



NATIONAL COUNCIL
FOR COMMUNITY BEHAVIORAL HEALTHCARE

40TH National Mental
Health and Addictions
Conference and Expo



Show Daily

TUESDAY • Mar. 16, 2010

The Conference in Pictures



Coming Soon

Conference Pictures at:
www.flickr.com/photos/thenationalcouncil/



Going, Going, Gone – Just a Few Tickets Left!

Spend an Evening at Epcot®, join us for the Fabulous Forty Gala!

5:30 – 9:30 pm at Epcot®

Disney says “In Epcot theme park, creativity is encouraged, imagination is celebrated, and countries are united.

Be amazed, inspired, enlightened and entertained!” Join us for a magical evening at World Showcase, a collective of international pavilions that wrap around the lagoon. Celebrate with National Council Awards of Excellence honorees. Witness IllumiNations: Reflections of Earth, a mesmerizing fireworks, laser and water show that brings together the past, present and future of our planet and its colorful nations.

Tickets \$125 at the HelpDesk; includes transportation, international dinner, open bar, and entertainment



On My Mind

“The National Council is fighting for the establishment of Federally Qualified Behavioral Healthcare Centers nationwide to provide coordinated and affordable care. FQBHCs are an opportunity to bring ‘parity’ to public behavioral health services—we must end the second class status of community mental health and addiction providers in America’s safety net. As essential providers in this nation’s healthcare safety net, it’s time to be on equal footing with hospitals and health centers.

”Linda Rosenberg, MSW
National Council President and CEO

Today's Schedule at a Glance

- 6:00 am – 7:00 am
Fun Run
- 7:30 am – 8:30 am
Continental Breakfast in the Expo Hall
- 8:30 am – 9:30 am
General Session, Malcolm Gladwell
- 9:30 am – 10:30 am
Celebrity Meet & Greet, Malcolm Gladwell
- 9:30 am – 10:00 am
Coffee Break in the Expo Hall
- 10:00 am – 11:00 am
Miniature Food Jewelry Demo
- 10:00 am – 11:30 am
Workshops (C), p. 47–49 of your Final Program
- 11:30 am – 12:30 pm
Lunch in the Expo Hall
- 11:30 am – 12:30 pm
Chef's Demo and Samples
- 11:45 am – 12:30 pm
Lunch 'n' Learns, p. 50–51 of your Final Program
- 12:45 pm – 2:15 pm
General Session, Geoffrey Canada
- 2:15 pm – 2:45 pm
Coffee Break in the Expo Hall
- 2:15 pm – 5:15 pm
Enhancing Revenue from Commercial & Managed Care Insurance Markets, David Lloyd
- 2:45 pm – 3:45 pm
Thought Leader Sessions:
Robert Kolodner, Rachel Permut-Levine,
Michael Burchell, Thomas McLellan
- 3:45 pm – 4:00 pm
Break
- 4:00 pm – 5:30 pm
Workshops (D), p. 54–55 of your Final Program
- 5:30 pm
Buses Depart for Epcot, Fabulous Forty Gala (ticket holders only)

Famous Words – Every Day!



“My wish with *Outliers* is that it makes us understand how much of a group project success is. When outliers become outliers it is not just because of their own efforts. It's because of the contributions of lots of different people and lots of different circumstances – and that means that we, as a society, have more control about who succeeds, and how many of us succeed, than we think. That's an amazingly hopeful and uplifting idea.”

Malcolm Gladwell on his blog
8:30 – 9:30 am, Coronado H/J



“I find it unbelievable that the United States of America still has more than 13 million children living in poverty. Having worked in Harlem for over 20 years with children who have been falling behind in school, it's clear to me that there is one sure way to win the long-lost war on poverty – to provide a high-quality education to all children...our education system has failed, is failing and – unless dramatically overhauled – will continue to fail...”

