
AGENDA ITEM 9

Action

February 25, 2016 Commission Meeting

Communications Plan for 2016

Summary: The Mental Health Services Oversight and Accountability Commission (MHSOAC or Commission) will consider adopting the 2016 Communications Plan. The Communications Staff functions to disseminate information to all Californians regarding the Mental Health Services Act (Prop. 63) and the Commission. This communications plan provides a strategy for accomplishing these goals.

Background: The Commission is committed to assessing the ways in which Prop. 63 funding is transforming the mental health system in California while working collaboratively with others to identify unmet needs. Equally important is the Commission's work to enhance transparency, communicate broadly, and engage others in working together to meet the mental health delivery challenges facing California.

In developing this communications plan, staff retained the services of an outside communications consultant to perform a strengths, weaknesses, opportunities, and threats (SWOT) analysis to identify any issues facing the Commission's communications program. More than 25 stakeholders were interviewed. The developmental process used to determine the plan arises out of this audience research and Commission activity analysis.

Presenter: Jennifer Whitney, Communications Director

Enclosures: Proposed Communications Plan

Handout: A PowerPoint will be presented at the meeting.

Recommended Action: Approve the Communications Plan.

Proposed Motion: The Commission approves the Communications Plan.