDonnell at HOJ Press Conference, Discusses Recent Thwart of Plan to School Shooting and Swift, Collaborative Efforts with School Officials. @LASDHQ @NorwalkLASD

facebook.com/LosAngelesCoun...




10 18



Los Angeles County Sheriff's Department

IN THE NEWS

Sheriff's Information Bureau Newsroom



This weekly news piece allows you to follow the recent topics where the Los Angeles Sheriff's Department is in the news. We ask you to share this and subscribe to this newsletter.

<https://public.govdelivery.com/accounts/LASDHQ/preferences>

February

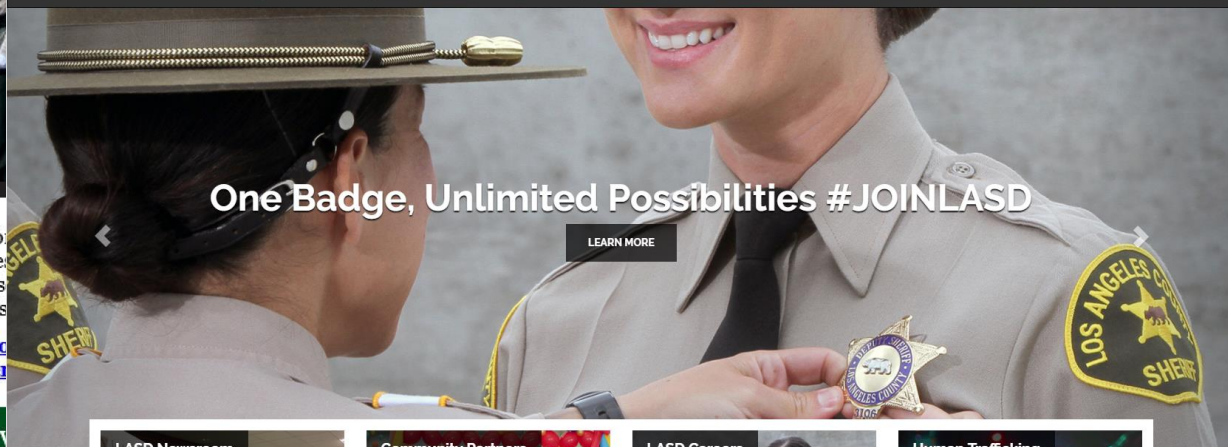
Los Angeles County Sheriff's Department





Patrol Custody Community Outreach Public Data Sharing Crime Information About Us Follow Us

Sheriff Jim McDonnell @LACoSheriff

One Badge, Unlimited Possibilities #JOINLASD

LEARN MORE







One Main goal for LASD

Sheriff Jim McDonnell wants to shed light on the fact that the Sheriff's Department Jails have become overcrowded and has become a de-facto mental health institution, and the challenges that law enforcement faces with mental illness on the streets and the jails.

Need to replace Men's central jail and build a correctional treatment facility



Case study:

How LA law enforcement deals with the mental health population despite lack of resources



LOS ANGELES COUNTY SHERIFF'S DEPT.