Geoffrey Canada in an essay
12:45 – 2:15 pm, Coronado H/J



“Over the years, I've done my best to reinforce and contribute to the understanding that the advances we have been pursuing in health IT have not been about technology, nor even primarily about healthcare, but instead have been – and are still – about improving the health and wellbeing of individuals and communities.”

Robert Kolodner in a note sent out on his retirement from federal government
2:45 – 3:45 pm, Coronado K



“Most of us have a tape player in our heads telling us that our work is overwhelming, and it becomes self-fulfilling. We do know that when people have control of their schedules and have the flexibility to take small health breaks during their day, their mood can improve and the day just seems to flow better.”

Rachel Permut-Levine in *Science* magazine
2:45 – 3:45 pm, Fiesta 5



“The most profitable businesses know they can't ignore the fact that employees desire great workplaces. People want to drive to work each day excited about their working environment, the tasks they'll accomplish on a given day, and the people they'll encounter. These attributes can be summed up in one word: culture. A great workplace has a unique culture based on strong core values.”

Michael Burchell on *Business21* Publishing
2:45 – 3:45 pm, Fiesta 6



“...when people with chronic illnesses fail, they're not castigated. They're not looked at with scorn. They're urged to stay in treatment, and to try new things. Substance abuse treatment frankly, hasn't done that. They have castigated people who have relapsed and people who have relapsed have felt terrible -- so terrible that they didn't think they should get back into treatment. Bad mistake.”

Thomas McLellan in an interview with Bill Moyers
2:45 – 3:45 pm, Coronado L

Final Program Changes

Steve Luxenberg, author of *Annie's Ghosts: Journey Into a Family's Secret* presents workshop C7 today (not Tim Page) at Fiesta 3/4. Steve Luxenberg will sign books at the Expo Hall Bookstore TODAY, 11:30 am – 12:00 pm.

C16: Closing the Gap: Making the Business Case for Ending Health Disparities has an additional presenter Trina Dutta, Public Health Analyst, SAMHSA/Center for Mental Health Services.



YouTube, You Choose

View the top ten 5-minute videos in the National Council's “Making a Difference” Video Contest. Videos tell stories of organizations and individuals that have changed the lives of adults, children, and families with mental illness and addictions. Pick your favorite – every vote counts and winners (who earn 2011 conference registrations) will be announced on Wednesday.

Vote at www.thenationalcouncil.info/youtube/ or go to the YouTube station between booth numbers 220 and 321 in the Expo Hall.

Featured Workshops

C16: Closing the Gap: Making the Business Case for Ending Health Disparities

10:00 – 11:30 am, Fiesta 1/2

The National Healthcare Disparities Report continues to document disparities in behavioral health and healthcare quality for diverse populations. What's the business case for closing the gap to end health disparities? What are steps you can take in your organization to close the gap?

This workshop also highlights quality improvement efforts, data-driven strategies, legal-regulatory compliance, and good business practices that drive reductions in health disparities and enhance organizational productivity, satisfaction and outcomes.

D9: Influencing Public Opinion in Tough Times: Mental Health First Aid USA

4:00 – 5:30 pm, Fiesta 7/8

Learn about Mental Health First Aid USA – a groundbreaking public education initiative that has trained 6,000+ people to recognize and respond to the risk factors and warning signs of mental and addiction disorders. See how more than 500 colleagues across the country have implemented Mental Health First Aid in their communities. Our panelists share tips for funding, marketing, and sustainability. They discuss how you can seek local collaborations and offer the program to law enforcement, first responder, school, business, workplace, primary care, faith communities, and other interested groups.

Changing the World in Florida: Building Successful State-Provider Partnerships

C8: Part 1, 10:00 – 11:30 am, Coronado L

D10: Part 2, 4:00 – 5:30 pm, Fiesta 5

In 2008, Florida launched a statewide initiative to build a welcoming, recovery-oriented, integrated system of care using Drs. Minkoff and Cline's Comprehensive Continuous, Integrated System of Care. These approaches have relevance to other resource-strapped state and local systems with opportunities to inspire progress and positive energy. Part 1 looks at the state level story and part 2 looks at the local system and provider agency story.

