Guidance on Stepping Up Events and Logo Use
Purpose of This Document

Stepping Up is a national initiative to reduce the number of people with mental illnesses in jails and is the result of a partnership between the National Association of Counties (NACo), The Council of State Governments (CSG) Justice Center and the American Psychiatric Association (APA) Foundation. Launched in May 2015, more than 450 counties have answered the call to action by passing a resolution or proclamation to join the initiative and commit to creating systems-level, data-driven plans to impact their county’s population of people with mental illnesses in jail.

A number of agencies, associations and organizations at the state and county levels have chosen to host events focused on supporting Stepping Up counties. This document provides guidance and support to leaders who wish to hold events that are endorsed by the Stepping Up initiative or are marketed and named as Stepping Up events, or to use the Stepping Up logo on publications and resources. After working with numerous groups around the country, the national Stepping Up partners developed the following resources to answer commonly asked questions, preserve the key aspects of what makes Stepping Up unique and ensure that each event benefits from its predecessors.

Included in this document:

• A chart outlining criteria and requirements for hosting an event
• Promotional resources
• Guidance on use of the Stepping Up logo, and
• Sample materials to support endorsed events.

All requests for endorsement or naming of an event should be sent to info@stepuptogether.org.

Thank you for your interest in the national
Stepping Up Endorsement and Events

Since Stepping Up’s launch in May 2015, more than a dozen events have featured the initiative in some way. To facilitate future event planning, we have identified two types of events:

1. **Stepping Up Endorsement of a Meeting**: Organizers would like to include Stepping Up as one of several featured topics and would like endorsement by the initiative.

2. **Hosting a Stepping Up Summit or Meeting**: Organizers would like to use Stepping Up’s approach as the core of the event.

In order to preserve the key aspects of what makes Stepping Up unique while being responsive to each jurisdiction’s specific goals, we have developed a process for each of these event types and require that all requests for endorsement or hosting of a Stepping Up event follow the process and meet the criteria detailed in the chart below.

Please email info@stepuptogether.org to request endorsement or naming of an event or if you have any questions.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Stepping Up Endorsement of a Meeting</th>
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<tbody>
<tr>
<td><strong>Purpose</strong></td>
<td>To educate policymakers and/or practitioners on best practices and policies at the intersection of criminal justice and behavioral health.</td>
<td>To provide county officials, practitioners or other stakeholders with data-driven strategies to reduce the number of people with mental illnesses in jails using a systemwide, comprehensive approach that involves interagency collaboration and leadership.</td>
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| **Content** | - At least one event goal should be to provide resources that help local policymakers and/or practitioners to reduce the number of people with mental illnesses in jails. 
- At least part of the event programming should emphasize systems solutions, interagency collaboration and outcomes-based and data-driven planning. 
- The event should promote research-based policies and approaches. | - The event goal should be to provide resources that help local policymakers and/or practitioners to reduce the number of people with mental illnesses in jails. 
- The event should emphasize systems solutions, interagency collaboration and outcomes-based and data-driven planning. 
- The event should promote research-based policies and approaches. 
- The event should include the Stepping Up Six Questions framework and strategies in a prominent way. 
- The event should involve local elected and/or appointed officials, local law enforcement or corrections leaders and behavioral health representatives such as psychiatrists or other treatment providers in a significant way in the audience and/or as presenters. 
- If the event is a called a “[State] Stepping Up” event or meeting, the agenda should include state leaders discussing their commitment to supporting counties in their efforts. 
- At least one national Stepping Up partner organization (NACo, CSG Justice Center or APA Foundation) should be invited to present or moderate a panel at the event. More information on each organizations’ competencies is available upon request. |
| **Speakers** | No criteria. | No criteria. |
**Required Recognition and Attendance**

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| **Stepping Up Recognition**          | • The three national Stepping Up partner organizations (NACo, CSG Justice Center and APA Foundation) should be recognized in event signage.  
• The three national Stepping Up partner organizations should be recognized verbally during the opening of the event. Sample language is included in this packet. |
| No criteria.                         | At least one person from each of the three national Stepping Up partner organizations should be provided with one complimentary registration for a total of three individuals per event, unless agreed-upon separately with meeting organizers. |
| **National Initiative Partners Attendance** |                                           |
| No criteria.                         | |

