



Mission: To promote hope, recovery, resilience, quality of life and wellness in Washtenaw County by providing high quality, integrated services to eligible individuals.

**WASHTENAW COUNTY COMMUNITY MENTAL HEALTH (WCCMH)
MILLAGE ADVISORY COMMITTEE (MAC) MEETING
AGENDA**

This meeting will be held by video conference due to the recent State of Michigan legislature allowing public boards and commissions to meet virtually.

<https://zoom.us/j/97676517841>

January 11, 2021

4:00-5:00pm

- I. Roll Call (5 minutes)
- II. Introductions (5 minutes)
- III. Audience Participation (see guidelines below) (5 minutes)
- IV. Millage Advisory Committee minutes **ACTION** (5 minutes)
 - Millage Advisory Committee meeting minutes and actions 12/14/20 (Attachment #1)
- V. Discussion Items (10 minutes)
 - Millage Process, Investments, and Progress Update (Attachment #2) **L. Gentz/T. Cortes**
 - CARES Program Update/Dashboard (Attachment #3) **M. Tasker/M. Harding**
- VI. Financial Budget Update (5 minutes)
 - Financial Budget Update (Attachment 4) **N. Phelps**
- VII. Old Business (10 minutes)
 - Washtenaw County Sheriff's Office (WCSO) Millage Update **D. Jackson**
 - Communications Plan (Attachment #5) **ACTION L. Gentz/T. Cortes**
- VIII. New Business (10 minutes)
 - Juvenile Justice Diversion Update (Attachment #6) **L. Gentz/T. Cortes**
- IX. Items for Future Discussions (5 minutes)
 - Youth Assessment Center
 - Millage Investment Plan
- X. Adjournment

The link to attend this meeting remotely is <https://zoom.us/j/97676517841>

Or join by phone:

Dial(for higher quality, dial a number based on your current location):

US: +1 929 205 6099 or +1 267 831 0333 or +1 312 626 6799 or +1 646 518 9805

Webinar ID: 976 7651 7841

International numbers available: <https://zoom.us/u/anbNsGphl>

Audience Participation Guidelines:

- Three (3) minutes are allowed per speaker
- Speakers are asked to bring a copy of their concerns/comments in writing
- Resolutions on issues will be brought to the appropriate committee as necessary

**WASHTENAW COUNTY COMMUNITY MENTAL HEALTH AGENCY (WCCMH)
WCCMH MILLAGE ADVISORY COMMITTEE MEETING MINUTES *DRAFT***

This meeting was held by video conference due to the recent State of Michigan legislature allowing public boards and commissions to meet virtually.

<https://zoom.us/j/97540577647>

December 14, 2020

3:30-4:30pm

N. Graebner started the meeting at 3:32pm.

ROLL CALL:

F. Brabec attending remotely from Pittsfield Township, Washtenaw County, MI joined meeting at 3:57pm.

A. Carlisle attending remotely from Ann Arbor, Washtenaw County, MI

A. Dusbiber attending remotely from Ann Arbor, Washtenaw County, MI

N. Graebner attending remotely from Ann Arbor, Washtenaw County, MI

H. Heaviland attending remotely from Ann Arbor, Washtenaw County, MI

D. Jackson attending remotely from Ypsilanti Township, Washtenaw County, MI

B. King attending remotely from Ann Arbor, Washtenaw County, MI

J. Martin attending remotely from Scio Township, Washtenaw County, MI

R. Rion attending remotely from Ann Arbor, Washtenaw County, MI joined at 3:34 due to technical difficulties

K. Walker attending remotely from Pittsfield Township, Washtenaw County, MI

MEMBERS ABSENT:

K. Scott, G. Waddles

STAFF PRESENT:

N. Phelps, L. Gentz, R. Dornbos, S. Lefferts, M. Harding, M. Tasker, T. Cortes, L. Hagle, S. Amos O'Neal, K. Diebboll

OTHERS PRESENT:

L. Lutomski, J. Gardner, R. Jefferson, M. Creekmore, E. Spanier, G. Powers

- I. Introductions
 - None
- II. Audience Participation
 - None
- III. Committee Response to Audience Participation
 - None
- IV. Millage Advisory Committee Minutes and Actions from 11/9/20
 - Millage Advisory Committee Minutes and Actions of 11/9/20 were reviewed.

MOTION BY K. WALKER, SUPPORTED BY A. CARLISLE TO APPROVE THE MINUTES AND ACTIONS FROM THE NOVEMBER 9, 2020 MILLAGE ADVISORY COMMITTEE MEETING AS PRESENTED.

ROLL CALL VOTE:

BRABEC	N/A	CARLISLE	Y
DUSBIBER	NOT PRESENT AT	GRAEBNER	Y

	TIME OF THIS VOTE DUE TO TECHNICAL DIFFICULTIES		
HEAVILAND	Y	JACKSON	Y
KING	Y	MARTIN	Y
RION	Y	SCOTT	N/A
WADDLES	N/A	WALKER	Y

MOTION CARRIED

V. Discussion Items

- Millage Process, Investments and Process Update
 - o L. Gentz presented the Millage Process, Investments and Progress Update to the committee.
 - o Housing RFP
 - Most of the individuals were not able to get their programs and services running until Summer. There is a request to extend the Annual Report to July with a 6-month review in January.
 - o Youth Center/Detention Center
 - The Mental Health Professional has started, and the program is starting to see the benefits of this position. Continuing to collaborate with the Washtenaw Intermediate School District (WISD) and the courts to inform them of the position and working together.
 - o Youth Assessment Center
 - A report will be brought forward to this committee on diversion along with a proposal soon. Staff continue to meet with the partners on this.
 - o Mental Health First Aid
 - The trainers have convened, and staff are helping trainers with support and possible training to begin in March.
 - o Anti-stigma Campaign
 - This is in conjunction with Public Health. Staff have been hired and looking to begin activities soon.
 - o Mini grants
 - Mini-grants have been offered to the high schools and have been extended to the middle schools. WISD is reviewing applications currently Primary focus on anti-stigma campaigns and creating connectiveness while promoting the CARES team.
- CARES Program Update
 - o M. Tasker presented the CARES Program update and dashboard to the committee with numbers through November 2020.
 - o Currently service 287 active consumers.
 - o 57 new referrals for November 2020.
 - o 16 discharges and admitted 34.
 - o Emergency contact notes for the month were 201.
 - o Typical length of stay continues to be a little over 3 months.
 - o 25-29 age bracket continues to be the highest age group served.
 - o 48198 and 48197 zip codes make up a majority of the open CARES cases.
 - o Funding source for consumers is mostly HMP or not listed with commercial insurance being Blue Cross Blue Shield of Michigan (BCBS-M) with 2.3%.

