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

March 2018

#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

www.StepUpTogether.org/Toolkit
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

www.StepUpTogether.org
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
Today’s Webinar

Fred Wong
Communications Director
National Association of Counties

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

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

Timothy Britt
Chief Deputy
Sheriff’s Office
Alamance County, N.C.
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
Online Media Strategies

- County website and email
- Calendar
- Blog
- Video
- Social Media  
  Facebook  
  Twitter  
  YouTube

#StepUp4MentalHealth
Hosting or Participating in Events

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

#StepUp4MentalHealth
Additional Resources

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#StepUp4MentalHealth
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 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.
There’s only one way to treat a person with a mental illness... like a person

By RAY LAY  May. 1, 2017
• 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?
NAMI's Mental Health Month website

Download: Ten Ways to Engage People Affected by Mental Illness in Your Community
Laura Usher
Senior Manager,
Criminal Justice and Advocacy
NAMI
CIT@nami.org
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
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.
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
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...
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-Coordinators (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
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
Questions
Polling Questions
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