**Stepping Up Promotion**

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<td><strong>Logo Use</strong></td>
<td>Once approved, event organizers will receive a high-resolution Stepping Up logo to be included on promotional materials, agendas, handouts and webpages related to the event. Stipulations on logo use are available later in this document.</td>
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<td>Once approved, event organizers will receive a high-resolution Stepping Up logo to be included on promotional materials, agendas, handouts and webpages related to the event. Stipulations on logo use are available later in this document.</td>
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| **Materials**                        | • The national Stepping Up partners can provide posters recognizing the national partners and sponsors of the national initiative at no cost to meeting organizers upon request.  
• Event organizers are encouraged to share the following documents with meeting attendees in the form of handouts or online resources:  
  » Stepping Up Overview  
  » Reducing the Number of People with Mental Illnesses in Jails: Six Questions County Leaders Need to Ask  
  » Stepping Up Resolution Template |
| Event organizers are encouraged to share the following documents with meeting attendees in the form of handouts or online resources:  
  • Stepping Up Overview  
  • Reducing the Number of People with Mental Illnesses in Jails: Six Questions County Leaders Need to Ask  
  • Stepping Up Resolution Template |
| **Post-Event Promotion**             | Organizers hosting endorsed events are encouraged to share photos and other materials with the national Stepping Up partners via info@StepUpTogether.org to convey the impact of your event. |
| Organizers hosting Stepping Up events are encouraged to share photos, media engagement, survey results and other outcomes with the national partners via info@StepUpTogether.org. Photos, post-event surveys and event materials help us to accurately convey the impact of your event to peers nationwide. Examples of such materials are available later in this document. |
Any use of the Stepping Up logo must be approved by the national Stepping Up partners. Please submit the final photo, document, slide or poster on which you wish to display the Stepping Up logo for approval to info@stepuptogether.org.

Design guidelines for the Stepping Up logo:

- Always be reproduced in its original colors. No black or white logos are permitted.
- Always use the highest resolution possible. Stepping Up is happy to provide you with print or web-quality logos once use is approved.
- Never run on busy dark backgrounds or in other instances that conflict with its clarity.
- Never be placed closer to the edge of the page than the allotted white space around it.
- Never condense or expand.
- Never run a drop shadow behind the logo.
- Never run copy over the logo.

The following summary of the Stepping Up initiative should be included on each document that includes the logo:

“Stepping Up is a national initiative to reduce the number of people with mental illnesses in jails and is the result of a collaboration between the National Association of Counties, The Council of State Governments Justice Center and the American Psychiatric Association Foundation. For more information, visit www.stepuptogether.org.”
Stepping Up Event Sample Agendas and Supplemental Materials

Well-planned events provide opportunities for local and state leaders to learn from one another and engage in county action planning, as well as explore state and federal policy and funding strategies. The national Stepping Up partners are here to help your event be a success.

The following materials are available to help event organizers to plan and execute a successful Stepping Up event:

- Sample agendas from successful Stepping Up events
- Sample press release and media advisory about your event with language on the national Stepping Up initiative
- Sample social media posts about your event and the national Stepping Up initiative
- Sample pre- and post-event surveys for attendees
- Language to introduce the national Stepping Up initiative, and
- Posters and/or poster templates for your event and the national Stepping Up initiative (upon request).

These materials are not required for those hosting Stepping Up events.

### SAMPLE AGENDA 1: Full Day, No Teams

- **8:30AM** Registration
- **9:00AM** Welcome and Opening Remarks
- **9:30AM** Plenary: Reducing the Number of People with Mental Illnesses in Jails
- **10:30AM** Break
- **11:00AM** Panel Discussion: Reducing Jail Bookings
- **12:00PM** Lunch and Keynote: Person with Lived Experience
- **1:30PM** Panel Discussion: Shortening Length of Stay
- **2:30PM** Break
- **2:45PM** Panel Discussion: Increasing Connections to Treatment
- **3:45PM** Panel Discussion: Lowering Recidivism Rates
- **4:45PM** Closing Remarks
- **5:00PM** Adjourn

### SAMPLE AGENDA 2: Full Day with Team Planning

- **7:30AM** Registration
- **8:00AM** Welcome and Opening Remarks
- **8:15AM** Plenary: Reducing the Number of People with Mental Illnesses in Jails
- **9:00AM** Panel Discussion: Reducing Jail Bookings
- **9:45AM** Team Introductions and Team Planning
- **10:15AM** Break
- **10:30AM** Panel Discussion: Shortening Length of Stay
- **11:15AM** Team Planning
- **11:45AM** Lunch and Keynote: Person with Lived Experience
- **1:00PM** Panel Discussion: Increasing Connections to Treatment
- **1:45PM** Team Planning
- **2:15PM** Break
- **2:30PM** Panel Discussion: Lowering Recidivism Rates
- **3:15PM** Team Planning
- **3:45PM** Closing Remarks
- **4:00PM** Adjourn
Sample Agenda 3:
Two-Day with Breakout Sessions and Team Planning