D15: Tools You Can Use to Address Health Disparities

4:00 – 5:30 pm, Fiesta 9/10

Despite the amazing advancements in healthcare, there are still great disparities in care between Caucasian Americans and people of minority ethnicities. This workshop provides tools to implement quality improvement programs that address cultural competency including the Multicultural Health Care: A Quality Improvement Guide – a free guide and resource library developed by the National Committee for Quality Assurance and Lilly USA. Hear how the New Mexico Human Services Department has used the guide to successfully implement their own quality improvement initiatives. Learn the four key steps for implementing a cultural competency quality improvement process.

Working On a Dream

I'm working on a dream
Though sometimes it feels so far away
I'm working on a dream
And I know it will be mine someday

Rain pourin' down, I swing my hammer
My hands are rough from working on a dream
I'm working on a dream

I'm working on a dream
Though trouble can feel like it's here to stay
I'm working on a dream
Well our love will chase trouble away

Remember that song by Bruce Springsteen? Watch how your behavioral health colleagues are "Working on a Dream." Don't miss the special video at the morning general session at 8:30 am in Coronado H/J.

Expo Hall Spotlight

Essential Learning Product Showcase

10:00 – 11:30 am, Coronado G

Enjoy light refreshments while you learn why almost 300 National Council members have selected Essential Learning to provide cost-effective online staff training. Discover how members like COMTREA were able to save 88% on their training budget. Explore the tools, reports, and courses that help these members efficiently manage their mandatory training and workforce development programs.

Genoa Healthcare

2:45 pm – 3:45 pm, Coronado G

Discover the difference of Genoa Healthcare, with full-service pharmacy and online support. Join Genoa team members for one hour and explore our selection of online tools. Team members review what current tools like Net Rx and Sample Management can do to help improve overall client care. In addition, we'll introduce our newest feature MedAnalyzer, which will allow you to improve client care.



Expo Hall Action Central Last Day Today

This year's Expo Hall houses a range of vendors offering special deals on compliance, consulting services, EHRs, furniture, onsite pharmacies, publications, and staffing – and a range of other behavioral health industry needs – AND offers plenty of options for fun, entertainment, and relaxation. Massages, makeovers, a delicious chef's demo and sampling, lessons in how to make miniature food jewelry, PLUS our popular Social Media Lab, Technology Learning Center, a special movie theater featuring the International Film Festival.....there's truly no place like the Expo Hall!

Coming Soon

Conference Pictures at:
www.flickr.com/photos/thenationalcouncil/

flickr®

Get Your Picture with Celebrities at the Meet & Greet
Las Ventanas Lounge



Malcolm Gladwell
9:30 – 10:30 am

Stop by to ask him what makes people successful.



Geoffrey Canada
2:15 – 3:15 pm

Join us for coffee to find out how the Obama administration is replicating his program and what that could mean for you.

World-famous Dragon Legend Acrobats Perform Just for You!



A 14-minute live show where young Chinese acrobats perform gravity-defying feats, is featured every day in the China Pavilion at Disney's Epcot theme park. Watch in awe as these graceful and skilled young acrobats fly through the air, dive through hoops, spin carpets on their feet, form human pyramids and contort their bodies in different shapes and sizes—all at the Tuesday afternoon general session before Geoffrey Canada speaks.



Lakeside Behavioral Health Welcomes You to Orlando

Explore Orlando. Visit the special Welcome Booth staffed by Lakeside Behavioral Healthcare in the Veracruz Expo Hall at the Coronado Springs Convention Center and ask the locals about the best dining and entertainment options and tips on navigating Walt Disney World attractions.

