

90 Day Implementation Steps Worksheet

Strategic Direction Improve emotional wellbeing in the Oneida community (EW1)		Accomplishment Title (what) By 12/31/19, we will develop and implement a multimedia campaign to raise awareness about Oneida Behavioral Health services and other community resources related to emotional wellbeing.		
Intent (why) Raise awareness of resources available and reduce the stigma associated with mental health treatment		Start Date: 09/17/19 End Date: 12/31/19		
Implementation Steps (how)		Who	When	Where
1. Develop and share a formal routine marketing process to include methods of outreach, schedule of communication and who will create messages, process to submit to social media team.		Brittany	09/30/19	
2. Request to add "blog" feature to the Community Health Services website.		Brittany	10/31/19	
3. Every other month release of emotional wellbeing message to the Oneida Community.		Accomplishment team	Ongoing	
Coordinator Kris Labby Team Members Eliza S, Mari K, Carrie L, Michelle M, Tammy Weyenberg, Brittany Nikolich, Leah Fuss	Collaborators or Partners Printing, Behavioral Health, Cultural Heritage, Communications, Social Media Team, Wellness Council	Evaluation Measures Completion of steps identified in this 90 day period.	Budget \$3000	Next Meeting Date TBD

Last updated 09/17/19 MLM