

Care Management Entity (CME) Local Media Outreach Guide

APPROACH:

Contact local reporters in your catchment area(s) to pitch the CME announcement and offer local contacts/angles to enhance the story for their community of readers.

CME ROLE AND KEY MESSAGES:

Selected CME leaders should speak to the unique attributes of the communities they support and why they applied to become an OhioRISE CME. Information to have available to media may include:

- Population of children you expect to serve
 - Challenges kids and families in your communities are facing
 - Kids with behavioral health conditions that are also served by multiple other systems – child protection, juvenile justice, intellectual and developmental disabilities, education
 - Your experience with the *growing* mental health and substance use disorder needs
 - OhioRISE and the CMEs as a platform for building capacity to better serve these kids in your catchment area
- Local anecdotes/stories illustrating why a centralized, accountable entity is critical to helping families
- Excitement about being a CME – why you want to do this work
- Importance of the grant to help with start up
 - The grant helps with important investments in local communities to serve children and families
 - The grant will support workforce development to launch OhioRISE
 - The funding ensures the CMEs are ready to coordinate care and treatment services with local community partners on “day one” of OhioRISE
- List of local mental health entities/partner organizations they currently have relationships with who will help them ramp up
- **NOTE: CMEs should be prepared to answer questions about workforce development that may include local salary/benefits for new hires and an estimate on number of positions needed. Please be sure to note that the program will ramp up over time to serve more and more kids, vs. needing to do everything and hire everyone at once.**

CME SUPPORT MATERIALS:

- ODM press release
- CME Fact Sheet with Map and FAQ
- **Note: You may want to prepare a CME Brief: a one-pager highlighting your CME’s qualifications, experience, and unique understanding of the catchment you’re serving – may be helpful to use your RFA response as this document is drafted**

OTHER COMMUNITY PARTNERS – IF POSSIBLE:

- Identify and provide reporters w/ contacts from:
 - Local public child protection service agencies or mental health agency who will reinforce how entities will work together to help OhioRISE kids and families
 - Family member, teacher or justice system representative who can address why OhioRISE and the CME is important to kids they work with