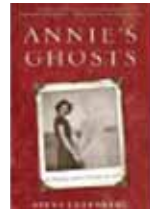
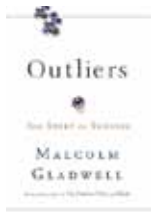
Enjoy a Good Read and Show Off Your New Autograph Collection!

Book Signings at the Expo Hall Bookstore

Outliers: The Story of Success

Malcolm Gladwell
10:30 – 11:00 am

Examining the lives of outliers from Mozart to Bill Gates, Malcolm Gladwell builds a convincing case for how successful people rise on a tide of advantages, "some deserved, some not, some earned, some just plain lucky."



Annie's Ghosts: A Journey Into a Family Secret

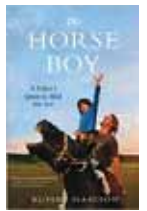
Steve Luxenberg
11:30 am – 12:00 pm

As Luxenberg discovers, his family buried tragedy not just because it was painful, but also because it could block the future. He investigates why his mother buried her sister Annie 32 years before she died. Was it because of the stigma and shame of mental illness?

The Horse Boy

Rupert Isaacson
2:30 – 3:00 pm

Author Rupert Isaacson and his wife, Kristin, a psychology professor, scramble to find therapy for their young son, Rowan, diagnosed with autism. Inspired by how well Rowan did after riding the neighbor's horse, his parents decided to take Rowan to the original horse people, the Mongolians, and find shamans who could help heal their son.



Whatever It Takes: Geoffrey Canada's Quest to Change Harlem and America

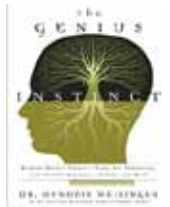
Geoffrey Canada
3:30 – 4:00 pm

Whatever It Takes is a tour de force of reporting, an inspired portrait not only of Geoffrey Canada but also of the parents and children in Harlem who are struggling to better their lives, often against great odds. Carefully researched and deeply affecting, this is a dispatch from inside the most daring and potentially transformative social experiments of our time.

The Genius of Instinct

Hendrie Weisinger
11:00 – 11:30 am

Weisinger explores the idea that human beings are "hard-wired for success" by mechanisms in our brain developed over ten million years of natural selection—instinctual mechanisms like emotion and empathy which we devalue against higher functions like reason and analysis.



by Popular Demand!

Second Annual National Council Wii Bowling Classic

Monday, March 15, 8:00 am – 7:00 pm Free Play

Tuesday, March 16, 8:00 am – 7:00 pm Tournament

Beat the winning score of 280 rolled at the 2009 Classic, in an amazing game of virtual bowling. Stop by our Nintendo Wii stations – practice on Monday and win on Tuesday! Have fun and share the camaraderie with other attendees as you get ready to "Strike" for the grand prize... which is, you guessed it, a brand-new Wii!

Wii Bowling Classic sponsored by the Mental Health Risk Retention Group and Negley Associates



Congratulating the 2010 Awards of Excellence Honorees

National Council for Community Behavioral Healthcare
Congratulating the 2010 Awards of Excellence Honorees

EXCELLENCE IN SERVICE INNOVATION

Supported by a grant from Mental Health Weekly

Burrell Behavioral Health, Springfield, MO

The Journey Home Project

Programs of Significance

Mental Health Center of Denver, Denver, CO
Court to Community Treatment Program

Community Partnership of Southern Arizona, Tucson, AZ
Criminal Justice Team

Touchstone Mental Health, Minneapolis, MN
Intentional Communities

EXCELLENCE IN HEALTH INFORMATION TECHNOLOGY

Supported by a grant from Qualifacts Systems, Inc

Northern Arizona Regional Behavioral Health Authority, Flagstaff, AZ

NARBHAnet Telemedicine Network

Programs of Significance

Behavioral Health Link, Atlanta, GA
Tracking delays and improved coordination associated with crisis lines

