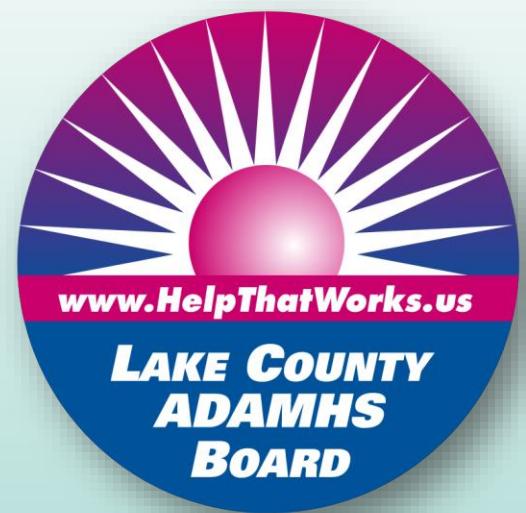


Marketing Plan

FY 2026 - 2031

September 2025

Lake County ADAMHS Board
Authored by: David Schick
Lake County ADAMHS Board,
Director of Marketing & Communications



Marketing Goals and Action Steps

Guiding Statement

Raise awareness of prevention, treatment, and recovery services; reduce stigma around mental health and substance use disorders; and foster broad community support for the Lake ADAMHS System of Care.

Guiding Principles

- *Increase community awareness and appreciation of the Lake ADAMHS System of Care.*
- *Build and sustain strong public support for the Lake County ADAMHS Board.*

Strategic Marketing Goals & Action Steps

- **Educate & Inform** – Increase public understanding of prevention, treatment, recovery, and crisis resources.
- **Reduce Stigma** – Normalize conversations around mental health, substance use, and recovery.
- **Highlight Providers** – Showcase the impact and expertise of local network providers.
- **Strengthen Community Partnerships** – Collaborate with schools, businesses, law enforcement, faith communities, and civic leaders.
- **Promote Fair Access to Care** – Ensure communications are accessible, culturally responsive, and audience-focused.
- **Promote System Sustainability** – Build community trust and levy support through transparency, storytelling, and data.

Goal 1: Raise Awareness of Board Initiatives, Addiction Task Force and Suicide Prevention Coalition

Strategies:

- Press releases and media outreach highlighting Board priorities, emerging issues, and success stories.
- Short-form marketing series (YouTube, iHeart, and other digital/traditional channels) featuring providers, law enforcement, healthcare partners, and people with lived experience.
- Social media campaigns tied to national and local observances (Overdose Awareness Day, Recovery Month, Suicide Prevention Month, Behavioral Health Professionals Week, Hometown Heroes).

Evidence of Accomplishment (Previous Plan Period):

- The Recovery Concert for Hope was featured as the lead story on WEWS News 5's 11 p.m. broadcast, held in partnership with the Lake County Board of Commissioners, City of Willoughby, and the Ohio Department of Mental Health & Addiction Services.
- Secured a grant to join a national underage drinking prevention campaign through the Ohio Center of Excellence; recorded a podcast with the Center about the Talk. They Hear You proposal.
- Produced a youth vaping video series in partnership with the Lake County Narcotics Agency, released on the Board website and YouTube channel.
- Created an LGBTQ+ video series distributed through cinema advertising, YouTube, and digital campaigns.
- Issued 17+ press releases annually highlighting Board initiatives, provider impact, and emerging issues.
- Developed and distributed two ALERT bulletins for Superintendents to share with parents on trending youth issues.
- Launched a testimonial video series on the impact of overdose on families, in partnership with Jeff Monreal Funeral Home.
- Partnered with the Lake County General Health District and other stakeholders to amplify awareness campaigns.
- Hosted multiple radio shows with Our Aging World on behavioral health topics.
- Recorded a CEO podcast with iHeart Media spotlighting Board initiatives.

Commitment Moving Forward:

- The Board will continue raising awareness through established communication channels while adopting innovative approaches. Efforts will emphasize strengthening partnerships, expanding reach across media platforms, and elevating diverse community voices to reduce stigma and increase engagement.

