

POLICIES AND PROCEDURE MANUAL

Chapter:	Provider Network		
Title:	Substance Use Disorder (SUD) Media Campaign		
Policy: <input type="checkbox"/> Procedure: <input checked="" type="checkbox"/> Page: 1 of 4	Review Cycle: Biennial Author: Chief Clinical Officer	Adopted: 07.11.2023 Reviewed: 03.05.2024	Related Policies:

Purpose:

To ensure that all media campaigns are compatible with the Michigan Department of Health and Human Services (MDHHS) priorities, are coordinated with MDHHS campaigns whenever feasible, and associated costs are proportionate to likely outcomes.

Procedure:

All Substance Use Disorder (SUD) prevention and treatment media campaigns are subject to review and approval by MDHHS and whenever feasible should be coordinated with existing MDHHS campaigns., and costs must be evaluated in relation to projected outcomes. All campaigns must be reviewed by Mid-State Health Network (MSHN) prior to use of MDHHS-administered funding and submitted to MDHHS for approval.

- A. All mass media campaigns including, but not limited to billboards, bus panel messages, public service announcements (print, radio or TV); and social media messaging; are required to be submitted to MSHN.
- B. A Media Campaign Request Form must be completed and associated materials (Public Service Announcement (PSA) Script, Media Message, Pictures, Sources, etc.) submitted to MSHN no less than four weeks prior to scheduled release.
- C. No campaign may be initiated until receipt of approval by MDHHS is obtained.

Applies to:

- All Mid-State Health Network (MSHN) Staff
- Selected MSHN Staff, as follows:
 - MSHN’s CMHSP Participants: Policy Only Policy and Procedure
 - Other: Sub-contract Providers

Definitions:

MDHHS: Michigan Department of Health and Human Services

MSHN: Mid-State Health Network

PSA: Public Service Announcement

SUD: Substance Use Disorder

Other Related Materials:

Media Campaign Request Form

References/Legal Authority:

Change Log:

Date of Change	Description of Change	Responsible Party
07.2023	New procedure	Chief Clinical Officer
12.2023	Biennial Review	PNMC

Substance Use Disorder (SUD) Services Media Campaign Request Form

All media campaigns using Substance Abuse Block Grant (SABG), State Opioid Response (SOR), or discretionary grant funding must be approved by the MDHHS/ Substance Use, Gambling and Epidemiology Section (SUGE) prior to implementation. This applies to media campaigns implemented by Pre-paid Inpatient Health Plans (PIHPs), PIHP Provider Networks and other contracted organizations. Media campaigns solely using other funding sources do not need approval by the department

The following funding attribution statement should be visible on all related public-facing material “Support for this initiative was provided by the Michigan Department of Health and Human Services (MDHHS) through a federal grant from the Substance Abuse and Mental Health Services Administration (SAMHSA).”

What materials should be submitted?

- All materials must be submitted for approval prior to final production. Submitted materials are subject to change based on feedback from MDHHS.
- Materials that should be submitted with the external media campaign form include proposed graphics and images.
 - For example:
 - For a billboard campaign, submit draft graphics for approval.
 - For social media campaigns, submit draft message design for approval.
- If applicable, include scripts, story boards and/or action descriptions. This is required for media campaigns involving an audio component (e.g., radio, video etc.)

Content Citations/Resources:

- Citations are required for data/statistics or health statement(s) included in the campaign. An example of a ‘health statement’ is: “Use of e-cigarettes can expose you to the same cancer-causing chemicals found in cigarette smoke.”
- Citations should be included under “Project Specific Information” (Question #6) on the request form or can be included with the submitted materials.

What qualifies as a media campaign?

- A media campaign promotes or highlights a community wellness issue through a variety of media including broadcast, digital and social channels.
 - This does not include promotion of agency events and agency-specific services.
 - Marketing of a provider organization, program, event, etc. does not require approval from the department.

Please allow **30 days** for the approval process. Approval is only needed if funds are part of the MDHHS SUD services allocation.

Monitoring & Tracking:

Media campaigns should be monitored and evaluated by tracking the number of impressions/hits, the number of people reached, and other data provided by the provider and the advertising partner. Projected benefit of a future media campaign would be assessed by comparing the estimated reach that the advertising partner provides with the cost for their service.

External Campaign Requester Information	
Provider Name	
Provider Contact E-Mail	
Project/Campaign Name	
Funding Source(s)	
Date Form Submitted	
Campaign Start Date	

Project Specific Information	
1. Describe the goal(s) of this project/campaign.	
2. Who is the primary and/or secondary target audience? Who do you plan to reach?	
3. What is the target location (County, city, etc.)?	
4. What is the timing/date range of this project/campaign (e.g, Jan – March, year, etc.)?	
5. What are the media components (e.g., billboards, radio, Facebook, video etc.) to be used? <u>Please submit materials with this form for approval.</u>	
6. Content Citation/Resources (as appropriate)	