



October 20, 2015

Dear (Advisory Board, Mental Health Commission):

As noted in recent communications, we are now ready to go forward with presenting our proposed name change to the Board of Supervisors for approval. As promised, we would like to confirm the date which the name change is scheduled on the Board of Supervisors agenda. The scheduled date is October 20, 2015.

We would again like to recognize those on the (ADP Advisory Board, Mental Health Commission) who have represented the (board, mental health commission) throughout this process. Thank you to the many (board members, commission members) who have dedicated significant time representing the (board, commission) in the development process including interviews with Idea Engineering, discussions at the Behavioral Health Steering Committee, review of the various names explored, recent re-examination of the name and decision making process, leading to our final selection. Thank you all for your support and critical feedback!

There has been recent conversation regarding the ability for the new name to translate to Spanish. Much input has been received from representatives of the Latino Advisory Committee to support the name not being translated, as it would change the meaning. In Spanish language documents, the name will remain stated in the English version.

Upon Board of Supervisor approval of the name, there will soon after be meetings either scheduled with the (advisory board, mental health commission) or placed on the agenda for upcoming meetings, to recognize the new name. In addition, this time will be used to again thank the individual members who have so greatly contributed to this process as well as review the accompanying system branding and why "Behavioral Wellness." Also, at this time, updates will be provided on the new website, brochures and other changes occurring as result of the new name and look.

Below is a reminder of the name and logo as well as a description of why "Behavioral Wellness?" Please feel free to call or email me with any questions.



Why “Behavioral Wellness?”

- ✓ **Behavioral Wellness marks a new era for the Department.**
We are the hub for behavioral health assistance in Santa Barbara County. “Behavioral Wellness” heralds strengthened relationships with our community and partners. Supported by the County Executive Office, systems change is a department-wide initiative that is finding solutions to reduce barriers to information, education and care.
- ✓ **Behavioral Wellness reflects systems integration.**
“Behavioral Wellness” reflects the merging of mental health and alcohol and other drug services under one roof. By integrating these disciplines, services are being tailored to better address the needs of individuals with complex behavioral health and substance use challenges.
- ✓ **Behavioral Wellness focuses on resiliency and recovery.**
Wellness and recovery are at the forefront of all treatment goals. “Behavioral wellness” reminds us of our focus on individual and family strengths to maximize functioning and improve the quality of life for people we serve.