Day One – [Date]
7:30AM Participant Registration
8:30AM Welcome and Opening Remarks
9:00AM Keynote: Setting the Stage
10:00AM Break
10:15AM Plenary: Reducing the Number of People with Mental Illnesses in Jails: Six Questions County Leaders Need to Ask
12:00PM Lunch/Keynote: Person with Lived Experience
1:30PM Breakout Sessions: Developing a Plan
   A. Is Our Leadership Committed?
   B. Do We Conduct Timely Screening and Assessments?
   C. Do We Have Baseline Data?
   D. Have We Conducted a Comprehensive Process Analysis and Inventory of Services?
   E. Have We Prioritized Policy, Practice, and Funding Improvements?
   F. Do We Track Progress?
2:30PM Break
3:00PM Breakout Sessions: Making the Most of Your Role to Reduce the Prevalence of People with Mental Illnesses in Jails
   A. County Elected Officials
   B. Jail Administrators in Large Urban Counties
   C. Jail Administrators in Mid-Size and Rural Counties
   D. Behavioral Health / Health Administrators in Large Urban Counties
   E. Behavioral Health / Health Administrators in Mid-Size and Rural Counties
   F. Court Personnel (Prosecutors, Defense Attorneys, Court Staff, Probation Staff)
   G. Project Coordinators
4:00PM Team Planning

Day Two – [Date]
8:30AM Plenary: Strategies for Financing Your Plan
9:15AM Plenary
10:00AM Breakout Sessions on Key Topics (e.g., rural counties, co-occurring substance use disorders and mental illnesses, law enforcement partnerships, leveraging state and federal funding sources, housing, Sequential Intercept Mapping, data and information sharing) or on the Recommended Stepping Up Four Key Measures (i.e., reducing jail bookings, shortening length of stay, increasing connections to treatment, lowering recidivism rates)
11:00AM Team Planning
12:00PM Lunch/Keynote/Next Steps/Closing Remarks
1:30PM Adjourn
Statewide Summit Gathers Teams from Nearly Every County in [State] to Address Mental Illness Crisis in Local Jails

[City, State (Date)] – A two-day summit bringing together almost every county in [State] kicked off Wednesday as part of Stepping Up, a national initiative to reduce the number of people with mental illnesses in jails.

[Event title] will host teams representing XX of the state’s XX counties to discuss the crisis of mental illness in jails, which plagues communities across the nation. Those teams will be composed of key decision-makers in each community, including elected leaders, jail administrators, law enforcement officials, judges and others with the ultimate goal of establishing a system-wide plan, or refining an existing plan, to lower the population of incarcerated people with mental illnesses.

[Quote from leader about event]

Stepping Up is a national initiative to reduce the number of people with mental illnesses in jails. Led by the National Association of Counties, the American Psychiatric Association Foundation and The Council of State Governments Justice Center, Stepping Up provides counties with a framework and tools for creating a collaborative, system-wide plan to reduce the number of people with mental illnesses in the county jail in ways that not only improve public safety but promote positive outcomes for individuals with mental illnesses, their families and their communities.

More than 450 counties across the country have passed a resolution or proclamation to join Stepping Up.

[Quote from leader about counties’ involvement in Stepping Up]

[Event title] is made possible through the generous funding of XX.


###

SAMPLE TWEETS

More than 450 counties have passed a resolution to join Stepping Up to reduce #mentalillness in #jails. [county/state] is proud to be part of this movement! Find out more at www.StepUpTogether.org. #StepUp4MentalHealth

[State/organization] is hosting a [Event title] on [date] to bring awareness to people with #mentalillness in #jails. Find out more about Stepping Up at www.StepUpTogether.org. #StepUp4MentalHealth

Today we are hosting the [Event title] in [location] to help counties create data-driven, systems-level plans to reduce #mentalillness in #jails as part of the Stepping Up initiative. #StepUp4MentalHealth
Statewide Summit Gathers Teams from Nearly Every County in [State] to Address Mental Illness Crisis in Local Jails

[City, State (Date)] – A two-day summit bringing together almost every county in [State] kicked off Wednesday as part of Stepping Up, a national initiative to reduce the number of people with mental illnesses in jails. [Event title] will host teams representing XX of the state’s XX counties to discuss the crisis of mental illness in jails, which plagues communities across the nation. Those teams will be composed of key decision-makers in each community, including elected leaders, jail administrators, law enforcement officials, judges and others with the ultimate goal of establishing a system-wide plan, or refining an existing plan, to lower the population of incarcerated people with mental illnesses. More than 450 counties across the country – including XX in [event state] – have passed a resolution or proclamation to join Stepping Up.

