

Communicating About Your Efforts to Reduce the Number of People with Mental Illnesses in Jails

March 2018



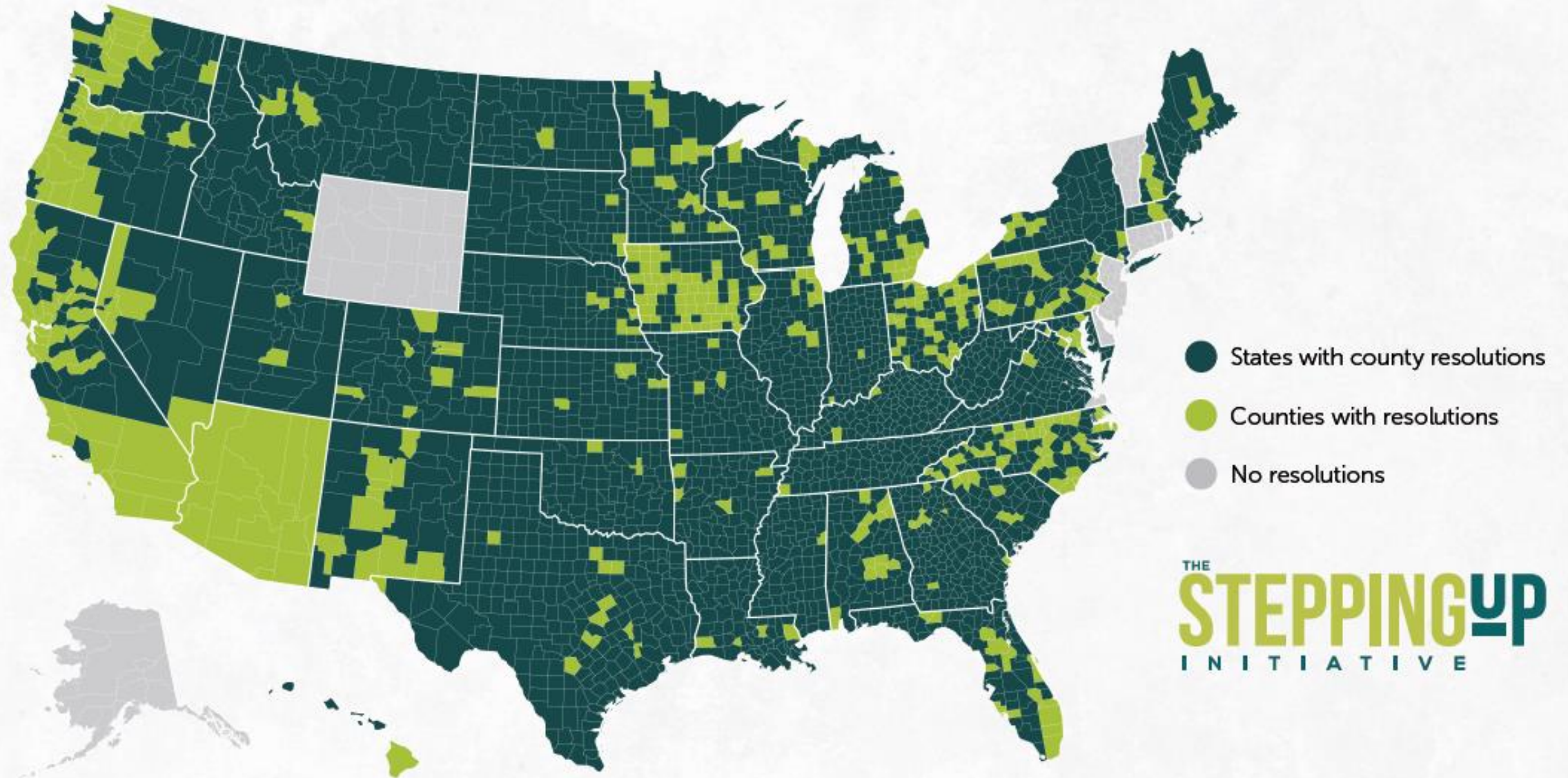
Justice Center
THE COUNCIL OF STATE GOVERNMENTS

AMERICAN
PSYCHIATRIC
ASSOCIATION
FOUNDATION



#StepUp4MentalHealth

We are Stepping Up!