- o Updated 750 data since middle of June about 20 admissions with stays from 2-4 days.
- o COVID current capacity at 750 is 3 with a full capacity of 5 clients at a time.

VI. Financial Budget Update

- N. Phelps presented the Financial Budget update to the committee.
- The Millage and CCBHC Grants budget to actuals are presented through the month of October 2020, this represents 10 months of the millage fiscal year of 2020.
- The millage budget is trending well, and we are not anticipating any issues meeting the commitments thus far.
- Grant #1 for CCBHC will be ending in December. We are anticipating an extension with the remaining dollars to spend in 6 months next year.
- Grant #2 for CCBHC is trending well.
- The millage budget projections show about \$2.0 Million surplus for this year which would fall into the Millage Fund Balance. CMH needs to be aware that when the CCBHC grants cease, CMH will need to pick up the CCBHC expense in the millage budget.

VII. Old Business

- Washtenaw County Sheriff's Office (WCSO) Millage Update
 - o D. Jackson presented the WCSO Update to the committee.
 - o Last week WCSO will be funded by Vital Strategies to help tackle the opioid crisis and how the WCSO can do to combat the Opioid crisis.
 - o WCSO has been working with LEAD and will be funding a LEAD coordinator position, a Prosecutor-elect position, and a Behavioral Health Specialist.

Felicia Brabec joined the meeting at 3:57pm.

- Communication Plan Discussion
 - o E. Spanier and G. Powers from CHRT discussed the communication plan presentation.
 - o E. Spanier will send the presentation from today's meeting to R. Dornbos for distribution to committee.
 - o D. Jackson stressed the importance to continue to invest in this work. In the police services portion of the millage this offsets a substantial amount of police service contracts and public safety infrastructure across the County.
 - o K. Walker stated his gratitude of having a member from the WCSO on the Millage Advisory Committee and suggested a joint communication from WCSO and WCCMH on what their successes are because of the millage.
 - o N. Graebner suggested a flyer to be added to take out food establishments and grocery stores to communicate the millage successes.
 - o The committee will review the presentation and will provide feedback at a future meeting.

VIII. New Business

- Rethink Health/5 Healthy Towns Update
 - o L. Gentz presented the Rethink Health/5 Healthy Towns update to the committee.
 - o The 5-Healthy Towns project began 1 year ago.
 - o A grant was received to participate in this project.
 - o Planning on what the project will be and what the gaps are in the region.
 - o 5-Healthy Towns is composed of Chelsea, Manchester, Dexter, Stockbridge, and Grass Lake.
 - o Conducted a lengthy process of what gaps are in the region. Everyone decided on mental health.

- o Determined to focus on ensuring education and support in the community, ensure residents can access their opportunities.
- o Look at how to leverage this learning into additional millage
- o Finalized proposed project will be brought forward to the committee.
- o L. Gentz will bring artwork back to the committee at a future meeting.

IX. Items for Future Discussion

- Youth Assessment Center
- Millage Investment Plan

MOTION BY D. JACKSON, SUPPORTED BY B. KING TO ADJOURN THE MILLAGE ADVISORY COMMITTEE MEETING.

- X. Meeting adjourned at 4:31 pm.

DRAFT

Millage Process, Investments and Process Update- January 2021

Housing RFP- All projects are underway. 6-month report should be coming in February 2021.

WISD Mini Grants/31 N- Applications have been received from interested schools. Looking to fund targeted sign campaign in Lincoln schools, Mental Health assessments and support at Pioneer, etc. Not as many applications as last year but that was to be expected with COVID.

MHFA Education initiatives- Meeting with the group of trainers to establish needs and determine training dates for a proposed rollout of March 2021.

Anti-Stigma Campaign- Efforts stalled due to COVID and Public Health staffing. Staff have been hired and we are currently meeting to discuss next steps and future iterations of the campaign.

Justice initiatives:

Youth Assessment Center- Reviewing Ozone draft proposal with stake holders to receive feedback and adjustments will be made incorporating the feedback before final draft comes for funding request.

Youth Center MHP- Position is filled and up and running.

LEAD- Continuing to meet with National Support Bureau and completing outcomes for the project.

Community Response to MH crisis- Initial discussions have occurred and ultimate outcomes are being developed by WCSO/CMH team

Jail MAT- Implementation date January 18, 2021.

Rethink Health/5 Healthy Towns- Project continues. Stewardship council meets in February to discuss potential project of community wide information dissemination campaign and service connection.

NAMI- Continuing special community education initiative with millage funding focusing on Ypsilanti and Whitmore Lake. Continuing to connect to faith-based communities and tentative plan to assist with Rethink Health/5 Healthy Towns work to coordinate faith based leaders in the 5 towns region to provide information, resources, tools and signature programs.

SUD Systems Change-

Co-occurring RFP for Juvenile Court- Completed waiting for results

Millage Communication Strategy- CHRT outlined proposal. Funding request and final decision on communication strategy level going for MAC approval.

CARES/Crisis/750- See CARES Program Update/Dashboard Report (Attachment #3)

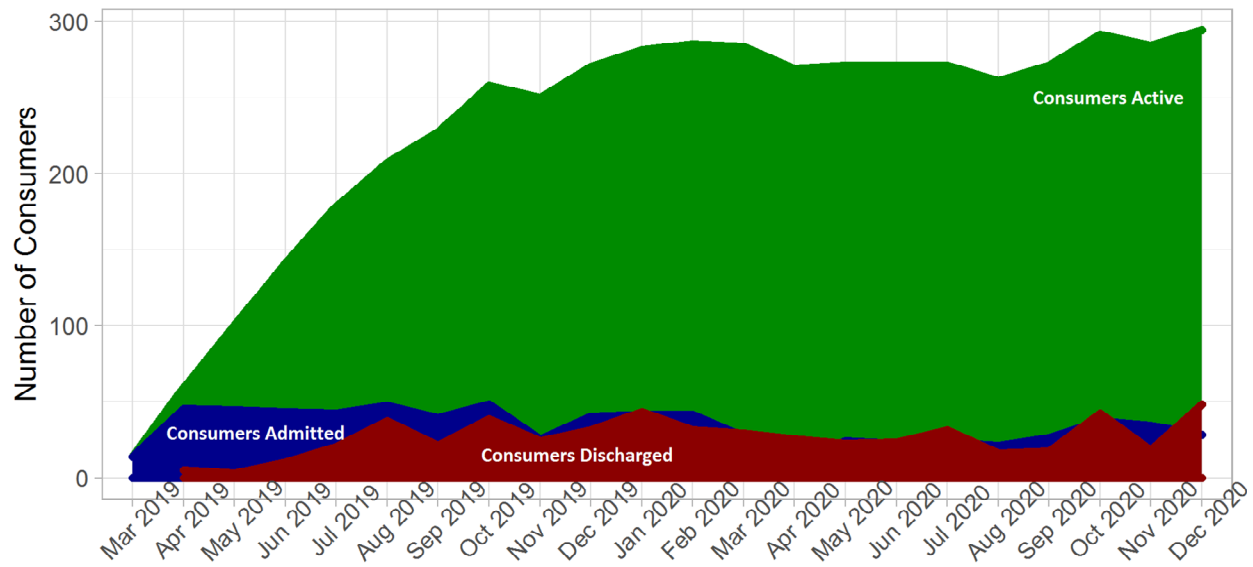
Washtenaw County Community Mental Health – CARES Report November 2020

