



DISTRIBUTION PLAN IDEAS FOR CMHDA MHSA MATERIALS

Consider distributing the materials to:

- Executive Directors of other county departments, especially those who participated significantly in your CSS planning process.
- Board of Supervisors, and consider distributing the materials in-person so that you can highlight the most important issues, especially for the supervisor to which your department is assigned.
- City major or city council members who were involved in CSS planning process or have taken an interest in your department's MHSA efforts.
- Local reporters who have taken an interest in your department and its efforts since the passage of Prop. 63.
- Executive Directors of local non-governmental agencies that participated significantly in your CSS planning process or hold significant contracts with your department.
- State legislators in whose district you are located, particularly those who have taken an interest in the activities of your department. Again, consider distributing the materials in-person – even if it means you must meet with their staff member rather than the elected official personally.
- Other major local human service providers with whom you have or would like to develop a collaboration, including any key staff or leaders in the local education, law enforcement, court systems, and academic institutions.
- Opinion leaders in your community, even those who may not be big participators in your department's activities (e.g., clergy, Chamber of Commerce, League of Women Voters, large local businesses).

Include a cover letter from the Director:

- When distributing materials to key stakeholders, such as elected officials, include a cover letter from the mental health director that includes bullet points highlighting the county's major accomplishments described in the materials.
- Identify the page numbers on which your county is featured in the booklet.
- Include any major accomplishments and updates that have occurred since the materials were published (e.g., "Since this document's writing, 50 older adults in our County have become enrolled in the Full Service Partnership Program and 75 transition age youth have come to our new drop-in center").
- Include a description of how much MHSA funding the county has received, to date.
- Highlight the aspects of your county that are particularly unique, when compared to the other counties described in the materials (e.g., population size, demographics, under-served populations, geographic location).
- If the quotes included in the booklet are not attributed to a consumer from *your* county, consider including a quote from a local consumer who has benefited from one of the county's projects highlighted in the materials.



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- Include places to go for more information (e.g., county mental health department's web site, MHSA Coordinator's name and number), as well as how to request additional copies of the materials.
- Include the current status of the major projects, a sense of what's currently happening or will be happening with the projects.
- Include ways, if any, that stakeholder groups or elected officials' constituents can get involved in the county's MHSA implementation and planning.
- Include a copy of any news clippings that describe any MHSA-funded projects in your county.
- Include a copy of any other MHSA fact sheets the county mental health department has recently finalized.