Stepping Up Framework: Six Questions

- 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

Stepping Up Framework: Four Key Measures



Reducing the number of people with mental illnesses booked into jail



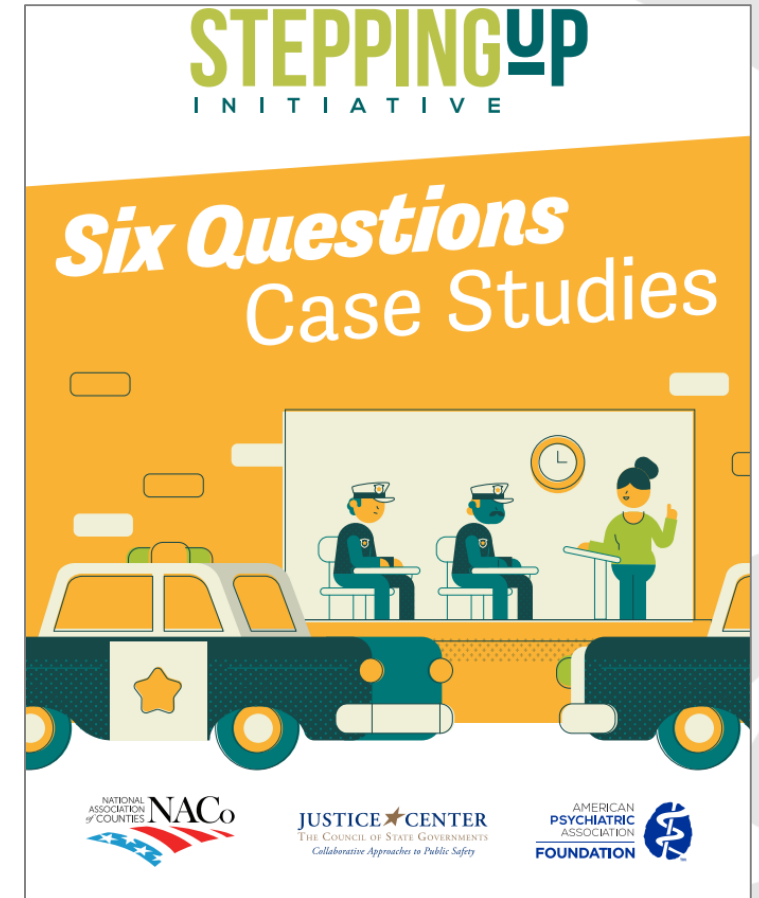
Increasing connections to treatment



Reducing the length of time spent in jail



Reducing recidivism



Resources Toolkit



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

Upcoming Stepping Up Activities



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



Stepping Up Day of Action
May 16

Stepping Up Day of Action



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

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Today's Webinar



Fred Wong
Communications Director
National Association of Counties



Laura Usher
Senior Manager
Criminal Justice & Advocacy
National Alliance on Mental Illness

The Honorable Bob Byrd
Commissioner
Alamance County, N.C.



Timothy Britt
Chief Deputy
Alamance County
Sheriff's Office



Speaker: Fred Wong



Fred Wong
Communications Director
National Association of Counties



Communications Strategies for Stepping Up Counties

- Creating a Communications Plan
- Communicating through Local News Media
- Traditional Media Strategies
- Online Media Strategies
- Hosting or Participating in Events