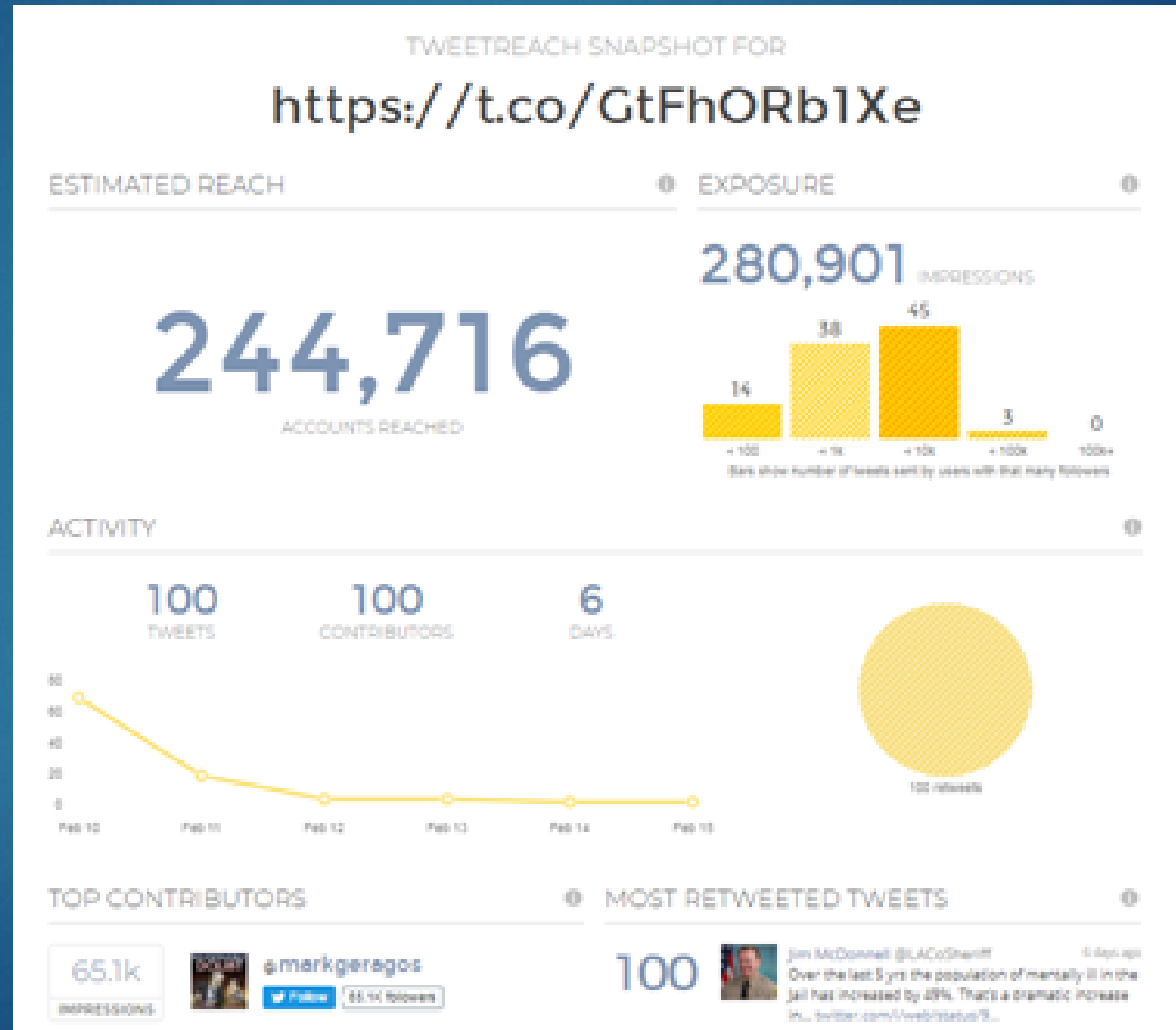
#abc7eyewitness




Return on investment

- Clear message: Social issues that law enforcement is facing on the streets and in the jails.
- Exclusive story
- Visuals
- Data points given to reporter
- Multiple interviews
- Social media push

Tweet Reach – LACoSheriff ABC 7 story





Case study:

Deputy Intervenes as Suicidal Inmate Attempts to Jump From Upper-Level Walkway at Twin Towers Jail