Goal 2: Expand Community Engagement & Public Education

Strategies:

- Host or sponsor at least one public-facing event annually, rotating locations when possible.
- Develop print and digital toolkits for schools, employers, funeral homes, and faith leaders.
- Create podcasts or other broadcast recordings with providers and recovery advocates.
- Build a digital newsletter for stakeholders, providers, and elected officials.
- Address emerging issues, gaps, and key areas of focus

Evidence of Accomplishment (Previous Plan Period):

- The Recovery Concert for Hope was featured as the lead story on WEWS News 5's 11 p.m. broadcast, held in partnership with the Lake County Board of Commissioners, City of Willoughby, and the Ohio Department of Mental Health & Addiction Services.
- Recognized 18 Behavioral Health Hometown Heroes annually, surprising honorees and celebrating them publicly at a Lake County Captains game.
- Hosted the Annual Meeting where the Board presented its first-ever Behavioral Health Champion Award to Pat Hengst of the Lake County Narcotics Agency for his leadership and cross-system collaboration.
- Partnered with national motivational speaker Chris Herren, bringing his presentation to more than 5,500 students in Lake County.
- Secured and implemented youth gambling prevention campaigns at schools and community events.
- Produced and distributed key communications, including the Annual Report, Elected Officials Guide (bi-annually), Addiction Task Force Update (bi-annually), and a stakeholders newsletter (monthly).
- Convened quarterly meetings of the Addiction Task Force and Suicide Prevention Coalition to address emerging issues, gaps, and areas of focus.
- The Executive Director regularly reviewed and shared findings from the Overdose/Suicide Fatality Review Committee with staff to inform Board priorities and communications.

Commitment Moving Forward:

- The Board will continue to expand engagement by fostering meaningful connections across schools, workplaces, and community organizations. Building on the success of large-scale events, campaigns, and recognition programs, future efforts will prioritize partnership-driven public education and broaden outreach to diverse audiences. By integrating timely data, elevating local champions, and offering practical resources, the Board will strengthen community awareness, reduce stigma, and empower residents to be active participants in prevention, treatment, and recovery.

Goal 3: Promote Providers & Strengthen the System of Care

- Quarterly press releases highlighting provider programs, outcomes, and innovations.
- Bi-annual video features on provider impact (“day in the life,” “top five questions answered”).
- Co-branded campaigns with providers/community partners (gambling prevention, suicide prevention, youth vaping awareness).
- Annual marketing support for Friends of Lake ADAMHS (FOLA) initiatives.

Evidence of Accomplishment (Previous Plan Period):

- Supported Friends of Lake ADAMHS (FOLA) initiatives, including the annual Art Auction. In 2024, the event featured 12 artists, 10 sponsors, and was the highest-grossing Art Auction to date.
- Produced and distributed 17+ press releases annually, many spotlighting provider programs, outcomes, and community impact.
- Partnered with providers on co-branded prevention campaigns, including youth vaping prevention with the Lake County Narcotics Agency, youth gambling awareness in schools, and quit smoking campaigns with the Lake County General Health District.
- Launched a testimonial video series on the impact of overdose on families, in partnership with Lake-Geauga Recovery Centers.
- Promoted Lake-Geauga Recovery Centers’ Overdose Awareness Day event, amplifying visibility and community engagement.
- Sponsored at least one annual event for each agency, with ADAMHS Board members actively promoting and attending.
- Featured provider perspectives and impact in multiple podcasts and radio interviews (e.g., iHeart Media CEO podcast, Our Aging World radio shows).
- Leveraged local media partnerships to highlight agencies such as Family Pride (in-home services), Lake-Geauga Recovery Centers (No Alcohol November and Kratom awareness), and the Fine Arts Association (Music Therapy).

Commitment Moving Forward:

- The Board will continue to strengthen the System of Care by elevating the work of providers through consistent media coverage, storytelling, and collaborative campaigns. Efforts will expand to include new video formats, broader use of podcasts and digital platforms, and deeper integration of provider voices into public-facing initiatives. By leveraging partnerships with local and regional media, the Board will ensure providers are recognized as essential community resources, while continuing to grow high-impact events like the FOLA Art Auction. Future efforts will focus on showcasing innovation, celebrating success, and advancing collaborative campaigns that reduce stigma, highlight recovery, and ensure Lake County residents are aware of and connected to critical behavioral health services.

Goal 4: Enhance Board Operations & Visibility

- Maintain Culture of Quality (COQ) certification and uphold fair access to care by ensuring communications are accessible, culturally responsive, and audience-focused.
- Conduct an annual review of Board policies, procedures, and communication practices.
- Provide regular training for Board members on communication, advocacy, ethics, and cultural competency.
- Develop and share advocacy resources with elected officials and community leaders to strengthen systemwide support.
- Maintain Culture of Quality (COQ) certification and align with our goal of fair access to care which ensures communications are accessible, culturally responsive, and audience-focused.
- Annual review of policies, procedures, and communication practices.
- Regular training for Board members on communication, advocacy, and cultural competency.
- Develop advocacy resources for elected officials and community leaders.