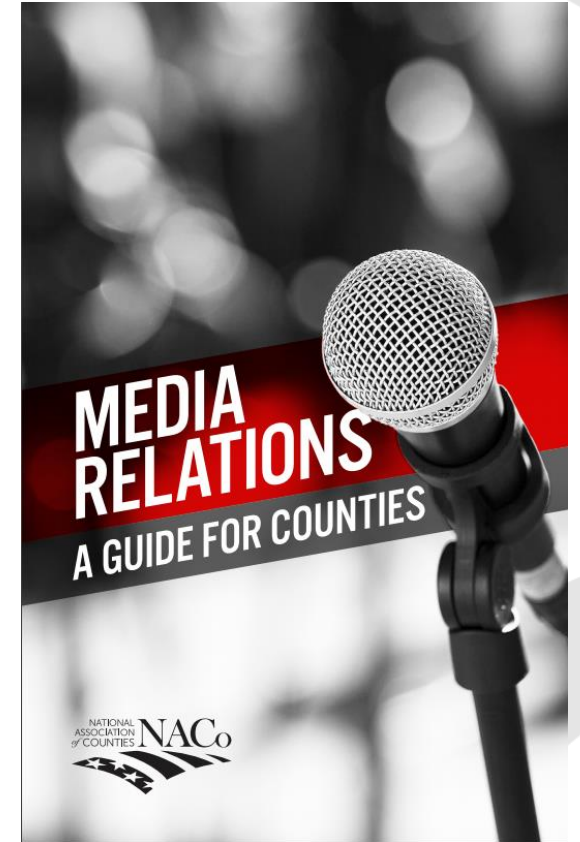
Creating a Communications Plan

- Determine your goals
- Develop key headline messages to support your goals
- Identify specific audiences
- Develop key secondary messages to appeal to those specific audiences, and
- Consider all communications tools available.



Communicating through Local News Media

- Know the key reporters, editors, columnists, broadcasters and bloggers in your area
- Closely follow what is being reported in the local news
- Have a sense of how the community is reacting to certain news stories and controversies
- Avoid common media relations errors, and
- Do not lose any sleep over your media coverage or lack of it.



Traditional Media Strategies

- Media advisory
- News release
- Opinion column
- Letter to the editor
- Editorial board meeting

SAMPLE MEDIA ADVISORY

INSERT YOUR COUNTY'S LETTERHEAD

FOR RELEASE: [Date]
CONTACT: [Media Contact]
[123/456.7890]
[mediacontact@county.gov]

[County] Participates in National Stepping Up Day of Action

[City, State (May ##, 2018)] – In recognition of May as Mental Health Month, [County] will join its peers from across the country to celebrate the three-year anniversary of Stepping Up: A National Initiative to Reduce the Number of People with Mental Illnesses in Jails with a Day of Action. Stepping Up has seen remarkable progress, with more than 415 counties across the country joining the movement by passing resolutions or proclamations to make this issue a top priority. Stepping Up Day of Action activities are taking place across the country to share progress and raise public awareness of the issues facing individuals with mental illnesses, particularly those who are involved in or at risk of becoming involved in the criminal justice system.

[County]'s Stepping Up Day of Action activities include [insert activities].

WHAT: [County] Stepping Up Day of Action

WHO: [Name, Role, Organization of each speaker or presenter]
[Name, Role, Organization]

WHEN: [Date and Time]

WHERE: [Location]
[Address]

More information on the national Stepping Up initiative is available at:
www.StepUpTogether.org

###

Online Media Strategies

- County website and email
- Calendar
- Blog
- Video
- Social Media



SOCIAL MEDIA CHEAT SHEET

SAMPLE TWEETS

More than 415 counties have passed a resolution to join Stepping Up to reduce [#mentalillness](#) in [#jails](#). [YOUR COUNTY] is proud to be part of this movement! Find out more at www.StepUpTogether.org. [#StepUp4MentalHealth](#)

[YOUR COUNTY] is hosting a Stepping Up Day of Action on May 16 to bring awareness to people with [#mentalillness](#) in [#jails](#). Find out more about Stepping Up at www.StepUpTogether.org. [#StepUp4MentalHealth](#)

[YOUR COUNTY] is joining counties from across the country today as part of the Stepping Up Day of Action to reduce [#mentalillness](#) in [#jails](#). Find out more about Stepping Up at www.StepUpTogether.org. [#StepUp4MentalHealth](#)

SAMPLE FACEBOOK POST

Join [YOUR COUNTY] on May 16 for a Stepping Up Day of Action! Stepping Up is a national initiative to reduce the number of people with mental illnesses in jails. The Day of Action is an opportunity for our community to come together to learn about the county's efforts to connect people to treatment and services instead of jails. [Provide details on your Day of Action activities and how people can participate]. [YOUR COUNTY] is committed to [#StepUp4MentalHealth](#) for people with mental illness in our community. Find out more at www.StepUpTogether.org.

