

Communications Workgroup

Scope:

The CMHPC Communications Committee is responsible for ensuring consistency in both the appearance and the content of CMHPC messaging. It will communicate internal policy and processes as well as external outreach and engagement efforts. It conveys concerns and requests from external organizations to the appropriate CMHPC committee for response and ensures that the response keeps within the framework of CMHPC communications guidelines. The committee will function on an ad hoc basis, but will be more product-oriented at the start - and thus more time intensive - and continuing involvement will be more on an as-needed basis.

Deliverables:

Content:

- Ensure that nomenclature and definitions used in Council communications are consistent and known to all members and the audience.
- Assure that outgoing messages and products reflect cultural competence, age appropriateness, literacy levels of targeted audience, and anticipate other forms of accessibility or comprehension barriers, including language and visual impairment.
- Review existing documents and web pages used by the Council to certify consistency with Council and/or State of California policy and conformance with any related messages.
- Work to establish and maintain a web presence that is positive and informative.
- Incorporate DHCS communications standards and related protocol into external communications.
- Review current Planning Council Recruitment application and suggest changes that result in a more useful, less complicated application.
- Develop a communications strategy and product development plan that will increase the Council's visibility and enhance understanding of current mental health issues, practices, and concerns.
- Identify and develop a topic and geographically based speakers bureau of subject matter experts for Planning Council presentations and related functions.

Appearance:

- Develop basic Power Point template for members' use for external presentations. The template will provide a design that reflects the CMHPC brand and tag line, and may include a brief description of the CMHPC – history, statutory functions, composition, and mission.
- Ensure that CMHPC web, stationary, and other visual-based communications have a common “look and feel” to them that are consistent or compatible with each other