Last Updated: 11/30/2020

CARES THROUGHPUT

Cares Throughput is about consumers entering, leaving, and remaining active in the program. The Covid-19 shutdown for 90 days (March to June) dampened admitted consumers and this in turn has reduced the number of consumers active each month. It appears that day-to-day operations (from a client's perspective and WCCMH's perspective) may have stabilized at the end of calendar year 2020.

Mar 2019 - Dec 2020: CARES Throughput



Month	# Active Cases	CARES Adm Cases	CARES Disc Cases
Mar-19	14	14	
Apr-19	59	45	5
May-19	100	44	3
Jun-19	141	43	10
Jul-19	178	42	20
Aug-19	207	47	37
Sep-19	227	39	21
Oct-19	258	48	38
Nov-19	250	25	24
Dec-19	270	40	31
Jan-20	281	41	43
Feb-20	285	41	31
Mar-20	283	27	29

Apr-20	269	11	25
May-20	271	24	22
Jun-20	271	22	23
Jul-20	271	23	31
Aug-20	261	21	16
Sep-20	271	26	17
Oct-20	291	37	42
Nov-20	284	34	18
Dec-20	294	28	48

Referrals to CARES by Month

Also known as automatic enrollment in CARES

Note that when there are less automatic enrollment/referrals this generally leads to a decrease in the number of current (or active) CARES Admissions.

Referral Month	# New CARES Referrals
Mar-19	37
Apr-19	77
May-19	80
Jun-19	62
Jul-19	58
Aug-19	70
Sep-19	67
Oct-19	71
Nov-19	67
Dec-19	62
Jan-20	77
Feb-20	59
Mar-20	40
Apr-20	21
May-20	39
Jun-20	44
Jul-20	40
Aug-20	33
Sep-20	45
Oct-20	72
Nov-20	61
Dec-20	46

Emergency Contact Notes by Month

Note that there were less Emergency Contact Notes across the board for WCCMH clients and the WCCMH-CARES clients during the government shutdown. As the shutdown is over, it seems like Emergency Contact Notes are on the rise again and becoming more stable.

ER_Note_Month	Yr	Mon	Num_ER_Notes	num_CRCT_cases	num_Cares_cases
Mar-18	2018	3	1	1	0
Apr-18	2018	4	100	76	2
May-18	2018	5	97	82	1
Jun-18	2018	6	124	100	1
Jul-18	2018	7	123	90	5
Aug-18	2018	8	118	96	3
Sep-18	2018	9	147	101	3
Oct-18	2018	10	183	102	3
Nov-18	2018	11	182	83	3
Dec-18	2018	12	205	102	1
Jan-19	2019	1	173	86	5
Feb-19	2019	2	200	106	8
Mar-19	2019	3	253	125	14
Apr 2019	2019	4	229	133	9
May 2019	2019	5	237	130	9
Jun 2019	2019	6	245	130	22
Jul 2019	2019	7	229	126	22
Aug 2019	2019	8	210	128	21
Sep 2019	2019	9	245	131	5
Oct 2019	2019	10	305	157	15
Nov 2019	2019	11	242	131	9
Dec 2019	2019	12	268	138	15
Jan 2020	2020	1	230	130	15
Feb 2020	2020	2	223	134	5
Mar 2020	2020	3	121	82	5
Apr 2020	2020	4	57	51	6
May 2020	2020	5	66	55	3
Jun 2020	2020	6	168	94	6
Jul 2020	2020	7	312	110	10
Aug 2020	2020	8	206	98	7
Sep 2020	2020	9	248	95	3
Oct 2020	2020	10	227	88	5
Nov 2020	2020	11	209	87	2

Dec 2020	2020	12	103	54	2
----------	------	----	-----	----	---

Gender

The data here should be considered as a work in progress since this data was not collected initially due to a number of factors. Most significantly, this data covers all clients subjected to the 'automatic referral' system which means that we are lacking information for many of these cases.

Gender	# Cases Referred	# Active at least 1 Day 3/1/19 – present Cases
Female	548	390
Male	485	343
Other (Specify)	1	0
Transgender	1	0
Total	1035	733

Race

This data is collected from everyone during the initial screening and referral process.

<u>Race</u>	<u># CARES Cases</u>	<u>Percent</u>
White	419	57.2%
Black or African American	208	28.4%
Other race	46	6.3%
	33	4.5%
Asian	16	2.2%
Refused to Provide	8	1.1%
Native Hawaiian or other Pacific	2	0.3%
American Indian (non-Alaskan)	1	0.1%
Total	733	100.0%

Typical Length of Stay for Cases that Already Closed

We expect the mean and median to continue to grow as time continues and to fully stabilize after CARES has been fully functioning for two years. We are around the one year mark at this time, but it is good to keep in mind that we should consider July 2020 the one year mark since enrolling all of the clients that we previously could not serve was a 3 month process; see throughput chart or graph for a better understanding.

	Days
Median	82
Mean	126.0
Min	1
Max	613

City/Zip Code for Open Cases

The cases here are open by automatic referral and not necessarily fully admitted which is why these numbers are greater than the throughput numbers which requires an initial Assessment and Plan.