#StepUp4MentalHealth

Hosting or Participating in Events

- Town Hall or Press Conference
- Open House or Tour
- Bringing Information to Residents
- Encouraging Engagement and Community Service



Additional Resources



Fred Wong
Communications Director
National Association of Counties
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202-942-4271



Speaker: Laura Usher



Laura Usher
Senior Manager
Criminal Justice & Advocacy
National Alliance on Mental Illness





Engaging Peers and Family Members in Your Stepping Up Initiative

Laura Usher

Senior Manager, Criminal Justice and Advocacy

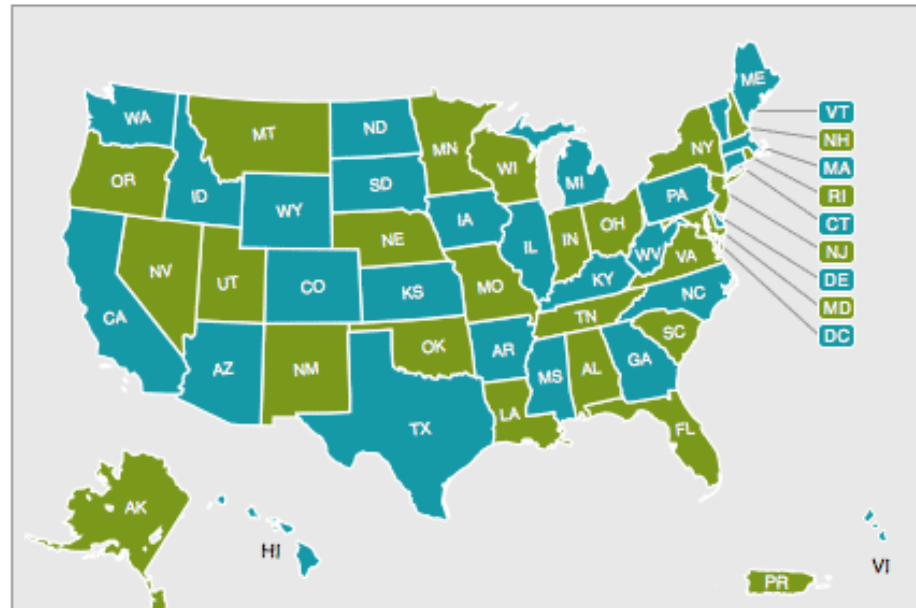
NAMI

Find Your NAMI at www.nami.org/local

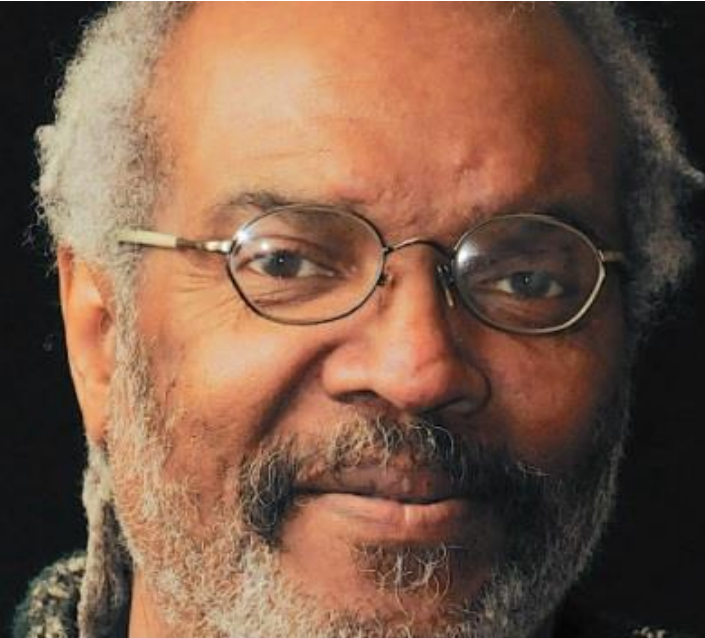
Find Your Local NAMI

There are nearly 1,000 NAMI State Organizations and NAMI Affiliates across the country. Many NAMI affiliates offer an array of free support and education programs.

Contact your NAMI Affiliate to find out what types of programs and supports they offer. To find the NAMI closest to you click on a state on the map or select your state in the drop down to the right.