KTLA	• COM
5	1:06 PM 87°
	DOW 17,622.41
	-324.27

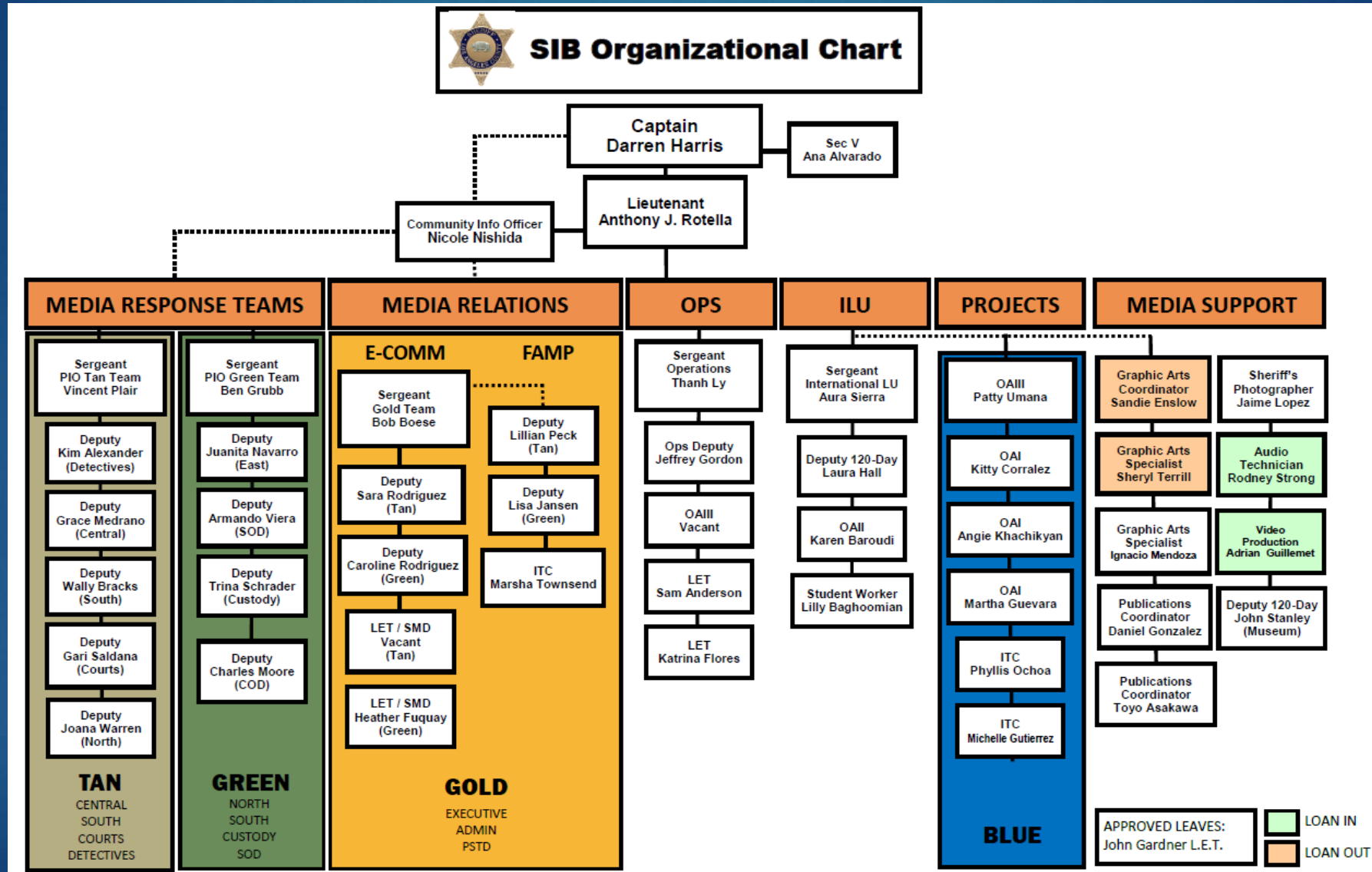
HEADLINES 5 NBCUniversal Cuts Ties With Donald Trump 5 Road Buckles Du



Return on investment

- Clear message: Personnel recognition
- Press conference tactic
- Visuals: Surveillance footage (blur faces of inmate)
- Social media
- Deputy interviewee

Communications Resources and Staffing



Questions





QUESTIONS?

#StepUp4MentalHealth