Colorado Behavioral Healthcare Council, Denver, CO
Health information technology program that united the state of Colorado

EXCELLENCE IN RISK MANAGEMENT

Supported by a grant from the Mental Health Risk Retention Group and Negley Associates

Institute for Community Living, New York, NY

Assessment and intervention program for clinical risk in a multi-service behavioral healthcare network

Programs of Significance

Beech Brook, Cleveland, OH
Advancing the emotional well being of children

Southwest Behavioral Health Services, Phoenix, AZ
Managing risk from a strengths-based perspective

EXCELLENCE IN ADDICTIONS TREATMENT & PREVENTION

Hartford Dispensary, Manchester, CT

Continuum of recovery-based services in an opioid treatment program

Programs of Significance

San Luis Valley Mental Health Center, Alamosa, CO
Preventing child substance abuse, delinquency and behavioral issues

Threshold Services, Inc., Silver Spring, MD
Integrating dual disorders treatment and supported housing

EXCELLENCE IN CONSUMER AND FAMILY ADVOCACY

Supported by a grant from Qualifacts Systems, Inc

Austin Travis County Integral Care, Austin, TX

Central Texas African American Family Support Conference

Programs of Significance

Turn-A-Frown-Around Foundation, Freehold, NJ
Improving the lives of persons who have lost hope

May Farr, Pacific Clinics, Arcadia, CA
Improving the behavioral healthcare system

EXCELLENCE IN GRASSROOTS ADVOCACY (STATE)

Association for Behavioral Healthcare, Natick, MA

Campaign for Addiction Prevention, Treatment and Recovery

EXCELLENCE IN GRASSROOTS ADVOCACY (LOCAL)

Colorado West Regional Mental Health Center, Glenwood Springs, CO

Grassroots advocacy program to retire debt

UP & COMING LEADERSHIP

Rosa M. West, Vice President for Specialty Programs and New Initiatives,
Meridian Behavioral Healthcare, Inc., Gainesville, FL

VISIONARY LEADERSHIP

- Mary Anderson**, Board Member, Newaygo County Mental Health Services, White Cloud, MI
- Howard Bracco, PhD, CBHE**, President & CEO, Seven Counties, Inc., Louisville, KY
- David Guth**, CEO, Centerstone of America, Nashville, TN
- Jay Reeve**, President & CEO, Apalachee Center, Tallahassee FL
- Richard Van Horn**, President Emeritus, Mental Health America of Los Angeles, Los Angeles, CA

EXCELLENCE IN PUBLIC SERVICE

- Pamela Greenberg**, President and CEO, Association for Behavioral Health and Wellness, Washington, DC
- Carol McDaid**, Principal, Capitol Decisions, Inc., Washington, DC



Thank You Conference Supporters

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- Mental Health Weekly
- Mental Health Risk Retention Group
- Negley Associates
- Providence Service Corporation
- Qualifacts
- Reckitt Benckiser
- SAMHSA



Commemorative Conference T-shirt

Limited edition t-shirts are on sale at the Help Desk and Bookstore for just \$15. Proceeds go to the National Council's Project Helping Hands. Buy your t-shirt today!

New This Year!



Take Home the Virtual Conference Experience

With more than 100 sessions in a power-packed curriculum, it's hard to decide which sessions to attend and which ones to give up! Good news, you no longer have to make those tough choices. Attend select sessions live, and get the rest in a virtual package you can enjoy back home.

Audio recordings (synchronized to Powerpoint) of the best sessions from every track are available on CD-ROM or for online download after the conference. Stop by the Digital Conference Providers table at the HelpDesk for a demo and to order audio recordings at special onsite prices.

SHARE

Have a story or comment to share in the Show Daily?

Contact the dying-to-hear-from-you editor Meena Dayak at MeenaD@thenationalcouncil.org or 301.602.8474 (text or voice).

