

Recovery Initiative Communications Group

Charge and Scope of Work

Communications Strategy Goals:

- Move Connecticut's behavioral health system in the direction of a *recovery-orientation*.
- To help people throughout the system:
 - Understand recovery goals, principles, and specific interventions.
 - Develop clear expectations regarding the meaning of a recovery-oriented system of care.
 - Understanding how they, as individuals can promote recovery.
 - Understand DMHAS plans regarding implementation of a recovery-oriented system of care.
 - Understand how they can access recovery tools and resources.
- To ensure that recovery messages are developed based on ideas and suggestions of consumers/people in recovery.
- To build momentum supporting the Recovery Initiative.
- To develop consensus regarding the strongest and most expeditious means of implementing the Recovery Initiative.
- To build on existing cornerstones and lessons learned.
- To have Connecticut become recognized as a national leader in promoting recovery.

Charge to the Workgroup: Working in concert with stakeholders, and using a phased-in approach over 2-3 years, develop and implement an ongoing communications program designed to familiarize various constituents with the DMHAS Recovery Initiative and help transform the public behavioral health sector into a recovery-oriented system of care.

Scope of Work:

- Collaborate with Recovery Steering Committee and Recovery Liaison Group in developing recovery messages.
- Determine message content, tone and language.
- Prepare and review draft messages.
- Target message content for various constituencies (e.g., consumers/people in recovery, providers, DMHAS staff, leadership and senior managers in other state agencies, legislators, community leaders, other members of the public).
- Identify and establish means of communication (e.g., TV, radio, Internet, newspapers, newsletters, advertising, "Commissioner's Messages," progress reports, presentations at community and scientific meetings, research reports).
- Recruit knowledgeable speakers for speaking engagements on recovery topics.

- Schedule and make other arrangements for communications events, (i.e., determine the *Who, What, Where, How and When* of these events).
- Ensure the recovery messages are included with key documents developed by DMHAS and DMHAS supported agencies (including vision statements, policies, administrative documents).
- Build relationships with natural community resources (including faith communities, professional, advocacy and other support groups, other governmental agencies, employers, and educational institution) that can assist in disseminating their own messages supporting recovery.
- Document progress toward implementation of recovery communications strategy, exploit opportunities, identify barriers and take corrective action as needed.