

CCBHC Communications Toolkit



The Certified Community Behavioral Health Clinic (CCBHC) Communications Toolkit is a compendium of resources CCBHCs can use to educate, raise awareness and promote buy-in on the model internally and externally.

The materials are designed to provide a starting point for your standard content. We highly encourage you to tailor them to your needs, whether by rebranding content to your own organization or adapting it to the specific context of your organization.

RESOURCES FOR CCBHC EDUCATION AND AWARENESS BUILDING

CCBHC Introductory Slide Deck: This slide deck includes standard content and speaker's notes to support education and help you educate and train staff, partners and other stakeholders on the CCBHC model. Content includes definitions of the CCBHC model, criteria elements and implementation pathways, as well as slides you can tailor to make the case for and connection to the vision and purpose of implementing the CCBHC model in your organization.

CCBHC One-pager Template for Community Partners: Use this template to share key information about the CCBHC model with community partners, including what they can expect from CCBHC partnerships. It allows for customization with your CCBHC goals and contact information.

CCBHC Criteria On-demand Lessons: This suite of 30- to 60-minute recorded lessons provides an overview of the CCBHC model and a deeper dive into CCBHC program requirements:



CCBHC Criteria 101



Scope of Services



Staffing



Quality and Other Reporting



Care Coordination



Organization Authority, Governance and Accreditation



Availability and Accessibility

OTHER CCBHC COMMUNICATIONS TOOLS AND RESOURCES

CCBHC Grant Announcement Public Relations Toolkit: This toolkit for new CCBHCs provides templates for communications materials to promote that they have received a CCBHC grant from the Substance Abuse and Mental Health Services Administration (SAMHSA). Earned media and social media have proven effective at raising awareness of the CCBHC program, increasing support for sustainability efforts at the state and federal level, and promoting CCBHCs' critical work.

Value Proposition Guide: To position your organization for alternative payment models, it is essential to understand and clearly articulate the value you bring as a behavioral health provider. This tip sheet will guide you through the process, from understanding what a "value proposition" is to using it in the real world.