



BOARD OF SUPERVISORS
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Department Name: ADMHS
Department No.: 043
For Agenda Of: Feb. 9, 2015
Placement: Departmental
Estimated Time: 30 minutes
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors

FROM: Department Alice Gleghorn, PhD, Director
Director(s) Alcohol, Drug, and Mental Health Services 805-681-5220
Contact Info: Suzanne Grimmesey, MFT
Chief Quality and Strategy Officer 805-886-5403

SUBJECT: Santa Barbara County Behavioral Health System Renaming

County Counsel Concurrence

As to form: Yes

Other Concurrence:

As to form: N/A

Auditor-Controller Concurrence

As to form: N/A

Recommended Actions:

That the Board of Supervisors:

- A. Approve renaming the Santa Barbara County Department of Alcohol, Drug and Mental Health Services to the Santa Barbara County Department of Behavioral Wellness, effective February 9, 2016.
- B. Determine that the proposed action is not subject to the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15378(b)(5) as it is an administrative action that will not result in direct or indirect changes to the environment.

Summary Text:

This item is on the agenda for the Board of Supervisors to consider the official change of the name of the Alcohol Drug and Mental Health Services Department. The proposed name change is being requested at this time in tandem with system branding efforts, for a number of reasons. The name change to "Santa Barbara County Department of Behavioral Wellness" marks the beginning of a new era that will build upon strengthened relationships with the community and partner organizations that have resulted from the department's system change initiative. The new name eliminates the use of words that have negative connotations for many throughout the system of care. In addition, across the state, merging of Mental Health and Substance Use Disorder functions at the county level has increased

the use of the term “behavioral” which succinctly bridges the traditional gap between the disciplines of mental health and alcohol and other drug providers. “Wellness” unites the range of prevention, treatment and aftercare services that the department supports. The proposed name is in alignment with the term increasingly used by similar agencies throughout the state and nation. Finally, “Behavioral Wellness” is a hopeful term which reflects the spirit of the recovery oriented principles adopted by the Board of Supervisors, indicating that change is possible.

With the support and authorization of the County’s Board of Supervisors and County Executive Office, departmental leadership is fully committed to achieving an organizational transformation in a manner that reflects the hopeful, recovery-oriented focus of systems change. The proposed name change for the Alcohol, Drug and Mental Health Services Department (ADMHS) is in concert with this goal.

Background:

The department’s systems change initiative has enlisted unprecedented participation by community stakeholders. Launched in June 2013 in response to the TriWest consultant report findings and recommendations, the broad systems change initiative engaged a diverse range of individuals throughout the county. Participants in the overall system change process and TriWest consultant review findings include community-based providers, Alcohol, Drug and Mental Health Services Department (ADMHS) staff, partner agencies, consumers, family members, advocates and others. As a result, the culture of Alcohol, Drug and Mental Health Services Department (ADMHS) has changed to embrace a far more inclusive, community – minded style of partnership. Equally important, significant outpatient program restructuring and enhancements to services are being implemented to address longstanding community concerns. As result of the findings and the initiation of system change efforts, the system rebranding and renaming was a grassroots effort requested and supported by staff to start fresh. Consequently, the timing is right for “rebranding” the department -- including changing its name -- to reflect the new level of community collaboration and retooling of programs and services.

To ensure the highest level of professionalism in the re-branding efforts, Alcohol, Drug and Mental Health Services Department (ADMHS) contracted with Idea Engineering to aid in the re-branding and departmental renaming process. The initial process to re-brand the department included 3 focus groups and 19 individual interviews with a total of 55 participants spanning a broad range of staff and system partners over a 5 month period (July-November, 2014). The contract with Idea Engineering included several deliverables. The first deliverable was a comprehensive brand platform designed to serve as a foundation for future communications. This platform was developed through multiple interviews with key system stakeholders. The platform included the design of a logo that would be consistent with the new brand identity. Templates were created for many departmental communications tools including PowerPoint, letterhead/stationary package, brochure templates, newsletter template and other communication tools. Also developed were departmental interior design guidelines and the overall design of the departmental website. In addition, Idea Engineering provided 10 presentations on the brand recommendations to various stakeholder groups throughout the system.

