

SAMHSA-HRSA CENTER for INTEGRATED HEALTH SOLUTIONS

Choose your shareholder: Behavioral Health Staff Service Recipients
 Leadership / Board Members Community Partners Others? integration.samhsa.gov
 Primary Care Staff Support Staff

Message	Messenger(s)	Venue (Time, Place, Duration)	Expected Outcome (How Measured)	Follow Up Activities
	Who is involved in delivering the message? 1. 2. 3. 4. 5.	What venue works best? When is optimal timing? How long is the initial communication?	How do you know that the message had the desired effect? 1. Survey following the message 2. Surveys conducted at various points in time 3. Interviews 4. Focus groups	Ongoing encounters, regularly occurring forums/meetings to reinforce the message Special educational events In-service training

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