

<b>Community Mental Health Partnership of Southeast Michigan/PIHP</b>	<b>Policy and Procedure Substance Use Services Media Campaigns</b>
<b>Committee/Department: Substance Use Services</b>	<b>Regional Operations Committee Review Date 09/11/2024</b>
<b>Implementation Date 09/26/2024</b>	<b>Oversight Policy Board Approval Date 09/26/2024</b>

**I. PURPOSE**

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

**II. REVISION HISTORY**

<b>DATE</b>	<b>MODIFICATION</b>
3/2021	Language updates
04/27/2023	Language Updates Campaign Request Form References
02/22/2024	Language Updates
09/26/2024	Language Updates MDHHS Policy and Form Update

**III. APPLICATION**

This policy applies to:

<input type="checkbox"/> CMHPSM PIHP Staff, Board Members, Interns & Volunteers
<input type="checkbox"/> Regional Partner CMHSP Staff, Board Members, Interns & Volunteers
Service Providers of the CMHPSM and/or Regional CMHSP Partners:
<input type="checkbox"/> Mental Health / Intellectual or Developmental Disability Service Providers
<input checked="" type="checkbox"/> SUD Treatment Providers <input checked="" type="checkbox"/> SUD Prevention Providers
<input checked="" type="checkbox"/> Other as listed: All Substance Use Service Providers

**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 promotes or highlights a community wellness issue through a variety of media including broadcast, digital and social channels. Messages regarding availability of services in the PIHP region are not considered to be media campaigns. This does not include promotion of agency events and agency-specific services.

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. Examples include websites and applications dedicated to social networking and audio/video sharing platforms.

## V. POLICY

Media campaigns must be compatible with CMHPSM and 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, video recording or TV); and social media messaging; are required to be submitted to the CMHPSM.
- B. MDHHS Media Request Form must be completed and associated materials (PSA Script, Media Message, Pictures, etc.) submitted to CMHPSM no less than 40 days prior to scheduled release (MDHHS process may take 30 days).
- C. No campaign may be initiated until receipt of approval by MDHHS is obtained. MDHHS guidelines should be followed per the MDHHS Campaign Guidelines. For example:
  1. If showing people, diversity must be visually represented
  2. Stigmatizing, biased and judgmental language should not be used
  3. Use simple language to increase accessibility and inclusivity
- D. Final versions must be submitted to CMHPSM.
- E. CMHPSM requires approval by any agency with a logo on campaign materials.

## VII. REFERENCES

Michigan Department of Health and Human Services, Substance Use, Gambling and Epidemiology Section (MDHHS, SUGE). Special Provisions  
Michigan Department of Health and Human Services, Substance Use, Gambling and Epidemiology Section (MDHHS, SUGE). (2024). *External Campaign Request Form*.

Michigan Department of Health and Human Services (MDHHS), Substance Use, Gambling and Epidemiology Section (SUGE) & Office of External Affairs and Communications. (2024). *MDHHS Campaign Guidelines*.