

## SECTION 5.4

### Marketing and Public Relations

1. The ADAMHS Board relies on local voter support for funds that make services in our system possible. That vital support is firmly rooted in our collective ability to build and maintain value in the ADAMHS brand. All selected contract service providers share the responsibility to make clear the connection between the tax supported ADAMHS Board and agency initiatives and services.
2. All selected contract service providers shall be provided an ADAMHS Brand Manual, and are expected to follow the guidelines therein. Expectations include:
  - a. Use of the ADAMHS logo: The correct ADAMHS logo should appear on provider letterhead, brochures, flyers, website, displays, advertising, and any other printed or electronic tools used for promotion or education. The logo should also be prominently displayed in ways that remind employees, board members, clients and visitors that this organization is a part of the ADAMHS network. To obtain an electronic file of the ADAMHS logo, or for questions, contact the ADAMHS Director of Marketing and Communications at 440-350-2193.
  - b. The ADAMHS Board wants to promote your agency efforts and successes. Each agency is to submit one testimonial story which could be included in the marketing materials and/or levy campaign materials. This information can be submitted to the Director of Marketing and Communications
  - c. Use of descriptive copy or language: The following is suggested language that ADAMHS Board contract providers should use in brochures, press releases, websites, and other educational and promotional tools. This (or similar) language is also appropriate to include in speeches or presentations:

Services at (Agency) are made possible in part through the Lake County Alcohol, Drug Addiction and Mental Health Services (ADAMHS) Board. The Lake ADAMHS Board plans, funds, monitors and evaluates services available to residents who are living with mental illness and or substance use disorders. More information at [www.HelpThatWorks.us](http://www.HelpThatWorks.us).

3. An ADAMHS brand presence is expected at agency events. Elements in that brand presence may include:
  - a. An ad, logo and/or descriptive copy in the event program and on social media
  - b. An ADAMHS display at the event
  - c. Mention of the importance of ADAMHS funding/support from the podium