

Youth Empowerment Services

Best Practices Meeting, February 9, 2016
Marketing and Outreach

Why?

Young Texans need your help.

Your community needs more mental health infrastructure.

YES Policy 2200.12 LMHA Responsibilities

Strategies the LMHA is required to utilize for outreach and marketing includes, but is not limited to:

- Posting an overview of the Waiver on the LMHA's Web site;
- Utilizing marketing materials available through the Department of State Health Services (DSHS);
- Establishing a Waiver Inquiry phone line
- Working with stakeholders in the LMHA's service area to identify potential participants;
- Presenting information about the Waiver at community events; and
- Conducting presentations for staff of behavioral health centers, social service agencies, school districts, behavioral health consortia, private hospitals, juvenile justice centers, managed care organizations, and other potential referral sources.

Posting an overview of the Waiver on the LMHA Website

The screenshot shows a web browser window with the URL <http://emergencehealthnetwork.org/>. The browser's address bar and tabs are visible at the top. The website's header features the Emergence Health Network logo and the text "El Paso Center for Mental Health/Intellectual Disabilities". To the right of the logo, the "CRISIS SERVICES" section lists the EHN Crisis Line (915-779-1800) and a Toll Free number (1-877-562-6467). Below the header is a navigation menu with links for ABOUT, SERVICES, MENTAL HEALTH FIRST AID, GET INVOLVED, PRESS ROOM, and CONTACT.

The main content area features a large banner for "Youth Empowerment Services (YES) Waiver". The banner includes a photograph of a woman smiling with two children. To the left of the photo, the text reads "Youth Empowerment Services" and "What is the YES Waiver? The YES (Youth Empowerment Services) Waiver is a 1915(c) Medicaid Home and ... [Continue Reading](#)". Below the photo is the Texas Department of State Health Services logo.

Below the banner, there are four columns of content:

- ABOUT US**: A photograph of a man with glasses. Below it, the text reads: "Mission Emergence Health Network (EHN) ensures superior recovery-based services for mental health, developmental ... [Read More](#)".
- SERVICES**: A photograph of a family. Below it, the text reads: "Crisis Line is manned by master's level qualified mental health professionals and backed up by on-call professionals ... [Read More](#)".
- ANNUAL REPORT**: A video player thumbnail with a play button. Below it, the text reads: "2014 was a year of tremendous change for El Paso's mental health authority ... [Read More](#)".
- BOARD MEETINGS**: A list of dates: "April 6th Agenda", "March 26th Agenda", "Feb. 26th Agenda", "Feb. 5th Agenda", "December 11th Agenda", "October 23rd Agenda". Below the list is a link: "[View All Meetings](#)".

At the bottom of the page, a URL is displayed: <http://emergencehealthnetwork.org/youth-empowerment-services-yes-waiver/>

Using marketing materials available through DSHS

What are the Goals of the YES Waiver?

- Reduce the amount of time the child is out of their home and community because of a mental health need,
- Extend the range of mental health services and supports available for children with this level of need,
- Prevent entry into the foster care system and relinquishment of parental custody, and
- Improve the lives of children and youth served.



Please visit our Website for the most up to date information on the YES Waiver
<http://www.dshs.state.tx.us/mhsa/yes/>
Email:
YESWaiver@dshs.state.tx.us



What Is the YES Waiver?

The Youth Empowerment Services (YES) is a 1915(c) Medicaid Waiver program that provides community-based services to help children and youth (at least 3 and younger than 19) with "serious emotional disturbances" live in the community. YES services go beyond the services available through other Medicaid benefits.

YES uses a planning process known as Wraparound to create a plan specifically for your child. YES services are designed to identify and support the strengths of the child or youth. The Wraparound process builds on support that the family and community provides.

DSHS_YES_Brochure_English.indd 1 1/29/16 11:18 AM

Working with **stakeholders** to identify potential participants;

Presenting information about the Waiver at community events; and

Conducting presentations for staff of

- behavioral health centers,
- social service agencies,
- school districts,
- behavioral health consortia,
- private hospitals,
- juvenile justice centers,
- managed care organizations, and
- other potential referral sources.

The screenshot shows a web browser window displaying the ESC Region 11 website. The browser's address bar shows the URL <http://www.esc11.net/site/default.aspx?PageID=1>. The website header includes the logo for "EDUCATION SERVICE CENTER REGION 11" and navigation links for "HOME", "ESC INTRANET", "PROFESSIONAL LEARNING", and "CALENDAR". A main banner features a photograph of a young woman sitting on a wooden deck, looking down with her hand on her head. To the right of the photo, the text reads "YOUTH MENTAL HEALTH AND FIRST AID (YMHFA) TRAININGS" in a bold, black, hand-drawn font. Below this, the dates "February 1, 2016 • April 28, 2016" and the time "8:00 a.m. - 5:00 p.m. • ESC Region 11" are displayed. At the bottom of the page, there are three site shortcuts: "JOB SEARCH" with a blue background and a document icon, "SCHOOLS" with a yellow background and a student icon, and "CERTIFICATION" with a green background and a certificate icon. A "SITE SHORTCUTS" link is visible at the bottom right of the page.

