

### ***Electronic Communications***

1. **HCCA Website** is currently being updated. Will have a scrolling set of pictures with topic areas
  - Public Health for Everyone Behavioral Health: Mental Health and Substance Abuse will have its own picture, link, materials.
  - Integrate depression in the general public and the connections to chronic health problems
  - HCCA and partners will promote the link in materials
  - Suggestions for good links needed and appreciated
  - **Create FAQ**
  - **Create Lists of what we do, what we do not do, 211 option**
2. **HCCA E-Newsletter: Public Health is for Everyone** plan to publish 4 times a year.
  - **Articles need to come from others:** Community Members, Providers, HCCA other staff
    - Need to identify consistent contributors
  - Set to specific people at PCMH sites
3. **Add our Link to appropriate organizational websites**
4. **Build on Project Integrate as logo for this effort**

### ***Presentations for Existing Venues***

1. **HCCA in partnership with Muskie School (and who else?) will create PowerPoint presentations** and scripts that include depression/Chronic Disease among general population for:
    - In-service trainings
    - Workshops/presentations at conferences and annual meetings
    - Presentations to ongoing professional and issue specific networks
    - Class presentations for appropriate classes in post-secondary education such as UMA and KVCC
    - Social club, NAMI Friends and Family, and other existing gatherings
  2. **Use a Wellness Model focus**
  3. **Good training for Health Coach**
- Criteria**
- Present consistent messages
  - Connect the dots – why public health messages and behavior change in one setting supports integrating healthier behaviors with all the other issues
  - Promote Project Integrate

### ***Identifying & Encouraging Champions***

1. **Create list of Collaborators**
  - Providers of MH Case Management and direct services (KBH, MOCO, Crisis & Counseling, and others)
  - Advocates groups (SKCDC, Family Violence Project, etc.)
  - Groups with community and professional memberships (SKDAP, etc.)  
*See list of groups in Appendix*
2. **Identify 1-2 Champions per group who would:**
  - Keep the public health/behavioral health integration alive
  - Be the contact for the newsletter, and disseminate to lots more people
  - Apply a public health lens to issues and concerns
  - Be the contact for materials and other resources
  - Schedule training, presentations, recommend PH topic for meetings
  - Identify and communicate opportunities for expansion of the process.

### ***Activities to Continue & Expand***

1. **Identify people**
  - Participants in this process
  - University Interns
  - Other Volunteers
  - Champions from other organizations
  - Professionals who will propose these trainings in their environments (professor at UMA, advocate at Children's Center, United Way grant recipient)
  - HCCA Board of Directors
2. **Identify additional funds**
  - Seek grants that would support integration of mental health, public health, patient centered medical home, and community resources
3. **Disseminate model beyond southern Kennebec County**
  - Promote this work at the Central Public Health District Coordinating Council
  - Write up report for publication somewhere in Maine or beyond after the first year's pilot work
4. **Use Project Integrate as the overarching logo**