<u>City</u>	<u># Open CARES cases</u>	<u>%</u>
YPSILANTI	364	49.7%
Ann Arbor	256	34.9%
Saline	22	3.0%
MILAN	14	1.9%
Whitmore Lake	12	1.6%
Chelsea	11	1.5%
Dexter	8	1.1%
	7	1.0%
Manchester	5	0.7%
Willis	5	0.7%
Pinckney	3	0.4%
Gregory	3	0.4%
Detroit	3	0.4%
Belleville	3	0.4%

**ATTACHMENT #3
JANUARY 2021**

Grass Lake	2	0.3%
Northville	2	0.3%
Michigan Center	1	0.1%
Inkster	1	0.1%
Britton	1	0.1%
Canton	1	0.1%
Beaverton	1	0.1%
Clarkston	1	0.1%
Clinton	1	0.1%
Redford	1	0.1%
Romulus	1	0.1%
Seattle	1	0.1%
Van Buren Twp	1	0.1%
Wayne	1	0.1%
White Lake	1	0.1%
Total	733	100%

<u>Zip Code</u>	<u># Open CARES cases</u>	<u>%</u>
48197	183	25.0%
48198	179	24.4%
48103	86	11.7%
48104	61	8.3%
48108	61	8.3%
48105	38	5.2%
48176	21	2.9%
48160	14	1.9%
	13	1.8%
48189	12	1.6%
48118	11	1.5%
48130	8	1.1%
48107	6	0.8%
48158	5	0.7%
48191	5	0.7%
48111	4	0.5%

48137	3	0.4%
48169	3	0.4%
49240	2	0.3%
48167	2	0.3%
48141	1	0.1%
48109	1	0.1%
48106	1	0.1%
49254	1	0.1%
98118	1	0.1%
48174	1	0.1%
48184	1	0.1%
48188	1	0.1%
48224	1	0.1%
48238	1	0.1%
48240	1	0.1%
48348	1	0.1%
48386	1	0.1%
48612	1	0.1%
49229	1	0.1%
49236	1	0.1%
Total	733	100%

Age Groups for Consumers Active at least 1 Day in CARES

Age Category	# CARES Adm Cases
-no age listed-	1
0-16	26
17-19	33
20-24	89
25-29	107
30-34	95
35-39	83

40-44	58
45-49	57
50-54	61
55-59	56
60-64	29
65-69	21
70+	17
Total	733

Funding Sources for Consumers

Funding Sources	Medicare	# CARES cases	Percentage
-not listed-	N	290	39.6%
-not listed-	Y	22	3.0%
HMP	N	244	33.3%
Medicaid	N	140	19.1%
Medicaid	Y	23	3.1%
S/D	N	8	1.1%
S/D	Y	6	0.8%
	Total	733	100%

Commercial Insurance

This provides a glimpse of other insurance types that clients have in CARES, but only captures those individuals whose insurance information was entered into the EHR. Going forward, the goal is for all insurance types to be captured at 100%.

#7 Private Insurance		
<u>Private INS</u>	<u># CARES cases</u>	<u>%</u>
BLUE CROSS BLUE SHIELD OF MI,	17	2.3%
HUMANA CHOICE PPO MEDICARE PLAN,	4	0.5%
BLUE CARE NETWORK OF MICHIGAN,	3	0.4%
MENTAL HEALTH COURT,	3	0.4%
PRIORITY HEALTH MEDICARE,	3	0.4%
BLUE CARE NETWORK (PO 68710),	2	0.3%
United Healthcare Community Plan,	2	0.3%
AETNA US HEALTHCARE,	1	0.1%

Blue Care Network Advantage,	1	0.1%
BLUE CARE NETWORK OF MICHIGAN, BLUE CARE NETWORK PILOT,	1	0.1%
CIGNA MEDICAL,	1	0.1%
MEDICARE PLUS BLUE OF MI,	1	0.1%
MERIDIAN CARE ESSENTIAL-MEDICARE,	1	0.1%
MERIDIAN CARE EXTRA HMO SNP,	1	0.1%
MERIDIAN HEALTH PLAN, INC.,	1	0.1%
MOLINA MARKETPLACE MI,	1	0.1%
STATE FARM MEDICARE SUPPLEMENT INS,	1	0.1%
TriCare East Region Claims,	1	0.1%
United Healthcare,	1	0.1%
Total	46	6%

Washtenaw County Community Mental Health
Millage and CCBHC Grants Budget to Actuals
For the Eleven Months Ending November 30, 2020

Millage Budget

	<u>Annual Budget</u>	<u>Budget YTD</u>	<u>YTD Actual</u>	<u>YTD Actual O/(U) YTD Budget</u>
Millage Revenue				
Millage	\$ 6,519,513	\$ 5,976,220	\$ 6,425,600	\$ 449,379
Millage Interest Revenue	-	-	58,788	58,788
	<u>\$ 6,519,513</u>	<u>\$ 5,976,220</u>	<u>\$ 6,484,388</u>	<u>\$ 508,167</u>
Millage Expenses				
Salary	\$ 2,395,000	\$ 2,195,417	\$ 1,886,436	\$ (308,981)
Fringe	1,339,513	1,227,887	953,339	(274,548)
Contractors	1,500,000	1,375,000	704,501	(670,499)
Trainings	140,000	128,333	231	(128,102)
Operating Expenses	782,500	717,292	325,519	(391,773)
Fleet Charges	60,000	55,000	2,995	(52,005)
Client Care	78,500	71,958	29,617	(42,341)
Cost Allocation Plan	25,000	22,917	-	(22,917)
Furniture & Equipment	100,000	91,667	-	(91,667)
Depreciation Expense	10,000	9,167	-	(9,167)
Telephone	50,000	45,833	12,744	(33,089)
All Other Expenses	39,000	35,750	5,574	(30,176)
Total Millage Expenses	<u>\$ 6,519,513</u>	<u>\$ 5,976,220</u>	<u>\$ 3,920,956</u>	<u>\$ (2,055,264)</u>
Revenue Over/(Under) Expenses		-	2,563,431	2,563,431

CCBHC Grants

	<u>Annual Budget</u>	<u>Budget YTD</u>	<u>YTD Actual</u>	<u>YTD Actual O/(U) YTD Budget</u>
January 2020 - December 2020				
CCBHC #1 - Year 2 Grant Revenue	\$ 2,154,158	\$ 1,974,645	\$ 1,478,820	\$ (495,825)
CCBHC #1 - Year 2 Grant Expenses				
Salary	\$ 1,065,417	\$ 976,632	\$ 881,096	\$ (95,536)
Fringe	742,991	681,075	527,348	(153,727)
Trainings	35,986	32,987	-	(32,987)
Telephone	12,429	11,393	12,514	1,121
Operating Supplies	245,335	224,890	143,935	(80,955)
Client Care	52,000	47,667	918	(46,749)
Total Expenses	<u>\$ 2,154,158</u>	<u>\$ 1,974,645</u>	<u>\$ 1,565,812</u>	<u>\$ (408,833)</u>
Revenue Over/(Under) Expenses		-	-	-
May 2020 - December 2020				
CCBHC #2 - Year 1 Grant Revenue	\$ 1,280,809	\$ 1,120,708	\$ 718,921	\$ (401,787)
CCBHC #2 - Year 1 Grant Expenses				
Salary	\$ 693,551	\$ 606,857	\$ 499,813	\$ (107,044)
Fringe	423,066	370,183	256,681	(113,502)
Trainings	3,876	3,392	-	(3,392)
Telephone	7,987	6,989	3,597	(3,392)
Operating Supplies	132,329	115,788	65,356	(50,431)
Client Care	20,000	17,500	-	(17,500)
Total Expenses	<u>\$ 1,280,809</u>	<u>\$ 1,120,708</u>	<u>\$ 825,448</u>	<u>\$ (295,260)</u>
Revenue Over/(Under) Expenses		-	-	-

The Millage and CCBHC Grants budget to actuals are presented through the month of November, this represents 11 months of the fiscal year. The millage budget is trending well and we are not anticipating any issues meeting the commitments made thus far.