Personal Stories



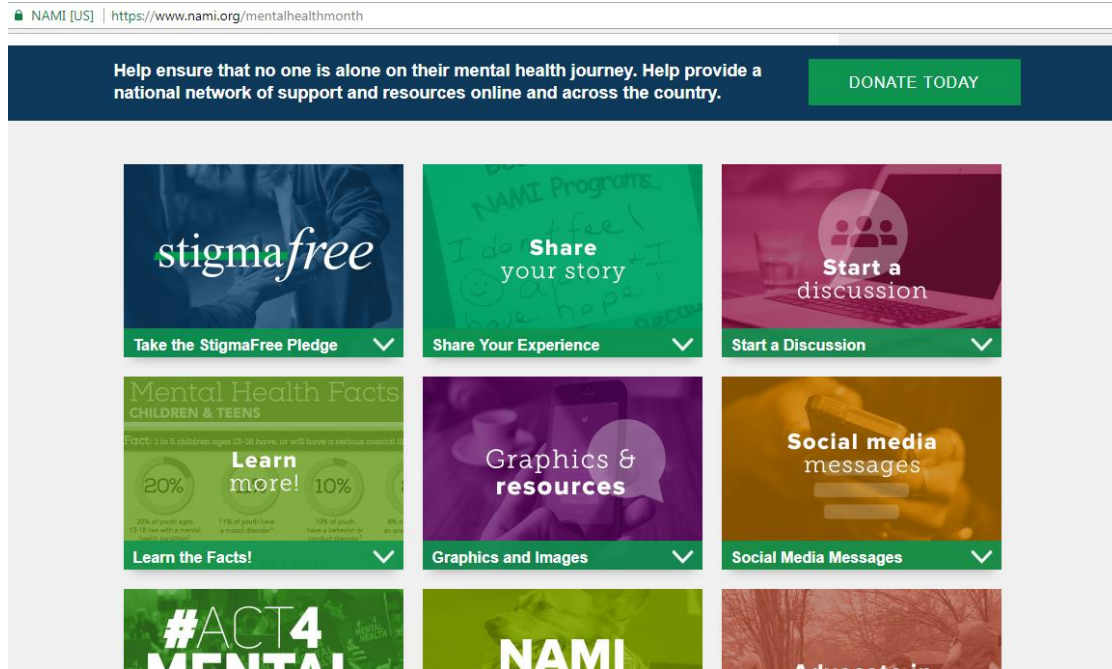
**There's only one way to treat a person with
a mental illness... like a person**

By [RAY LAY](#) May. 1, 2017

Messaging

- How do you describe the people you serve?
- How do you describe the initiative's goals?
- Are peers and family members helping to craft your message?

Resources



[NAMI's Mental Health Month website](https://www.nami.org/mentalhealthmonth)

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Ten Ways to Engage People Affected by Mental Illness in Your Community

INDIVIDUALS LIVING WITH MENTAL ILLNESSES and their family members should play a key role on your county planning teams and in your collaborative efforts to reduce the number of people with mental illnesses in jails. They can be strong allies in building goodwill with the broader community, getting positive media attention for your efforts, and advising on strategies that work for advancing mental health recovery. They also can assist in training criminal justice professionals, providing peer support to individuals and families in crisis, and identifying the impact your Stepping Up work is having.

Although each county or community has its distinct needs and challenges, county leaders and partners can broadly engage individuals or family members in this initiative by taking the following steps:

1. **Identify local mental health organizations** that provide some combination of support, education, and advocacy for people affected by mental illness (e.g., local chapters of the National Alliance on Mental Illness or NAMI) and co-occurring substance use disorders.¹ Cataloging these organizations can help you direct individuals to self-help groups that can provide an important adjunct to treatment. Join the mailing lists of local mental health and substance use recovery organizations and attend a

[Download: Ten Ways to Engage People Affected by Mental Illness in Your Community](#)



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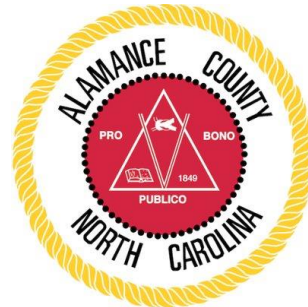
Speakers: Bob Byrd and Timothy Britt



The Honorable Bob Byrd
Commissioner
Alamance County, N.C.



