

Community Mental Health Partnership of Southeast Michigan/PIHP	<i>Policy and Procedure</i> <i>Substance Use Disorder (SUD)</i> <i>MEDIA CAMPAIGNS</i>
Department: Substance Use Disorders Author: M. Scalera	Local Policy Number (if used) N/A
Regional SUD Oversight Policy Board Approval Date: 01/26/2017	Implementation Date: 01/26/2017

I. PURPOSE

To ensure that all media campaigns are compatible with MDHHS values; are coordinated with MDHHS campaigns whenever feasible; and associated costs are proportionate to likely outcomes.

II. REVISION HISTORY

DATE	REV. NO.	MODIFICATION

III. APPLICATION

This policy applies to all contractual organizations receiving any SUD funding directly or sub-contractually, within the provider network of the Community Mental Health Partnership of Southeast Michigan (CMHPSM), who are implementing a media campaign as part of their prevention or treatment service activities.

IV. DEFINITIONS

Community Mental Health Partnership Of Southeast Michigan (CMHPSM): The Regional Entity that serves as the PIHP for Lenawee, Livingston, Monroe and Washtenaw for mental health, developmental disabilities, and substance use disorder services.

Media Campaign: A media campaign, very broadly, is a message or series of messages conveyed through mass media channels including print, broadcast, social and electronic media. Messages regarding the availability of services in the PIHP region are not considered to be media campaigns.

Regional Entity: The entity established under section 204b of the Michigan Mental Health Code to provide specialty services and supports.

Social Media: Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.

Websites and applications dedicated to [forums](#), [microblogging](#), [social networking](#), [social bookmarking](#), [social curation](#), and [wiki](#)s are among the different types of social media.

V. POLICY

Media campaigns must be compatible with MDHHS values, be coordinated with MDHHS campaigns whenever feasible and costs must be proportionate to likely outcomes. All campaigns must be reviewed by the CMHPSM prior to use of MDHHS-administered funding and submitted to the MDHHS for approval.

VI. STANDARDS

- A. All mass media campaigns including, but not limited to billboards, bus panel messages, public service announcements (print, radio or TV); social media messaging; pharmacy bag campaigns; are required to be submitted to the CMHPSM.
- B. "Media Campaign Request Form" must be completed and associated materials (PSA Script, Media Message, Pictures, etc.) submitted to CMHPSM no less than four weeks prior to scheduled release.
- C. No campaign may be initiated until receipt of approval by MDHHS is obtained.

VII. EXHIBITS

Media Campaign Request Form

VIII. REFERENCES

MDHHS supports and services contract; Part II (B) SUBSTANCE USE DISORDER (SUD) SERVICES; section 9.0 Media Campaigns



MEDIA CAMPAIGN REQUEST

MEDIA CAMPAIGNS

A media campaign, very broadly, is a message or series of messages conveyed through mass media channels including print, broadcast, and electronic media (i.e., billboards, PSAs, bus panels). Messages regarding the availability of services in the PIHP region are not considered to be media campaigns. Media campaigns must be compatible with Michigan Department of Health and Human Services' (MDHHS) values, be coordinated with MDHHS campaigns whenever feasible and costs must be proportionate to likely outcomes. **Prior written approval from MDHHS is required.**

Provider:	Date:
Contact Person, Email, Phone:	
Mass Media Campaign Name:	
Type of Mass Media Mechanism to be Reviewed and Associated Cost:	
Target Message:	
Target Audience:	
Target Community:	
Targeted Outcome:	
Please attach the actual media message, method, PSA script, etc., where applicable.	