CHRT

Public Safety and
Mental Health
Preservation Millage
Communications.





Center for Health and Research Transformation



Millage strategic communications plan

Recommendations for 2021 and beyond

CHRT

Key audiences

- Deeper audience understanding
- + More tailored communications
- + More strategic planning
- + More science
- + More hyperlocal pride
- + More knitting (and purling?)
- = **More effective communications**

Key messages

Work with WCCMH and partners to develop a list of 12 to 24 key messages

- The millage saves taxpayer dollars by diverting residents away from the criminal justice system.
- The millage is an admirable example of police reform.
- The millage shows what adequate funding for community mental health can accomplish.
- The millage allows us to focus on preventive services.

MAC to review and contribute to key messages

Objectively assess

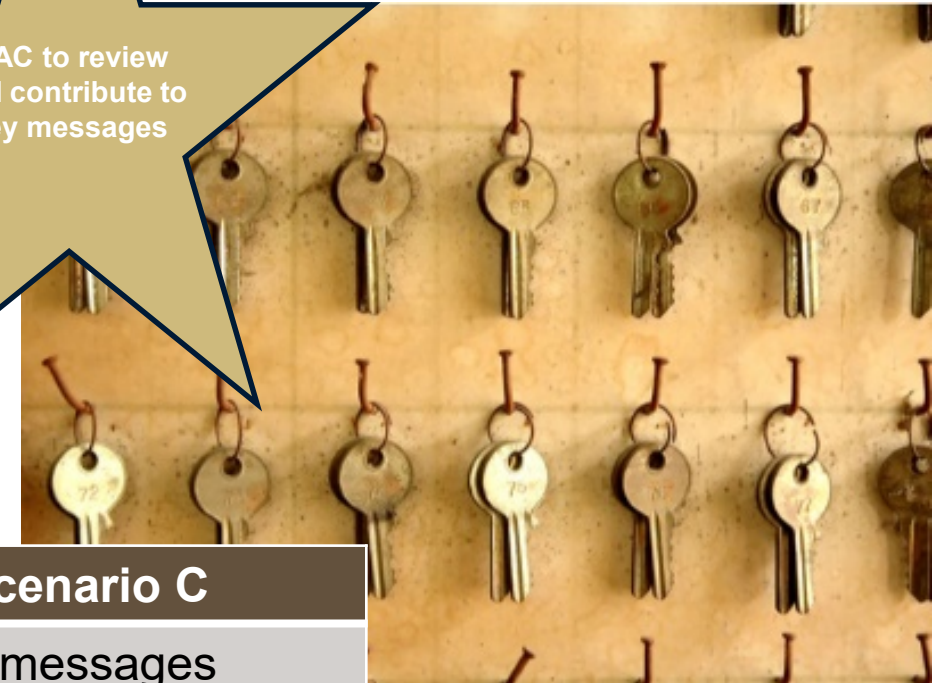
Understand access

Understand services

Share experiences

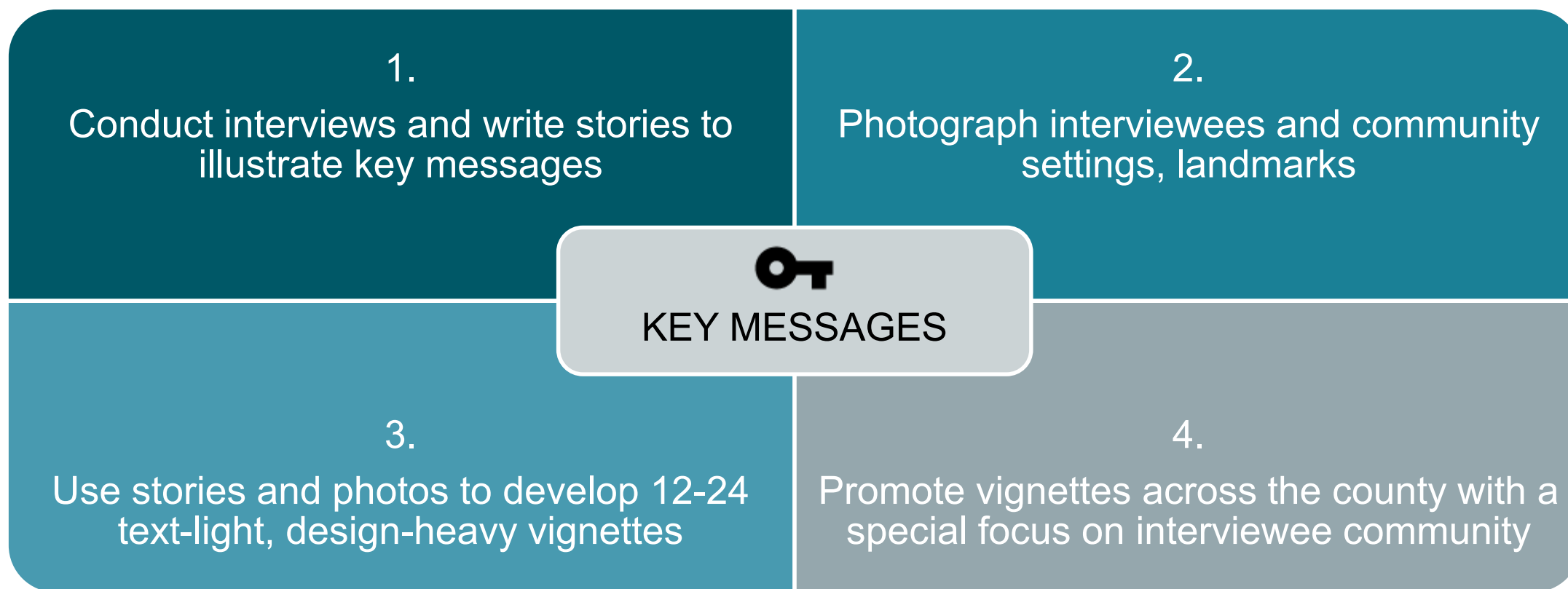
Support others with MHSUD

	Scenario A	Scenario B	Scenario C
Messages	24 messages	12 messages	6 messages
Cost	\$3,800	\$1,900	\$950



