Campaigns, Websites, Media & More: Meet the ODMHSAS Communications Team 🫀
It’s us!

Heath Hayes, Chief Communications Officer
Jeff Dismukes, Director of Communications
Pam McKeown, Senior Public Information Specialist
Katie Lenhart, Digital Media Manager
Rebecca Sheppard, Communications Coordinator
Santiago Solano, Multimedia Specialist
Cole Rachal, Website Administrator
Why:

September is **Recovery Month**!

Communications amplifies the **message** of Recovery and the **mission** of ODMHSAS

Goal:

Share all the amazing things our staff members do! We love what we do, and we want to share it in as many ways as we can.
New and improved: oklahoma.gov/odmhsas

- The ODMHSAS site is a resource we can be proud of!
- Simple tabs, easy-to-read information, clean graphics

- Facility pages make learning about our state-operated facilities easy: location, population served, visiting information, career opportunities and more

- Program pages with concise, clear, updated information are easy for people to navigate and learn about everything we do

- The Provider Update Page (aka PUP page) is the one-stop-shop for providers to learn about updates, trainings, learning opportunities and more all in one digital space, replacing emails that may get lost.
Network of Care

- The Network of Care Services Directory is a search-based service locator.
- It provides a self-service function to the public to explore program and service info so they can directly access it.
- Consumers can search as broadly or narrowly as they wish, including searching by need, ZIP code, keyword, county, etc. Consumers also may search by category, sorted by Network of Care.
- The Services Directory is also embedded directly on the ODMHSAS homepage, allowing individuals to search for resources straight from our site.
Working with Providers and Network of Care

• Network of Care is designed to help consumers find what they need quickly and accurately. To do this, we need to make sure the information on Network of Care stays relevant to best meet the needs of our consumers.

• Providers can **add new listings** or **update existing ones** if they start/stop providing different services or open new locations across Oklahoma. Anybody can change this information and all changes go through our Provider Certification and communication staff to maintain accuracy.

• It is important to encourage Providers to keep this information up to date to best serve Oklahomans. The process is quick and easy and can be done directly from the Network of Care website.

• Feel free to **email Cole** if you want more information on the process or have question.
Goals:
- Statewide reach
- Community involvement/ambassadors
- Approachable, needs to break through the noise
- Position Oklahoma as national leader in 988 rollout

Strategies:
- Plan statewide media buy and dedicated website
- Attend community events, offer bilingual resources, meeting people where they're at
- Language and branding choices; bright, eye-catching creative approach
- Highlight Comprehensive Crisis Response (CCR) plan with 988

Follow 988 on social media:
- @988okla
Because kids don’t come with instructions.
Goals:
- Engage Oklahoma families
- Revitalize already-created website and assets
- Position FFG as umbrella for all family services in Oklahoma

Strategies:
- Plan media buy directing to FFG website
- Partner with local parent/caregiver influencers with existing audiences

Influencer Metrics:
- 442.4K total video views
- 52.2K total likes
- 214.9K total TikTok reach
Goals:
- Engage law enforcement in the mental health conversation
- Help prevent suicide in the law enforcement community
- Keep information peer-to-peer to be most effective

Strategies:
- Interview law enforcement partners, officers in the field
- Create branding/assets that understands their experience
- Information is disseminated top-down at shift change and within local police departments, rather than via media buy
- Engage with Dedra Hansbro to get expert ideas and feedback

Updates:
- Still in early stages – more coming soon!
It’s time to find better ways to feel better.

Things haven’t been easy lately.

The stress of school, the anxiety caused by life and everything going on in the world is a lot for anyone to deal with. For a lot of people, getting high or vaping was a way to relax. But it’s time to try something new.

Try Something Better
Goals:
- Help reduce vape/marijuana use for Oklahoma youth/teens
- Create messaging that will reach teens, don't talk down to them – they are the most informed generation that has ever existed
- Empower parents/influential adults to start the conversation with their teens
- Engage partners by using Google search and OPNA data, subject matter experts

Strategies:
- Inform media buy via OPNA and Google search data
- Focus youth-driven content on ODMHSAS TikTok and Instagram
- Create bold, vibrant website to appeal to this audience
- Engage with Tequia Sier to get expert ideas and feedback

Follow Own Your Power:
- @ownyourpowerok on Instagram
Worker burnout impacts site safety.

Learn how to ask “Are You OK?”

ARE YOU OK?
See the signs, save a life.

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ARE YOU OK?
See the signs, save a life.
Goals:
- Engage businesses/workplaces in suicide prevention training
- Promote already-created eLearning, Are You OK?
- Increase Are You OK? training completions

Strategies:
- Begin the conversation about mental health in the workplace with the CTA, "Create a Culture of Care"
- Reach out to HR and wellness staff to incorporate Are You OK?
- Launch LinkedIn ad campaign
- Engage with Meg Cannon to get expert ideas and feedback

Are You OK? Metrics:
- Are You OK? training completions doubled in June
- Partnerships with chambers of commerce, OnCue, Devon and more
**HOW TO USE NALOXONE.**

**Instructions for Use:**

**Opioid Overdose Response**

1. **Identify Opioid Overdose and Call 911 for Help**
   - Narcan® Nasal Spray (naloxone) is for emergency to reverse opioid overdose.
   - If you can’t wake the person and/or their breathing is very slow or has stopped, call 911 and lay the person on their back.

2. **Give Narcan® Nasal Spray (naloxone)**
   - Remove Narcan® Nasal Spray (naloxone) device, insert nozzle tip into one nostril and press plunger firmly. Do not test device - there is only one dose per device.

3. **Watch and Support**
   - Move the person on their side. If they have not woken after 2 minutes, give them a second dose in the other nostril.

**OK, I’M READY TO TEST.**

**WHAT IS FENTANYL?**

Fentanyl is a strong opioid that is 50 times stronger than heroin. It is partially responsible for the current overdose crisis in the US. Prescription fentanyl may be a tablet, spray, or patch. On the street, fentanyl may look like a white, tan or gray powder and may be mixed in with other drugs like heroin, meth, cocaine, or pressed pills.

**FENTANYL OVERDOSE**

Anyone can overdose on fentanyl, especially if they don’t know it is in the drugs they ingest. You can’t overdose from touching fentanyl, it must be ingested to cause an overdose.

Signs of a fentanyl overdose include slow or no breathing, blue or ashly lips or fingertips, and pinpoint pupils.

**SAVE SOME NALOXONE.**

[OKIMREADY.ORG](http://OKIMREADY.ORG)
Goals:
- Revitalize already-created campaign
- Position OK I'm Ready as the umbrella for substance use/addiction treatment and prevention services
- Engage community leaders in the conversation

Strategies:
- Create updated brand identity
  - Expand website to include information about substances in general rather than just focusing on opioids, provide bilingual resources
  - Engage with Andrea Hamor-Edmondson, Teresa Stephenson and so many others to get expert ideas and feedback
  - New video spots with community leaders, PLUS working on an influencer campaign – coming soon!
Follow us on social media:

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