

DIVISION OF MENTAL HEALTH AND ADDICTION SERVICES
Strategic Plan 2014-2016

Stakeholder Communication Plan

GOAL

Communicate more effectively with stakeholders as DMHAS moves forward in its strategic plan.

PRIORITIES FOR 2014-2016

Decrease Stigma in Mental Health and Substance Abuse Community	In Progress	Completed	Improve Communication and Increase Access to Information	In Progress	Completed
Develop person-centered language materials that are used from the state to county to local levels of service delivery <ul style="list-style-type: none"> • Creating talking points to assist consumers and family members when faced with stigmatizing situations • Develop guidelines for consumers, families and other stakeholders on how to navigate the system. 	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Include consumers, families and other key stakeholders in the strategic priority workgroups	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Conduct State and National inventory of stigma materials to develop NJ Specific materials out of existing resources.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Strategic Plan Priority Team Leads to provide updates/changes of their plan to the Stakeholder Communication team lead and/or workgroup	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Conduct regional focus groups on self-stigma and develop a plan to address needs of consumer participants	<input type="checkbox"/>	<input type="checkbox"/>	Create and update an easily understood short handout for each strategic area	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Collaborate with GCADA, The Governor’s Council on Mental Health Stigma, and community-based partners to develop a plan to raise awareness and educate the public, consumers, and providers on stigma	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Have stakeholders review draft strategic plan documents before they are released	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Coordinate efforts with workforce development committee to positively change staff attitude and performance through improved internal communication	<input type="checkbox"/>	<input type="checkbox"/>	Communicate regularly with Planning Council, Citizens Advisory Council, Statewide Consumer Advisory Committee and Provider Meetings	<input checked="" type="checkbox"/>	<input type="checkbox"/>
In collaboration with Workforce Development Strategic Plan workgroup, after training has been completed, use community and hospital stakeholders to provide feedback on success of change in staff attitude and performance	<input type="checkbox"/>	<input type="checkbox"/>	Facilitate access to public information education materials <ul style="list-style-type: none"> • ACRONYM document and dictionary of terms • Develop guidelines for consumers, families and other stakeholders on how to navigate the system. • Provide updates in DMHAS newsletters on Strategic Plan progress. • Establish community information sharing/public awareness campaigns focusing on NJ’s behavioral health system. • Update DMHAS website to make it more user-friendly. • Improve directories and access to information on treatment options. • Providers, family members and consumers have access to the same and consistent information. • Create clearinghouse website for basic information 	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Elicit feedback from community stakeholders on change in their attitude towards DMHAS communication modalities	<input type="checkbox"/>	<input type="checkbox"/>	Determine how Strategic Plan is communicated to hospital staff	<input checked="" type="checkbox"/>	<input type="checkbox"/>