CHRT

With key messages in hand



CHRT

1. Conduct interviews, write stories to illustrate key messages

**Coming soon: Washtenaw County crisis center**

In an unassuming brick building just down the street from the Washtenaw County Health Department in Ypsilanti a new community resource is in the final stages of development. It's an observation and assessment center for individuals in crisis—one that community advocates have been wanting for years—and it will open for business at 750 Townner.... [Read more.](#)

**Millage Q&A: Washtenaw County Commissioner Andy LaBarre**

In 2017, Washtenaw County Commissioner Andy LaBarre was instrumental in the development and passage of the county's Public Safety and Mental Health Preservation Millage, which currently provides about \$16 million per year. Thirty-eight percent of the millage revenue is allocated to the Washtenaw County Community.... [Read more.](#)

**Millage funds rural service delivery expansion**

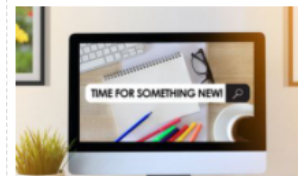
As of July 1, the CARES team had received 250 outpatient service referrals from Ypsilanti (115), Ann Arbor (88), Saline (11), Dexter (6), Whitmore Lake (5), Chelsea (3), and Milan (3). While most of the referrals are currently coming from the county's urban areas, there continues to be unmet need in the county's rural communities, where residents may.... [Read more.](#)

**COVID-driven telehealth expansion ensures access**

Washtenaw County's community mental health agency has embraced telehealth throughout the pandemic to provide ongoing care to its clients. Prior to the pandemic, WCCMH used telehealth in less than one percent of cases. By June 2020, 44 percent of the community mental health providers surveyed were using telehealth to reach and engage.... [Read more.](#)

**Millage helps mitigate the impact of COVID-19**

From economic strains to a now six-month period of isolation, the COVID-19 pandemic continues to upend daily life. In Washtenaw County, "the unsurprising result," as Jaishree Drepaul-Bruder reports for Concentrate, is "an uptick in stress, anxiety, depression, and other negative implications for the mental health of residents." Trish Cortes, the executive director... [Read more.](#)

**New website features millage background, accomplishments**

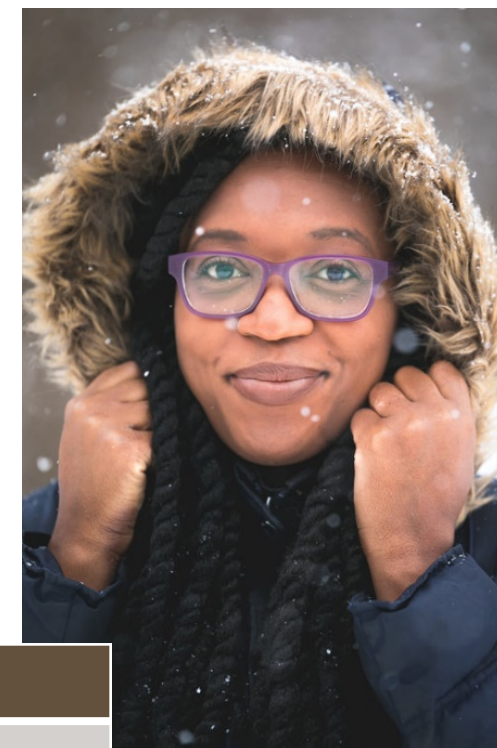
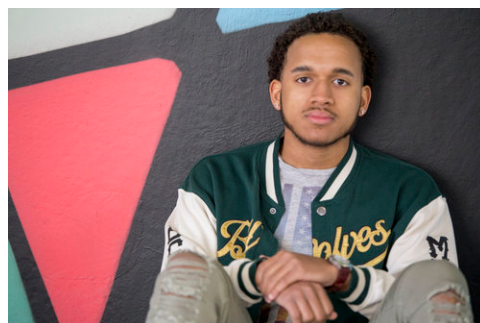
Washtenaw County Community Mental Health is pleased to share a new website for information about the county's eight-year [Public Safety and Mental Health Preservation Millage](#), which will be in effect through 2026. The millage site features: the 24/7 hotline for accessing countywide mental health and substance use support

	Scenario A	Scenario B	Scenario C
Stories	24 stories	18 stories	12 stories
Cost	\$34,000	\$25,500	\$17,000

CHRT

2. Photograph interviewees and settings

Proposed photographers:
Will and Sheyonna Watson
Whitmore Lake



	Scenario A	Scenario B	Scenario C
Photos	48	36	24
Cost	\$12,000	\$9,000	\$6,000

CHRT

3. Use millage stories and photos to design vignettes



Ambassador:

Peer support specialist,
psychiatrist, crisis response team
member, grantee, faith leader

Setting:

Clinic, church, city, country,
street, river, park, community
center, landmark

Common text, all vignettes:

- 1) Thank you, voters.
- 2) Brought to you by the
Washtenaw County
Public Safety and Mental
Health Preservation
Millage.
- 3) If you or someone you
know needs help,
contact us 24/7 at 734-
544-3050.

Unique text, each vignette:

- 1) A quote or paraphrased
quote from the
community ambassador
featured in the vignette.
- 2) The quote describes
something the
ambassador wants to
thank millage voters for.

Thank you, voters.

"For peer support, trauma training, and life skills training in a safe, judgement-free setting."

Florence Roberson, SURE Moms Coordinator

	Scenario A	Scenario B	Scenario C
Vignettes	24	18	12
Cost	\$27,000	\$20,500	\$13,750

CHRT

4. Promote vignettes through advertisements, social

WEMU 89.1

ON THE GROUND Ypsilanti

Bus posters and wraps

Highway billboards

Advertisements: Concentrate Ypsilanti, Connected Magazine, Mlive, etc.