In Theaters Today

International Film Festival in the Expo Hall Movie Theater



The Horse Boy

7:30 – 9:00 am and 4:00 – 5:30 pm

Meet Director Rupert Issacson after the screenings

How far would you travel to heal someone you love? When his seven-year-old son Rowan was diagnosed with autism, Rupert was torn by grief and shame. Join the family on their impossible adventure in Mongolia, where they sought help from horses and shamanic healing.



Animated Minds

9:30 – 10:00 am

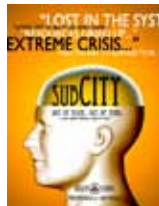
Budding filmmakers, ages 12–18, explored mental illness and created five short animated films on life transitions, awareness and education, addressing stigma, diagnosis difficulties, isolation, addictions, family and relationships.



HBO Addiction Series

12:30 – 2:00 pm

The feature length documentary film *Addiction* brings together the nation's leading experts on drug and alcohol addiction with a collection of award-winning filmmakers to shed light on addiction, its causes and the latest treatment developments.



SubCITY

2:30 – 4:00 pm

In Spring 2008, near-financial collapse propelled Cascadia Behavioral Healthcare to seek media and local government attention through a short documentary. *SubCITY* takes a look at how people's lives are affected by the changes in the mental health system. From the final moments inside the Oregon State to heart-wrenching but motivating consumer stories, *SubCITY* takes us on a journey that shatters many of the stereotypes associated with mental illness.



Adam

7:30 – 9:00 pm

Soon after moving into her apartment, Beth (Rose Byrne), a brainy, beautiful writer damaged from a past relationship encounters Adam (Hugh Dancy), the handsome, but lonely fellow in the downstairs apartment whose awkwardness is perplexing. But given that Adam has Asperger's Syndrome, can their friendship develop into something more?



Visit the National Council Bookstore in the Expo Hall

Mon, March 15, 7:30 am – 7:30 pm

Tue, March 16, 7:30 am – 5:30 pm

Wed, March 17, 7:30 am – 12:30 pm

Browse latest bestsellers as well as popular mental health and addictions titles like *Veterans on the Road Home*, *Using Data to Drive Your Service Delivery Strategies* by Scott Lloyd, *Raising the Bar: Moving Toward the Integration of Healthcare* by Kathy Reynolds and Donna Sabourin, and *Consumers in the Mental Health Workforce* by Wilma Townsend. Several distinguished conference speakers are signing books at the Bookstore following their sessions.



FROM THE FLOOR

National Council Affiliate Members and Corporate Partners



"I would fight for..."

"...equitable employment opportunities for individuals with disabilities."
Jenny Levett, Communications and Membership Director, APSE, Rockville, MD

"...the abolition of neckties."
Chris Wilder, Executive Director
Valley Medical Center Foundation, San Jose, CA

"...acceptance, no matter what difficulties we experience."
Kim Phillips, Coordinator Adult Crisis Diversion & Stabilization/Emergency Services
Family Services of Western Pennsylvania, Tarentum, PA

"...the opportunity to perform meaningful work with dignity, to earn the respect of my peers and superiors, and to end my career knowing I had truly made a difference."
AND
"...an early tee time on a beautiful Saturday morning."
James R. (Randy) Farmer, National Accounts Manager
Consumer Sales and Marketing, Allsup, Bellevue, IL

"...federal funding stream for behavioral health, because where is the bailout for community programs hit hard by the recession? When organizations have to cut back services it has an immediate impact on those who need help the most."
Jesse Hathcote, Account Executive
Lavender & Wyatt Systems, Inc., Little Rock, AR

"...love, equity, the elimination of misery, doing good and 5th Discipline Thinking."
Howard F. Bracco, President & CEO
Seven Counties Services, Inc., Louisville, Kentucky

"...protecting my family and friends through reasoning and debate; followed by escape and protection; and – only as a last resort – any weapons or violence."
Teri Ingram, LCSW, Associate Director, Rehabilitative Services
Family Services of Western Pennsylvania, Tarentum, PA

