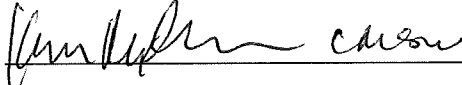
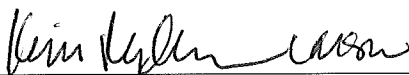


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Subject: Community Benefit		Accountability: Customer Services	Effective Date: 1/1/2014	Pages: 2
REQUIRED BY: BBA Section _____ PIHP Contract Section <u>FY 17 Attachment P. 13.0.B,</u> <u>Customer Services 2.6</u> NCQA/URAC Standard _____ Other <u>MDHHS AFP 2014, Section 2.6</u>			Last Reviewed Date: 1/10/17	Past Reviewed Dates: 2/19/15
LINE OF BUSINESS: <input checked="" type="checkbox"/> Specialty Waiver (B/C) <input checked="" type="checkbox"/> 1115 Waiver <input checked="" type="checkbox"/> Healthy Michigan <input checked="" type="checkbox"/> SUD Medicaid <input checked="" type="checkbox"/> SUD Block Grant <input checked="" type="checkbox"/> MI Health Link <input type="checkbox"/> Other: _____	APPLICATION: <input checked="" type="checkbox"/> SWMBH Staff and Ops <input checked="" type="checkbox"/> Participant CMHSPs <input checked="" type="checkbox"/> SUD Providers <input checked="" type="checkbox"/> MH / DD providers <input type="checkbox"/> Other: As defined by sub-contract	Last Revised Date: 1/10/17	Past Revised Dates: 4/24/15 2/19/15	
Approved:  _____ Date: 1.25.17			Required Reviewer: Director of UM and ME 	

I. Purpose

To outline the role of Southwest Michigan Behavioral Health (SWMBH) in providing education and information to various stakeholder groups within the regional service area.

II. Policy

SWMBH strives to utilize currently established local relationships with community-based agencies to promote wellness and a healthy community through collaborative efforts at the local level. When identified as of common benefit or need, SWMBH will promote educational/informational activities throughout the region to promote a common message to stakeholders.

III. Standards and Guidelines

A. Educational opportunities and information will be provided to all stakeholder groups in order to:

1. Enhance the understanding, acceptance, and inclusion of individuals with mental illness, serious emotional disturbance, intellectual/developmental disabilities, substance use disorders and other behavioral health needs.
2. Promote identification of individuals and families who could benefit from Community Mental Health Service Provider (CMHSP) and/or Prepaid Inpatient Health Plan (PIHP) services.
3. Increase the community's knowledge of behavioral health services including those offered by the PHIP, CMHSPs, Provider Network, and eligibility guidelines and how to access services.
4. Increase community support for mental health, intellectual/developmental disabilities, substance use disorders and other behavioral needs services.
5. Support mental health, intellectual/developmental disability, other behavioral needs and substance abuse prevention advocacy in the community.

B. These objectives will be met through activities such as:

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1. Community collaborative activities that focus on activities designed to promote wellness and healthy communities.
 2. Promotion of the visibility of CMHSP/PIHP service provider network.
 3. Partnership arrangements with community organizations to provide specialty health service perspectives on issues of concern to the general population or sub-groups served by the CMHSP/PIHP.
 4. Outreach activities and screening of the general population, or identified sub-groups, for health conditions such as, but not limited to: depression, eating disorders, etc.
 5. Distribution and dissemination of relevant mental health, intellectual/developmental disability, other behavioral needs and substance use disorder information, including trends and priority needs of the population served.
 6. Sharing of information regarding the availability, eligibility for and access to mental health, intellectual/developmental disability, other behavioral needs and substance use disorder services.
 7. Support other activities which promote inclusion of customers in the community.
- C. It is expected that monitoring of outreach by each CMHSP and SWMBH may include:
1. Reports of numbers/types of activities and number of participants at events.
 2. "Post-test" scores of attendees at identified educational events.
 3. Survey data collected from event participants.
 4. Community Needs Assessment data, comments and reports for improvement.

IV. Definitions

None

V. References

Michigan Department of Health and Human Services Contract FY17

VI. Attachments

None