Timothy Britt
Chief Deputy
Alamance County Sheriff's Office



Alamance Steps Up Outreach and Communication Strategies



Timothy Britt, Chief Deputy Sheriff
Bob Byrd, County Commissioner
Alamance County, NC

March 15, 2018

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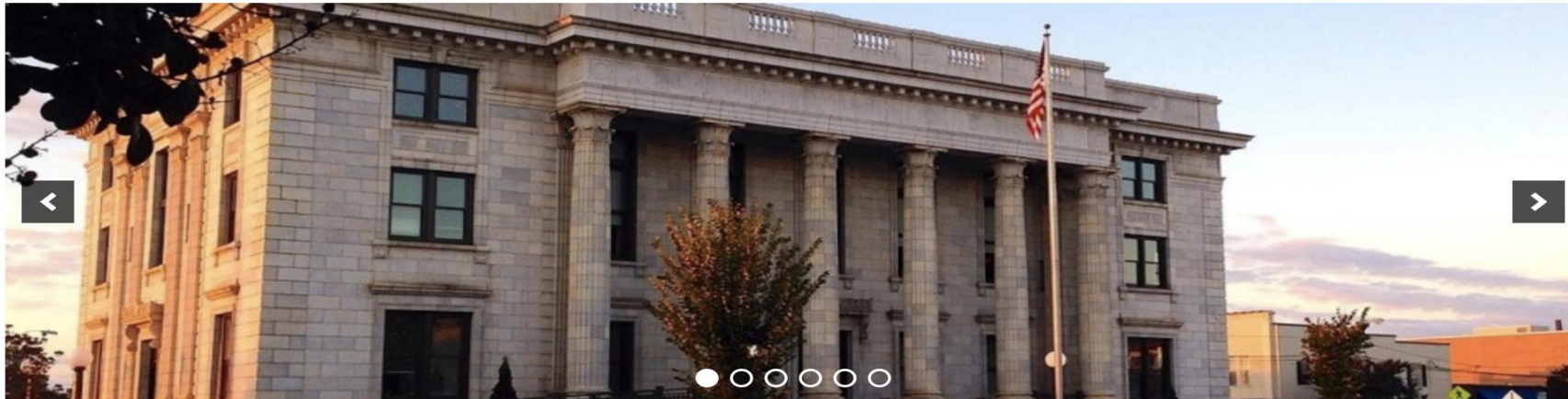
About Us

The Problem

News

Information and Resources

Data and Outcomes



The Stepping Up Initiative

Mission: The mission of the Alamance County Stepping Up Task Force is to reduce the number of persons with mental illness or co-occurring and substance use who are involved with the criminal justice system.

Vision: We envision a community that respects, supports, and embraces persons with mental illness or co-occurring mental illness and substance dependence, and whose systems of health and behavioral health, law enforcement, justice, human services, public safety, and advocates work together in a deliberate and coordinated fashion to optimize the level of services provided for them and minimize their level of incarceration in the county detention center.



National Partners

Upcoming Events

Alamance County Demographics

- Located on the 1-85/I-40 corridor in north central NC
- Population: 159,688
- Combination of small urban and rural
- Median age: 39
- 64.6% Caucasian, 20% African-American, 12.6% Hispanic, 3.1% other
- Median household income in 2016: \$43,209
- 16.1% living in poverty
- 14.1% of those under 65 have no health insurance
- 9,934+ veterans living in the county
- 22% have college degree or higher

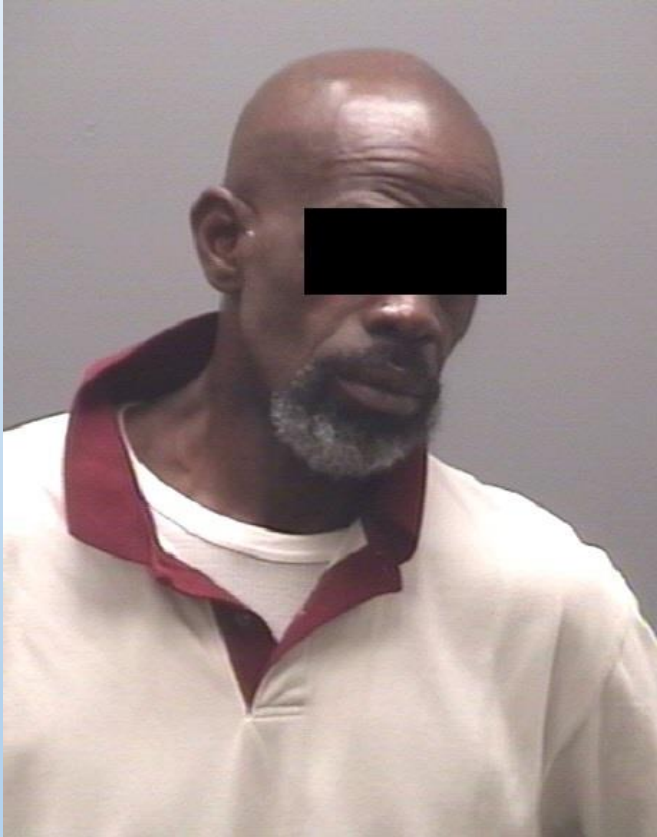
Jail Demographics: July 2016

- **476 new inmates booked**
- **65 identified with mental illness**
 - 51 received psychiatric medications
 - 10 isolated on suicide watch
 - 9 on detox monitoring
 - 42 booked for misdemeanors
 - 40 were repeat offenders
- **\$156,243 Cost to detain in July 2016**

The Alamance Story

- Sheriff championing this issue 15 years ago... looking to hire a clinical social worker for the detention center
- Detention Center is the largest holding facility of people with mental illness in the county
- Stepping Up resolution adopted by County Commissioners August 2015
- One of two counties in NC chosen to attend the NACo National Stepping Up Summit April 2016
- Stepping Up Co-Coordinators hired by the Sheriff's Department in May 2016
- Long history of community collaboration reduces time to fruition

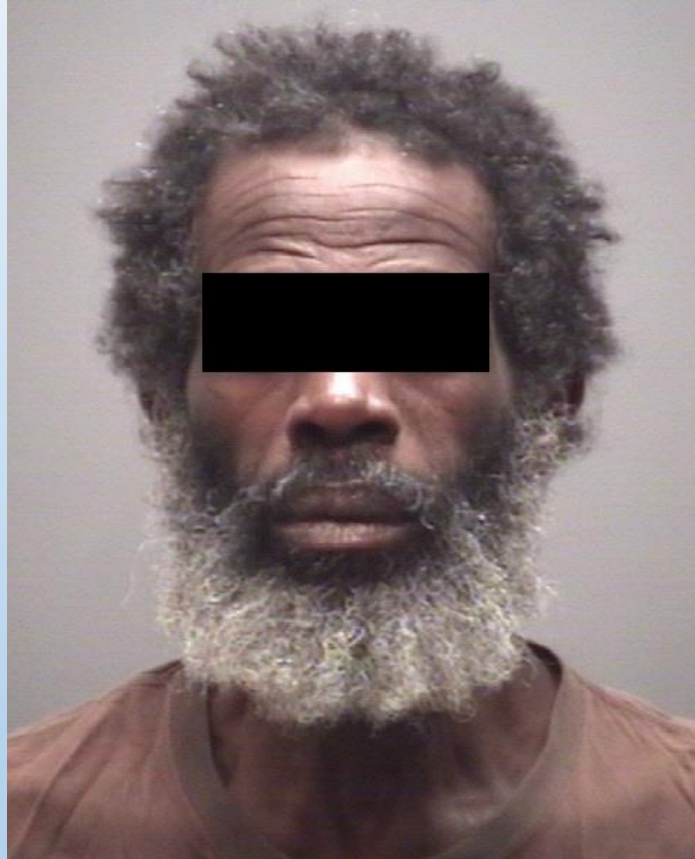
Putting a face on the issue... The Human Toll



Inmate 22197

Booked 26 times since 2009
(nuisance and misdemeanors)

The Human Toll



Inmate 22197

- 711 days in pre-trial custody
- 27.3 average days/booking
- 23 of 26 bookings resulted in release for “time served”
- 39 “incidents” in custody
- **\$55,130.94 taxpayer cost to incarcerate**

The Human Toll



Inmate 22197 Today

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Outreach - Getting the Right Players to the Table

- Board of Commissioners adopted the Stepping Up resolution August 2015.
- Initial Planning Team:
 - County Manager
 - County Commissioner
 - Director of Social Services
 - Sheriff and Chief Deputy Sheriff
- Invited more to the table...



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Outreach - Getting the Right Players to the Table

- Leadership Team through Fall 2017 (met monthly):
 - County Commissioner (co-chair)
 - Director of Social Services (co-chair)
 - County Manager
 - Sheriff and Chief Deputy Sheriff
 - Health Director
 - Local Mental Health/DD/SA Authority Executive
 - District Attorney
 - Executive Director, NC Psychiatric Association
 - Director of Administration and Community Services, Sheriff's Office
 - Chief Medical Officer, Cone Health/Alamance Regional Medical Center
 - Private Psychiatrist
 - Local NAMI Chapter President
 - Project Co-Coordinator (staff)



Outreach - Getting the Right Players to the Table

- TODAY – Justice Advisory Council
 - Family Justice Center – Even Months
 - Alamance Steps Up – Odd Months
- County Commissioner (current co-chair)
- Director of Social Services (current co-chair)
- Law Enforcement
 - Sheriff's Department
 - Burlington Police Department
 - Graham Police Department
 - Haw River Police Department
 - Elon Police Department
 - Gibsonville Police Department
 - Mebane Police Department
- Judiciary
- Magistrate's Office
- Probation/Parole
- County Manager

- County Health Director
- District Attorney
- ABSS Board of Education
- United Way of Alamance
- Cone Health/ARMC
- Cardinal Innovations Healthcare (Mental Health Authority)

At Large Appointments (Board of Commissioners)

- Local Defense Attorney
- Faith Based Organization
- Consumer/NAMI Rep./Service Recipient
- Domestic Violence Victim or Family Member
- Local Psychiatrist

➤ Plus: Affiliate Members

Outreach - Getting the Right Players to the Table

- A Broader “Task Force” (semi-annually) – the Leadership Team plus:
 - Consumers and Consumer Advocates
 - Hospital President, ED Manager, Behavioral Medicine Unit Manager, Medication Assistance Program Manager
 - District Court Judge(s)
 - Private Mental Health Providers
 - Family Justice Center Director
 - Healthy Alamance Director
 - C-Com Director
 - Police Chiefs
 - Allied Churches Ministry (homeless shelter) Director
 - Mental Health Authority Community and Family Advisory Council Head
 - Facilities Based Crisis Center and Detox Center Director
 - Veteran Services Director
 - United Way Executive(s)
 - Alamance Citizens For A Drug Free Community President
 - EMS Director
 - School Board Representative
 - Other Elected Officials
 - Other Human Service Agency Officials



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Developing Community Support

- Broad Participation:
 - Justice Advisory Council
 - Stepping Up Task Force
 - “Community Dialogue” Event – Mapping the Process, Identifying Gaps, Prioritizing
- Committees and Subcommittees:
 - Community Service Capacity and Sustainability
 - Diversion Center Planning and Implementation
 - Reclaimed Pharmacy
 - Identifying and Managing High Utilizers
 - First Responder Training and Community Education
 - Detention Center Screening, Assessment, and Treatment
 - Recovery and Re-Entry Strategies

Developing Community Support

- Periodic Progress Reports to Board of Commissioners
 - Updates
 - Field Trips and Conferences
 - Grant Successes/Budget Amendments
 - Press Coverage
- Community Presentations/Speakers Bureau
 - Civic Clubs – Rotary, Kiwanis, Civitans, etc.
 - Board of Education
 - United Way Community Council
 - National Alliance for Mental Illness (NAMI) Chapter
 - Chamber of Commerce
 - Political Party Meetings (e.g. Republican Women)
- Website: www.Alamance-NC.com/steppingup

State Presentations

“Serving a Life Sentence 30 days at a time!”

- Administrative Office of the Courts
- Governor’s Crime Commission
- NC General Assembly-Mental Health Subcommittee
- NC Council of Community Programs
- State Stepping Up Conference
- Featured in “NC Health News”

Success Factors – Outreach and Communications

- Getting the right players to the table – broad based engagement
- Having paid staff
- Keeping everyone engaged: tours, conferences, monthly meetings
- Putting a local face on the issue--case study or story specific to your county
- Sharing responsibility for telling the story- everyone advancing the message

Alamance Steps Up Outreach and Communication Strategies



Timothy Britt, Chief Deputy Sheriff
Bob Byrd, County Commissioner
Alamance County, NC

March 15, 2018

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Questions

Questions?

Polling Questions

Polling Questions

Upcoming Stepping Up Activities



**Webinar: Engaging People with
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Efforts**

April 26, 2pm EST



**Stepping Up Day of Action
May 16**

www.StepUpTogether.org

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