"...a healthy planet for generations to come."
Laura Farwell, Community Education Director
Community Network Services, Farmington Hills, MI

- Advocates for Human Potential
Anasazi Software
Askesis Development Group
AstraZeneca
Credible Behavioral Healthcare Software
Dainippon Sumitomo Pharma
Defran Systems • The Echo Group
eHana • Eli Lilly
Essential Learning • Foothold Technology
Genoa Healthcare • Hazelden Publishing
Janssen Pharmaceuticals
Lavender & Wyatt Systems
Mental Health Risk Retention Group
Negley Associates
Netsmart Technologies • Novartis
The Peter and Elizabeth C. Tower Foundation
Qualifacts • Secure Telehealth
Sequest Technologies
UNI/CARE

We value your support and involvement, thank you!



Bring Mental Health First Aid to Your Community

Mental Health First Aid USA is taking communities across the country by storm, 6,000+ people trained and more added every day! Do you want to be a pioneer in your community? To raise awareness of mental health and treatment resources? Learn why and how more than 500 colleagues across the country have implemented Mental Health First Aid in their communities. Join us for workshop D9: Influencing Public Opinion in Tough Times: Mental Health First Aid USA on Tuesday, March 16, 4 – 5:30 pm in Fiesta 7/8. Learn more at www.MentalHealthFirstAid.org.

Mental Health First Aid USA is a highly interactive, 12-hour program, delivered to small groups by certified instructors who complete a 5-day training and meet other certification requirements. Instructors offer the 12-hour program to diverse audiences such as schools, workplaces, law enforcement, primary care, and faith communities.

Fight for Our Future

Pick up your Fight for Our Future buttons at the Conference HelpDesk. Then add your business cards to the Fight for Our Future boards in the Coronado Ballroom foyer and sign on to the collective pledge to

- Participate in the National Council's Hill Day, June 29-30, 2010 in Washington, DC.
• Respond to all National Council Action Alerts.
• Host Congressional staff for a visit to your organization.





Google Search

Conference attendees tell us what search term they would like their organizations to come up #1 on.



Best community anti-stigma program

Laura Farwell, Community Education Director, Community Network Services, Farmington Hills, MI

Healthcare+Donations+Huge+like+I+mean+zillions+of+dollars

Chris Wilder, Executive Director, Valley Medical Center Foundation, San Jose, CA

We survive

Kim Phillips, Coordinator Adult Crisis Diversion & Stabilization/Emergency Services Family Services of Western Pennsylvania, Tarentum, PA

Wellness culture

Linda LaGanga, Director of Quality Systems & Operational Excellence Mental Health Center of Denver, Denver, CO

Solutions

Howard F. Bracco, President & CEO, Seven Counties Services, Inc., Louisville, Kentucky

Strengths based agency

Teri Ingram, LCSW, Associate Director, Rehabilitative Services Family Services of Western Pennsylvania, Tarentum, PA

To learn more about search engine optimization, Twitter, Facebook, YouTube, blogs, and more visit the Social Media Lab in the Expo Hall.

Compliance Watch
A BEHAVIORAL HEALTH EXCLUSIVE

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- Regulatory changes
- Enforcement & oversight updates

Subscribe at <https://store.thenationalcouncil.org>

NATIONAL COUNCIL
FOR COMMUNITY BEHAVIORAL HEALTHCARE



Tools You Can Use to Address Multicultural Health Disparities

Workshop Session

Tuesday, March 16, 2010

4:00 – 5:30 p.m.

Room: Fiesta 910

This workshop will provide attendees with tools they can use to move multicultural health initiatives forward. Presenters will share tips for developing culturally competent programs and real-world examples of tested and successful approaches to reducing health disparities.

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Participants will receive a copy of *Multicultural Health Care: A Quality Improvement Guide*.

Lilly
Answers That Matter.