Social media posts and ads

Magnet/postcard mailing

PSAs



	Scenario A	Scenario B	Scenario C
Number	5 campaigns	4 campaigns	2 campaigns
Cost	\$63,250	\$55,000	\$32,500

CHRT

Experiments



VOTERS, THANK YOU FOR

Peer support, trauma training, and life skills training in a safe judgment-free setting

FLORENCE ROBERSON, Coordinator,
Washtenaw County SURE Moms Program

734-544-3050
24/7 SUPPORT FOR
MENTAL HEALTH OR
SUBSTANCE USE

*Brought to you by the Washtenaw
County Public Safety and Mental
Health Preservation Millage*

VOTERS, THANK YOU FOR

Peer support, trauma training, and life skills training in a safe judgment-free setting

FLORENCE ROBERSON, Coordinator,
Washtenaw County SURE Moms Program

*Brought to you by the
Washtenaw County Public
Safety and Mental Health
Preservation Millage*

VOTERS, THANK YOU FOR

Peer support, trauma training, and life skills training in a safe judgment-free setting

FLORENCE ROBERSON, Coordinator,
Washtenaw County SURE Moms Program

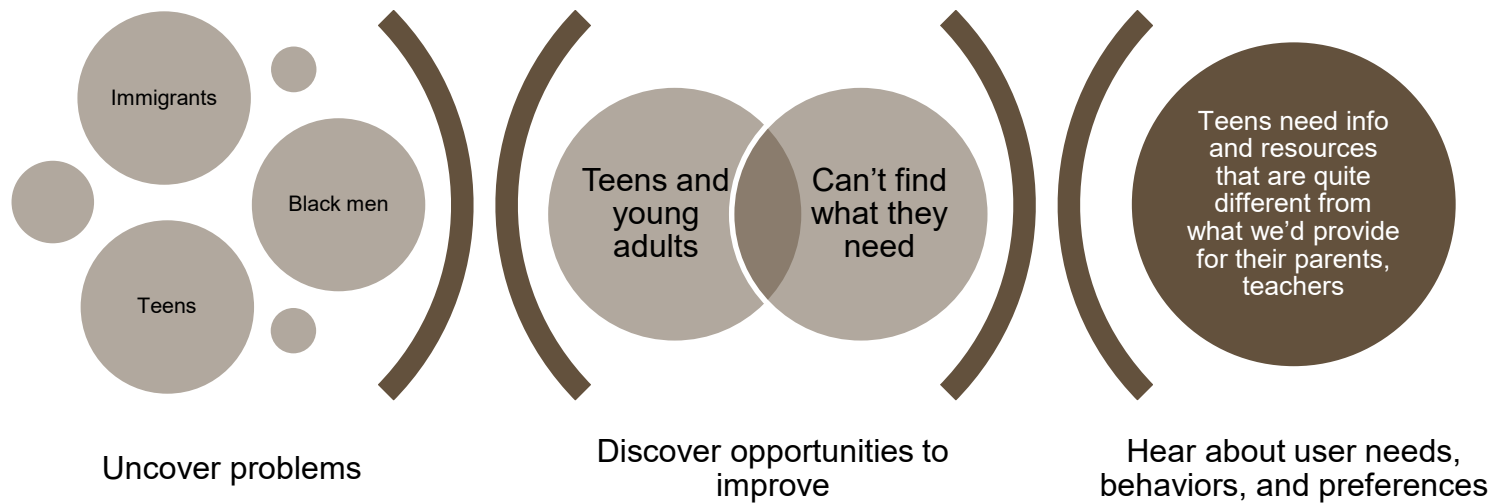
*Brought to you by the
Washtenaw County Public
Safety and Mental Health
Preservation Millage*

C2C outreach

1. To inform medical, behavioral, and social service agency communicators about the millage
2. To learn about and take advantage of free and low-cost messaging platforms—reaching their audiences through the platforms they’re most engaged with
3. To add millage messages to existing materials for WCCMH and WCSO
4. To design, print, and distribute ready to go materials that are needed by community organizations (St. Joseph Mercy Chelsea, WISD, faith community leaders, etc.)

	Scenario A	Scenario B	Scenario C
Partners	24	12	6
Cost	\$33,750	\$17,500	\$14,500

Website usability analysis



	Scenario A	Scenario B	Scenario C
Users	2 dozen users	1 dozen users	6 users
Cost	\$18,000	\$12,000	\$6,000

CHRT

Website redesign

Need specific portals for teens, parents, caregivers, etc.

Takes too much time to find a) services and b) costs

Some content very relevant to residents, but difficult to find

Deliverables

- Work with staff to identify resources and develop site infrastructure
- Draft all text and work with staff to edit and improve it
- Use county content management system to implement changes
- Add visuals throughout site that pair with text
- Launch site and write a story about new features
- Continue to maintain and improve site after launch
- Monitor site metrics and report quarterly—both before, during, and after redesign



	Scenario A	Scenario B	Scenario C
Timeline	Oct 1, 2021	April 15, 2022	Maintain and improve existing site
Cost	\$22,500	\$22,500 over two years	\$6,000

CHRT

Facilitate meetings with local organizations

- To discuss what we've learned from and achieved through the millage
- To gather feedback on plans for a youth assessment center, juvenile justice system improvements, etc.

