

# Gallia-Jackson-Meigs ADAMH

## 2020-2023 Strategic Plan Highlighted Outcomes



### Marketing and Communication

- Visibility
- Accessibility
- Increased use of services



#### Goal:

*The Gallia-Jackson-Meigs ADAMH Board will develop a marketing and communication strategy promoting behavioral health and wellness*

#### Highlighted Outcomes:

- 2 versions of a resource guide were made available with over 5000 physical copies distributed. Most recent version is updated and expanded with physical and virtual editions available
- Strong social media presence developed and maintained on Facebook and expanded to LinkedIn and Google Business Profile
- New webpage was created and launched
- Significant increase in print media articles and on-air interviews
- ADAMH Board members and staff participated in an average of 15 community events per year



### Insurance of Quality Services

- Assess
- Analyze
- Assist



#### Goal:

*The Gallia-Jackson-Meigs ADAMH Board will ensure a high quality and culturally appropriate continuum of care that offers readily accessible services based on identified needs*

#### Highlighted Outcomes:

- Worked closely with community partners to obtain, analyze, and utilize Community Health Needs Assessment data, law enforcement data, suicide and overdose data, and school data in allocating funding and developing programs in behavioral health
- Strong relationships have been maintained and strengthened with long-standing community behavioral health providers and special funding streams have allowed expansion of services to include contracts with new providers who expand the array of services available in the counties served
- Client satisfaction surveys obtained by the 2 primary contract providers consistently indicate a high level of satisfaction with services received
- Agency clinicians and prevention staff along with community coalition members were offered opportunities to attend trainings and conferences such as Cognitive Processing Therapy, MRSS, MST, Opiate Conference, Addiction Studies Institute, Suicide Prevention Conference, SPF-PFS Training, Suicide Prevention Coaching, QPR, CADCA, and more
- Rates were consistently monitored and adjusted as deemed necessary and billing system provided automatic updates to reflect any Medicaid rate changes



### Sound Financial Leadership

- Funds management
- Provider monitoring
- New funding



#### Goal:

*Promote sound fiscal practices and leadership by maximizing resources and capitalizing on emerging opportunities to promote positive outcomes for our communities*

#### Highlighted Outcomes:

- All audits conducted during the plan implementation period resulted in zero findings
- All contract service providers submit copies of their audits annually to allow for on-going review and oversight
- Approximately \$6,831,830 in additional funding was leveraged via grants and application for/management of special funding/projects



### Data Driven

- Meaningful reports
- Shared data
- Prioritized funding



#### Goal:

*Collect, interpret, and utilize data outcomes to ensure a quality system of care*

#### Highlighted Outcomes:

- Evaluation of staff capacity resulted in creating and successfully staff the position of Community Programming Coordinator
- Effort was made to establish data collection and sharing through Collective Impact initiative, data has been derived from Google analytics and Mailerlite efforts via the coalitions and in relation to multiple campaigns such as "Your Presence is a Present"
- Derived data has driven funding allocations to efforts such as MRSS pilot in Jackson County, attention to suicide prevention needs, and vaping prevention