[Event title] details:

WHAT:  [Event title]
WHO:  [Organizations involved]
WHEN:  [Date and time]
WHERE:  [Location]
        [Address]


###
SAMPLE PRE- AND POST-EVENT SURVEYS

Pre-Event Survey

1. Your county:

2. What role do you most identify with?
   a. Board of Commissioners
   b. Law Enforcement or Corrections
   c. Judge
   d. Prosecutor or Defender
   e. Probation or Pretrial Services
   f. Mental Health
   g. Addiction services
   h. Other

3. What is your impression about the number of people with mental illnesses in your county’s local jail(s) over the past five years?
   a. It has grown.
   b. It is about the same.
   c. It has gotten smaller.

4. Has your county passed a resolution or proclamation to join the national Stepping Up initiative to reduce the number of people with mental illnesses in jail?
   a. Yes
   b. We are working on it
   c. No
   d. I don’t know
   e. This is my first time hearing about the initiative

5. Are you familiar with the Stepping Up Six Questions framework?
   a. Yes, I’ve read the report and watched all six associated webinars from 2017.
   b. Yes, I’ve read the report and watched some associated webinars from 2017.
   c. Yes, I’ve read the report.
   d. No, I am not familiar.

6. Limited funding for and availability of behavioral health services for the criminal justice population is a major concern for most counties. Please check the most acute need in your county.
   a. More community-based mental health treatment providers that accept publicly funded health insurance, such as Medicaid.
   b. More community-based providers skilled at treating people with co-occurring mental illness and substance use disorders.
   c. Expanded mental health treatment in the jails.
   d. Access to more community-based inpatient treatment beds.
   e. An easier process to transition people leaving jail to community-based providers for timely access to needed treatment and/or medication.
   f. An improved process to get people enrolled in health insurance, such as Medicaid.
   g. Other:

7. In addition to the availability of funding and services addressed in the question above, counties face many other operational challenges in addressing the behavioral health needs of people involved with the criminal justice system. Which of the following do you think would have the greatest impact on improving your county’s capacity to address this issue?
   a. Improved cooperation among the relevant agencies and partners.
   b. Clear leadership on this issue.
   c. Dedicated time to solving these issues (e.g. workgroup, subcommittee, etc.).
   d. Resources to collect and track data.
   e. Information about strategies and solutions that work.
   f. Other:

8. What is the biggest obstacle to making progress that you would like to see state leadership address?
   a. Develop guidance/clarity on information sharing.
   b. Change existing policies on allowable diversions (law enforcement, pretrial, prosecutor, courts).
   c. Increase the behavioral health workforce.
   d. Provide guidance and support for data collection/analysis.
   e. Provide guidance and support to assist counties in contracting for best practices in treatment.
   f. Provide guidance and support to assist counties in developing or siting community-based treatment facilities.
   g. Provide guidance and support on housing strategies for this population.
   h. Model interagency collaborative leadership on this issue.
   i. Other:

9. What do you consider to be your county’s biggest accomplishment in its efforts to reduce the number of people with mental illnesses in your jail(s)?

10. What do you consider to be your county’s biggest challenge in its efforts to reduce mental illness in your jail(s)?

11. What is your primary learning objective for the upcoming Stepping Up event?
Sample Post-Event Evaluation

1. On a scale of 0 (not at all likely) to 10 (extremely likely), how likely is it that you would recommend this event to a colleague in your field?

2. Overall, how would you rate this event? (excellent to poor)

3. How helpful was the content presented at this event? (extremely helpful to not so helpful)

4. What would have made this event more effective?

5. Which of the Stepping Up Six Questions would you want more guidance on or examples from the field?

6. What challenges do you foresee in addressing the Stepping Up Six Questions?

7. Which of the Stepping Up recommended four key measures would you want more guidance on or examples from the field?

8. What topics and/or speakers would you like to see at future Stepping Up events?

9. What was the most useful thing you learned?

10. Which of the following would be the most useful to you in safely reducing the number of people with mental illnesses in your jail?
   a. Additional profession-specific training
   b. A go-to place for questions about best practices and examples
   c. Peer learning sites to visit and ask questions within my state
   d. More state/regional assistance in rural communities
   e. Assistance with data collection and analysis
   f. Another statewide event like this one
   g. Other

11. What is the best type of training for you?
   a. Online webinar
   b. Online materials/tutorials
   c. In-person small group meetings
   d. In-person large group events
   e. Other

12. Additional comments

LANGUAGE FOR INTRODUCING THE NATIONAL STEPPING UP INITIATIVE

In May 2015, the National Association of Counties, The Council of State Governments Justice Center and the American Psychiatric Association Foundation partnered to create Stepping Up, a national initiative designed to rally local, state and national leaders to address the crisis of mental illnesses in jails. Since that time, more than 450 counties across 43 states have passed Stepping Up resolutions, committing themselves to reducing the number of people in their jails who have mental illnesses. For more information and the latest resources to support your efforts, visit StepUpTogether.org.