Evidence of Accomplishment (Previous Plan Period):

- Successfully maintained Culture of Quality (COQ) as a standard practice, regularly reviewing policies and implementing new procedures informed by local, state, and national best practices.
- Developed Community Action Plans guided by local data to prioritize services and direct resources toward areas of greatest need.
- Strengthened regional collaboration through a joint ethics training with the Ashtabula County Mental Health and Recovery Services Board, facilitated by the Ohio Ethics Commission.
- Participated in multiple professional development opportunities, including trainings on ethics, customer service, artificial intelligence, and other emerging topics hosted by local providers and organizations.
- Provided Assessing and Managing Suicide Risk (AMSR) training for local provider staff to enhance knowledge and skills across the continuum of care.
- Established a high level of organizational trust and credibility at the county, state, and federal level, culminating in the Board's successful application for federal funds for the first time in its history.

Commitment Moving Forward:

- The Board will continue to strengthen operations by embedding transparency, accountability, and ethical practices into all aspects of its work. Future efforts will focus on broadening training opportunities for staff and Board members, aligning policies with best practices, and expanding the use of data-driven decision-making. By deepening collaboration with regional partners, enhancing communication with elected officials, and proactively pursuing new funding opportunities, the Board will ensure it remains a trusted steward of resources and a strong advocate for the behavioral health needs of Lake County.

Emerging Priorities to Address in Communications

- Fentanyl & xylazine in the drug supply
- Youth vaping and cannabis use
- Problem gambling and digital addictions
- Behavioral health workforce shortages
- Suicide prevention and postvention
- Equity in access to care

Communications Frequency

Network Providers

- **Monthly:** Provider check-ins
- **Quarterly:** Press releases highlighting provider initiatives
- **Bi-Annually:** Video features on providers' work and impact
- **Annually:** Sponsor one fundraising/community event for each provider; coordinate provider participation in FOLA event

Public

- **Monthly:** 2–3 social media posts tied to events/awareness months.
- **Quarterly:** Press releases on Board, provider, Task Force initiatives; digital newsletter
- **Bi-Annually:** Awareness video on priority topics; distribute updated Elected Officials Guide
- **Annually:** Major public event or partnership, Annual Report, FOLA Art Auction promotion, annual marketing plan review

Annual Calendar Highlights

- **January–March:**
 - Chamber engagement, Gambling Awareness Month, stock promotional items
- **April–June:**
 - Alcohol & Counseling Awareness Month campaigns, FOLA Art Auction, Pride Festival, Annual Marketing Plan release
- **July–September:**
 - Back to School Bash, Bridge Day, Overdose Awareness Day, Hometown Hero, Appreciation Week, Strategic Plan review
- **October–December:**
 - Prevention Month, Sexual Assault Response Team Conference, Crisis Intervention Team Training, Annual Report release, levy support campaigns, holiday outreach, FOLA artist recruitment

Communications Channels

Digital & Social Media

- Social media platforms: Facebook, Instagram, X (Twitter), TikTok (via vendors), LinkedIn, YouTube Shorts
- Paid and organic digital advertising (Google Ads, display ads, and retargeting campaigns)
- Email communications: monthly stakeholder newsletters, special updates, and bi-annual Elected Officials Guides

Streaming & Broadcast Media

- Streaming services: iHeart Media, Spotify, Amazon Prime Video, YouTubeTV, Hulu, and AdTaxi campaigns
- Traditional radio and podcast sponsorships, including non-English broadcast stations
- In-theater and cinema advertising (NCM Movie Cinema ads)
- Local cable access and regional broadcast partnerships

Traditional Media & Publications

- Press releases and earned media coverage in local newspapers, TV, and radio
- Opinion editorials, feature stories, and letters to the editor to shape public dialogue
- Annual Report and other print publications

Community Engagement & Public Awareness

- Community events, town halls, and public-facing forums (e.g., Recovery Concert for Hope)
- Awareness campaigns tied to national and local observances (Overdose Awareness Day, Mental Health Awareness Month, Gambling Awareness Month)
- Educational toolkits for schools, workplaces, faith leaders, and funeral homes
- Presence at health fairs, festivals, and local civic events

Partnership & Provider Collaboration

- Co-branded campaigns with providers and community partners (e.g., vaping prevention, suicide prevention, gambling awareness)
- Provider-focused podcasts, webinars, and video testimonials
- Cross-promotion through partner newsletters, websites, and social channel