Meet with existing community partners: WCHD health equity work

Buenos Vecinos

MacArthur Boulevard

West Willow

Southside Ypsilanti

Sycamore Meadows

Whitmore Lake



February 2020

Community Partnerships
Taking Action for Health Equity

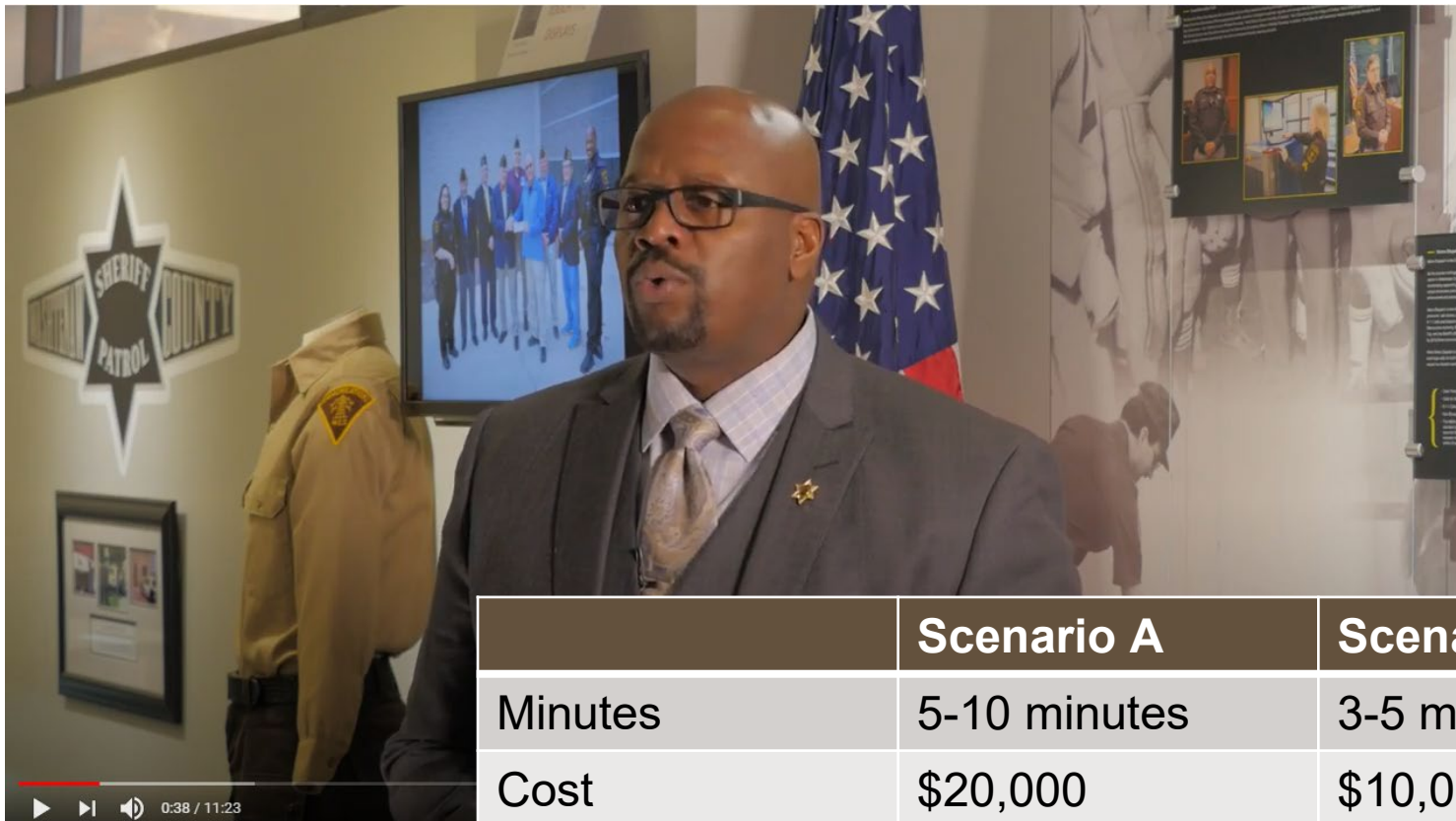
Southside Ypsilanti



	Scenario A	Scenario B	Scenario C
Meetings	6 meetings	4 meetings	2 meetings
Cost	\$20,000	\$15,000	\$8,500

CHRT

Video to feature millage collaboration



	Scenario A	Scenario B	Scenario C
Minutes	5-10 minutes	3-5 minutes	No video
Cost	\$20,000	\$10,000	--

CHRT

Continue to

- Add news stories to the millage microsite
- Produce and distribute e-newsletters
- Produce three press releases annually
- Produce annual impact report



Ann Arbor

Report outlines how Washtenaw County's mental health millage funds were spent

Updated Nov 09, 2020; Posted Nov 09, 2020

	Scenario A	Scenario B	Scenario C
Impact report	2,500 copies	1,250 copies	500 copies
Cost	\$17,500	\$15,000	\$13,500



CHRT

Scenarios

	Scenario A	Scenario B	Scenario C	2020 cost
Staff allocation	~1.25 FTE	~.75 FTE	~.5 FTE	.25 FTE
Adv & external costs	\$144,903	\$104,324	\$62,227	~\$5,000
Total	\$282,888	\$200,958	\$123,817	~\$38,000

CHRT

About CHRT

MISSION: To inspire and enable evidence-informed policies and practices that improve the health of people and communities.

PROJECTS



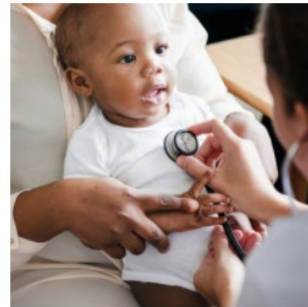
PROJECTS | 11.16.2020

Innovative financing models for addressing the social determinants of health with a special focus on supportive housing



PROJECTS | 09.03.2020

Addressing critical issues facing Prepaid Inpatient Health Plans and Community Mental Health Service Participants



PROJECTS | 07.02.2020

Evaluating an integrated health care intervention at pediatric practices in Wayne County

PUBLICATIONS



PUBLICATIONS | 11.10.2020

Michigan health care and mental health care providers need more training, support to serve the state's aging veterans



PUBLICATIONS | 09.16.2020

Designing integrated behavioral health services for Medicaid enrollees, background and case studies



PUBLICATIONS | 04.30.2020

Michiganders continue to report difficulty accessing mental health care, forgoing needed care.



GOAL 1

Be, and be known as, a source for evidence-based, non-partisan information on key health policy issues and trends



GOAL 2

Help community-based health collaborations improve population health and magnify their impact



GOAL 3

Build the evidence base for local and state programs that can be replicated and scaled to improve health and social welfare



Washtenaw County Community Mental Health (WCCMH)

Public Safety and Mental Health Preservation Millage

Update on Millage-Related Initiatives for Justice-Involved Youth

Lisa Gentz, LMSW

Background

- ▶ **Data told us we need better systems collaboration for youth:**
 - ▶ From 2015-2017, the % of youth residents known to CMH increased from 6% to 28%.
 - ▶ These youth also had a higher readmission rate (66% compared to 44%).
 - ▶ There were notably higher rates of black youth in the youth center known and admitted to CMH.
- ▶ **No clear lead convener of juvenile justice related initiatives, leadership**
- ▶ **While all systems were performing notable work, there was an awareness that collaboration was not always occurring and needed to be improved**



Planning and Implementation

Millage Investment #2: Youth Services

- ▶ Youth Critical Intervention Mapping and Action Planning Workshop (Spring 2019)
 - ▶ Hosted by Policy Research Associates / National Center for Youth Opportunity and Justice
 - ▶ Opportunity for cross-systems collaboration: included dozens of Washtenaw County stakeholders from education, courts, youth center, jail, behavioral health
 - ▶ Developed report outlining current resources, gaps, and priorities for change



Planning and Implementation

Millage Investment #2: Youth Services

Post-workshop: convened working group of key stakeholders to continue work, strategy

- ▶ Youth Systems Alignment group (works under Diversion Council)
 - ▶ Monthly meetings
 - ▶ Developed document outlining “current state” of county’s juvenile justice system, compared to an ideal state - assesses gaps, priorities



Expand Services

Millage Investment #5: Expand prevention services for youth

CMH positions within other agencies, fostering collaboration

► Juvenile Court

- Intensive CM position, funded by juvenile court

► Youth Center

- Mental Health Professional (MHP) position, funded by youth center

► WISD

- 31-N position - general education social worker for key districts (YCS, Lincoln, Saline, Milan)
- WISD is hiring additional positions



Work in progress

- ▶ Continuing to work through “current state” document
 - ▶ Significant recent changes in sector leadership, new initiatives occurring
- ▶ Youth assessment center
 - ▶ Planning strategy for 2021



Questions?