The process for selecting and vetting all aspects of rebranding was guided by the System Change Steering Committee. Unfortunately, the initial name selected encountered issues that could not be overcome. Therefore the vetting process expanded when barriers arose to the initial name option. The present name proposed was reviewed by and agreed upon by all stakeholder groups and selected representatives in the re-naming process including: County Counsel, Members of the Behavioral Health Steering Committee, Alcohol, Drug and Mental Health Services Department (ADMHS)

Communications Team, Members of the Mental Health Commission and Alcohol and Drug Advisory Board, Members of the Latino Advisory Counsel and Cultural Competency Action Team, Mental Wellness Center, Consumer and Family Member Advisory Committee (CFMAC), Change Agents, and the ADMHS Leadership Team.

The total contract agreement with Idea Engineering included the interior design and system branding projects. The one time fiscal impact for the name change is largely impacted by the costs of signage. Funds for this expense come from special departmental funds and from building and maintenance funds for the impact of signage changes.

The next step now is to seek the formal approval from the Board of Supervisors to begin the unveiling process which includes a lengthy process of broad and legal notifications including the Department of Health Care Services (DHCS), Internal Revenue Service (IRS), California Behavioral Health Director’s Association (CBHDA), updating all clinical National Provider Identification (NPI) numbers for billing and several more. Key communications will go to the Mental Health Commission, Alcohol and Drug Programs (ADP) Advisory Board, Steering Committee, Change Agents, system partners, department wide staff as well updates made to key resource directories. A table of project implementation steps is noted below.

Implementation Steps	Completion	Cost
Obtain all templates for letterhead, envelopes, stationary and forward to MIS/IT	Complete, will forward to IT upon BOS approval	None
Order Business Cards for key leadership and general CARES mobile/triage	February	\$2,040 (\$68/500 cards) ➤ Special Dept Expense
Website domain purchase	Complete	\$45 (3 year subscription)
Website update	In progress	Staff time/In Kind Expense
Docket for BOS agenda		None
Amend all ADMHS MH and ADP contracts	March	Staff time/In Kind Expense
Update all NPI numbers for ADMHS (sites & clinicians)	To be completed 2 days post approval	Staff time/In Kind Expense
Required notification of: DHCS, IRS and SBC Auditor Controller	Upon approval	Staff time/In Kind Expense
Communication to ADMHS Staff and Stakeholders	Upon approval	Staff time/In Kind Expense
Change phone directories	Upon approval	Staff time/In Kind Expense
Media Release	Upon approval	Staff time/In Kind Expense
Order unveiling items (700 total: mugs, lanyards)	Complete	\$5,020.80 ➤ Special Dept Expense
Order new name badges	February	\$4,000 (400 count) ➤ Special Dept Expense
Print new name/logo + guiding principles on name badges	February	Staff time/In Kind Expense
Unveiling and celebration planned at each dept team	Date of BOS approval	Minimal (coffee)
Meeting with all departmental program sites and key stakeholder groups to overview change and branding	within first week of approval	Staff time/In Kind Expense
Provide instructions to department on voice mail messages and email signatures	Date of BOS approval	Staff time/In Kind Expense
Brochure templates developed	In process	Staff time/In Kind Expense
Develop initial core brochures	In process	Staff time/In Kind Expense
Order new Signage	FY 16-17	\$68K ➤ Maintenance line item 7200
		Total Estimated Cost: \$79,105.80

Performance Measure:

This item is for information purposes only.

Fiscal and Facilities Impacts:

Please see fiscal impact and costs in table above.

Fiscal Analysis:

<u>Funding Sources</u>	<u>Current FY Cost:</u>	<u>Annualized On-going Cost:</u>	<u>Total One-Time Project Cost</u>
General Fund			
State			
Federal			
Fees			
Other:			
Total	\$ -	\$ -	\$ -

Narrative:

Key Contract Risks:

Staffing Impacts:

Legal Positions:

FTEs:

Special Instructions:

Please send one (1) Minute Order to admhscontractsstaff@co.santa-barbara.ca.us .

Attachments:

Attachment A: The attached communication was sent to the Mental Health Commission and Alcohol and Drug Advisory Committee.

Authored by:

Suzanne Grimmesey, MFT, ADMHS/QL

cc: