

<b>WCHO</b>	<b><i>Policy and Procedure</i></b>		
<b>Department</b> Customer Services	<b># of Pages: 6</b>		
<b>Policy Name</b> COMMUNITY INVOLVEMENT	<b>Type of Policy:</b>  [ <input checked="" type="checkbox"/> ] <b>WCHO</b> [ <input type="checkbox"/> ] <b>Regional</b> [ <input type="checkbox"/> ] <b>Network</b>		
<b>Policy Number</b>  03.002	<b>Effective Date</b>	<b>Revision Date</b>	<b>Approval Date</b>  2/10/05
<b>Administrative/Board of Directors Sign Off</b>			
<b>Administrative Signature:</b>			<b>Date:</b>

## **I. PURPOSE**

To establish guidelines to:

- A. Facilitate community participation in the identification of issues needing improvement and the planning and development of programs operated by or funded by WCHO.
- B. Collaborate with other human services agencies in planning and implementing services.
- C. Operate a public information program in order to create awareness of WCHO services and activities.

## **II. APPLICATION**

WCHO Board and staff of all programs directly operated by WCHO.

## **III. DEFINITIONS**

Citizen - Any person within the geographical boundaries of WCHO services.

Media Contact - Contact with persons representing newspapers, magazines, radio, television and any other type of information providing agency.

Publicity - All materials used for public viewing or dissemination, including brochures, advertisements, stationery, signs, displays and any other form of printed materials.

Staff Member - An employee, contractual staff, student or volunteer.

**IV. POLICY**

The WCHO Board shall conduct a two public hearings each year and quarterly focus groups to obtain opinions from the community at large, recipients, families, providers, and other community agencies on how the system is functioning and areas that need improvement.

The Board shall, at its discretion or as required by statute, establish and support advisory councils as a means of maintaining responsiveness to the needs of the community.

The Board shall assure that the agenda of all WCHO Board and Committee meetings contain an agenda item for comments from the public.

WCHO shall collaborate with other human service agencies in planning and implementing services in order to increase the impact of available resources.

WCHO shall operate a public information program in order to create awareness of its services and activities.

**V. EXHIBITS**

None

**VI. REFERENCES**

- A. Michigan Department of Mental Health, Standards for Michigan Community Mental Health Services, Part I, Sec. 3, "Community Involvement", pg. 27-30.
- B. WCHO Policy Public Hearings
- C. WCHO Policy Media Contact
- D. WCHO Policy Publicity

**VII. PROCEDURES**

**A. PUBLIC HEARING**

**WHO**

**DOES WHAT**

Customer Services Manager

1. Selects the date, time and location for the public hearings.
2. Provides public notice of the hearing in accordance with procedures outlined in the WCHO policy on public hearings.
3. Issues special invitations to interested groups and individuals, such as agencies providing services under contract to WCHO and advocacy organizations, to participate in the public hearing.

4. Solicits comments and suggestions regarding the annual program plan and budget from WCHO advisory council(s) prior to the public hearings. Please refer to WCHO Policy on Public Hearings.

**B. ADVISORY COUNCILS**

<b><u>WHO</u></b>	<b><u>DOES WHAT</u></b>
Board	1. Establishes advisory councils to provide advice and assistance regarding program planning and service delivery.
Director/designee	2. Provides staff support, training, information and resources to enable the advisory council to carry out its designated responsibilities.
Advisory Council	3. Meets regularly in locations which are accessible to all members.  4. Maintains minutes of all meetings which contain at a minimum: a. the date of the meeting b. the names of members who attended c. the topics discussed d. the decisions reached and actions taken e. the signature of a designated member  5. Adopts bylaws which specify: a. the council's relationship to the Board and to other WCHO advisory councils. b. the responsibilities and objectives of the council. c. the criteria for membership. d. a mechanism that encourages representation of special interest groups and a variety of individual characteristics, such as sex, race and age. e. the number of members. f. the frequency of elections. g. the overlapping of terms to assure that there is no more than a one-third turnover of members within one year. h. the mechanism and criteria for removing members. I. the frequency of meetings. j. the officers and their duties. k. the process for amending the bylaws.  Provides comments and suggestions to the Board regarding significant issues.

C. COLLABORATION WITH OTHER HUMAN SERVICE AGENCIES

<u>WHO</u>	<u>DOES WHAT</u>
Director/Designee	Attends, or assures that senior WCHO management staff or a WCHO Board Member attend, meetings of the Human Services Collaborative Council and other groups which seek to integrate the delivery of human services in the WCHO service area.
Director's Office Support Staff	Maintains a file of the minutes of these meetings and all correspondence between WCHO and other agencies which addresses collaborative efforts in the planning and delivery of services.  Attend meetings of organizations which promote cooperative endeavors in services planning and implementation that relate to integrated health issues.  Provide consultation and education regarding mental health services and issues to human service agencies, citizen groups, and other organizations located in the community.
Community Services Coordinator, Program Administrators and other staff	Organize and conduct meetings in conjunction with other agencies, organizations, and citizen groups to cultivate public awareness of and interest in the mental health service needs of the community.  Provides technical assistance and loans audiovisual equipment to community groups involved in planning and implementing mental health services.
Community Services Coordinator	

D. PUBLIC INFORMATION PROGRAM

<u>WHO</u>	<u>DOES WHAT</u>
Customer Services Manager	Plans, in consultation with <b>WCHO Senior</b> Management Team, the informational <b>material</b> which describes WCHO purpose and services. <b>Informational material might include brochures, an Annual Report, the Achievement Book, tapes, videos, flyers or other products that are used to convey information about the WCHO.</b>  <b>Develops a draft or sample of proposed informational material,</b> prepares the layout, and submits it to the Director's Office for approval.

Arranges for the **production of the informational material**.

Insures that **material** is distributed to WCHO program sites, County offices, other service agencies, and public forums such as health fairs in order to circulate the information as widely as possible.

Reviews the **material** at least every three years to insure that the information it contains is accurate.

Works with Program Administrators who request assistance with the preparation of **informational material** which will publicize a particular program or service.

E. FOCUS GROUPS

Customer Services Manager,  
CSTS Administration

Conducts four (4) Focus Groups each year. Ideas for topics are solicited from consumers, families, WCHO Board and staff, and provider agency staff. Topics should be of significance to improving services to recipients.

Advertises upcoming Focus Groups using Flyers, newspaper ads, the WCHO Newsletter, and email contact with WCHO staff, CSTS staff, and provider agencies.

Conducts Focus Group and produces a summary of significant issues. Summary is sent to participants for review and comment. Summary is modified based on comments. Article is written and published in the WCHO Newsletter.

Summary is reviewed by CSTS Leadership Team, WCHO Senior Management Team and the WCHO Board. The summary may be reviewed by other groups if information exchange is considered to be helpful in addressing problem areas. The review and discussion at these groups is intended to share the information gathered, obtain additional information, and consider pro-active steps that might be taken to address problems identified.

For those issues where an action plan is developed and agreed upon, the responsibility for completion of the project will be assigned for follow-up.

F. PUBLIC INFORMATION PROGRAM - PUBLICITY AND MEDIA CONTACT

WHO

DOES WHAT

Director

Reviews and must approve, prior to dissemination, all media contacts

and publicity on behalf of WCHO.

Staff Member	Informs Program Administrator if s/he has been requested to provide publicity and/or media contact as a representative of WCHO.
Program Administrator	Notifies the Director of the request for publicity and/or media contact.
Director	Approves or disapproves the request.
Program Administrator	Informs the staff member of the Director's decision.
Staff Member	Includes a statement that identifies a program or service as one provided by WCHO in all publicity and media contacts.