

Branding DMH-Disseminating a Shared Vision

Missouri Department of Mental Health Leadership Academy

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1. Identify possible issues

- a. Mission statements – outdated & unknown
- b. Staff disconnect with the department – operational silos
- c. Online resources confusing & inaccessible to population served
- d. Resources for outreach underutilized

2. Propose solutions

- a. Slogan - bridging gap between divisions
- b. Utilizing social media – bring DMH into the 21st century
- c. Ensuring website accessibility for everyone
- d. Driving morale through unity and shared vision
- e. Streamlining accessibility and supports

Objectives



Total # of "benefit eligible" employees = 6,548
Includes employees serving DBH & DD plus 121 serving Admin & Director's offices

Total # of "benefit eligible" employees serving DBH = 3, 568

Total # of "benefit eligible employees serving DD = 2,859

Total # of clients served by DMH = 184,909

Total # of clients served by DBH = 148,463
Community Programs = 79,586
Inpatient Programs = 1,589
 Psychiatric Services = 1,318
 SORTS = 271
ADA (Treatment, Gambling, & SATOP) = 67,288

Total # of clients served by DD = 36,446
Medicaid Waiver Programs = 14,004
Case Management = 22,442
New Individuals Becoming Eligible for Services = 3,851

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1. Problem

- Mission statements
 - [Division of DD](#)
 - [Division of DBH](#)

2. Mission statement needs to be short & relevant to what the Division/Department is actually doing

3. Divisions' statements should be aligned more closely with the Department's vision

4. The Department's vision statement might better serve as the mission statement

- [DMH Mission & Vision](#)

Mission Statement and Vision of DMH

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- **Revitalize the mission statement**
 - **The current vision statement may better serve as the mission statement**
- **Create a unified DMH Slogan**
 - ***“Inspiring hope through safety and choice.”***

Recommendations regarding Branding

What are they doing?
t **your** brand?
better...



- Only 55 subscribers
- Total of 35 videos
- Last video uploaded 11 months ago
- Is not linked to DMH website

- Has 2,814 followers
- Has 2,839 likes
- 7 different pages linked to DMH website
- At least 2 other pages not linked in website (SLPRC & Northwest Community Services)

- 1060 followers
- Is not linked to DMH website

- 1,761 followers
- 145 likes
- 5 pages linked to DMH website

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- **Less than 3% of constituents and employees are following DMH on social media**
- **89% of Americans are online users***
 - **79% - Facebook**
 - **29% - LinkedIn**
 - **24% - Twitter**

Gap in communication

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- Ensure all facilities and/or agencies with social media pages are linked to DMH website
- “Social Media Liaison”
- Facility/Agency Staff
- “Social Media Team”
- Posts on social media should include:
 - Employees of the month
 - Success Stories
 - Events DMH is involved in

Recommendations to maximize benefits of
social media

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- **Poorly designed websites = poorly designed buildings**

Website accessibility

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- Too many PDFs
- [Links](#) upon [links](#) upon [links](#)
- A great wealth of useful information, not easy to find, have to search too hard for it

Accessibility issues with the DMH website

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- Offer documents in text-based format such as HTML or RTF
- Allow users to change colors & font settings in web browsers and operating systems
- Ensure any videos contain closed captioning for those who are deaf or hard of hearing

Suggestions to make website more accessible

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- Offer a variety of information based upon learning styles – audio, visual, and written options

- **Websites to Model after:**

- [Midland Empire Resources for Independent Living](#)
- [Missouri DD Council](#)

- **Resources for accessibility**

- [ADA toolkit for accessibility](#)
- [PEAT Works](#)

Recommendations to increase website
accessibility

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- **MOCOR**

- **Provide monthly updates from administrative stakeholders (MHC, Director's Office, Division Directors – DBH & DD)**

Additional recommendations



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