

Oregon Health Authority

Addictions and Mental Health Division

Mental Health Promotion and Prevention Project

April 1, 2014 – June 30, 2015

Agency: InterCommunity Health Network - CCO
Address: 815 NW 9th Street, Suite 101
Corvallis, OR 97330
Contact: Kim Whitley, MPA, Vice President, Chief Operating Officer
Phone: (541) 768-5015
E-mail: kwhitley@samhealth.org

Project Deliverables:

- Convene a regional steering committee of representatives from Linn, Benton and Lincoln Counties to oversee project work plan
 - ▶ Complete a needs assessment
 - ▶ Identify regional risk and protective factors
 - ▶ Develop a regional plan to build infrastructure
 - ▶ Increase capacity to address the region's mental health promotion and mental illness prevention needs
 - ▶ Provide opportunities for youth to be engaged
- Provide a public awareness/social marketing campaign to reduce stigma associated with behavioral care
 - ▶ Identify target populations and appropriate advertising methods
 - ▶ Develop media messaging and timelines
 - ▶ Coordinate campaign messages and dissemination strategies with other existing media campaigns
- Provide community training to increase awareness, decrease stigma and increase capacity to address mental health promotion
 - ▶ Identify target population(s)
 - ▶ Identify appropriate training curriculum and/or program (i.e., Mental Health First Aid)
 - ▶ Develop training schedule
 - ▶ Implement training