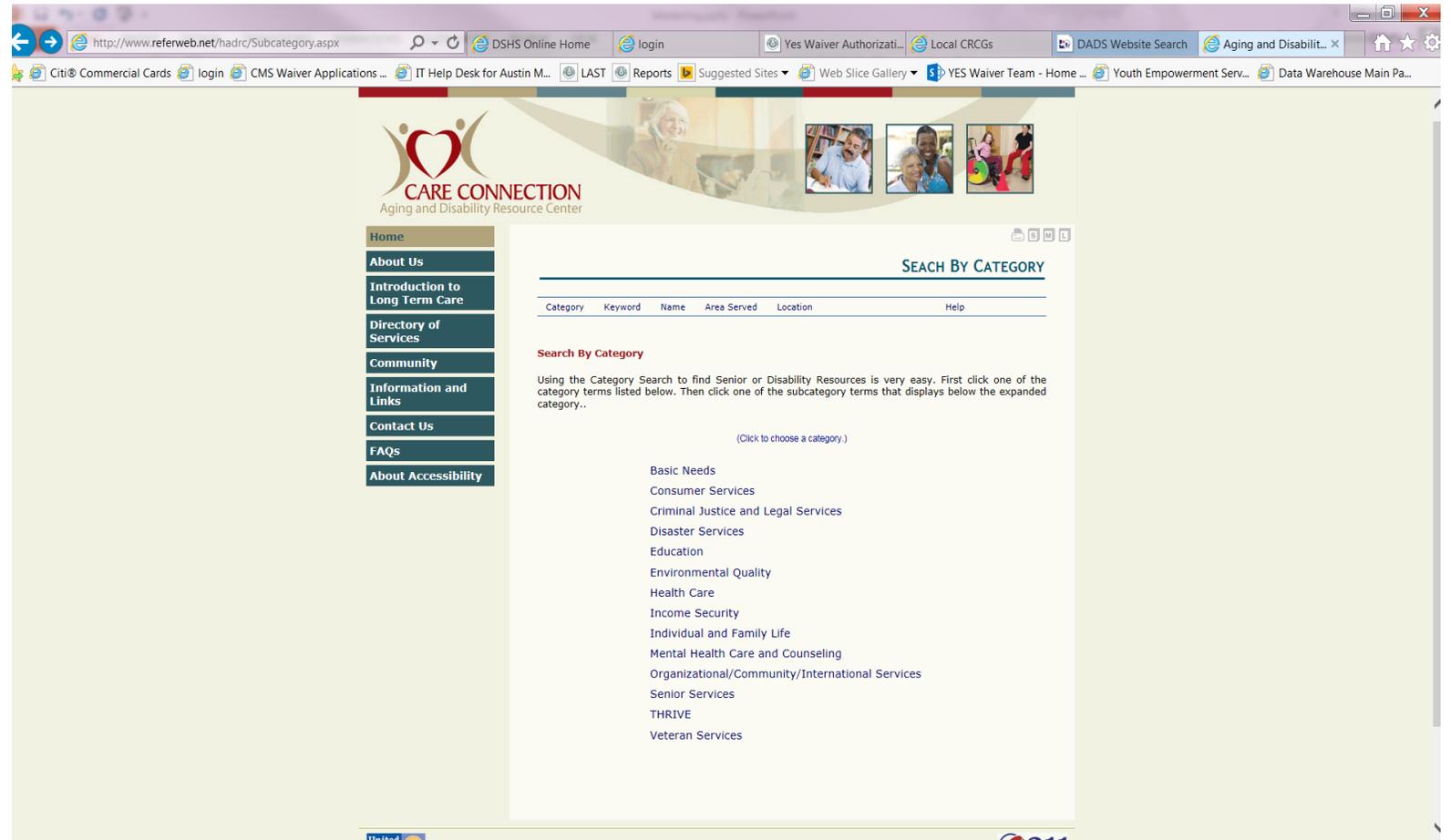
Where to start?

ADRC

<https://www.dads.state.tx.us/care/findanadrc.html>

CRCGs

http://www.hhsc.state.tx.us/crcg/Local_CRCGs/local_NEW.html



The screenshot shows a web browser window displaying the CARE CONNECTION Aging and Disability Resource Center website. The browser's address bar shows the URL <http://www.referweb.net/hadrc/Subcategory.aspx>. The website's header includes the logo for CARE CONNECTION and a navigation menu with the following items: Home, About Us, Introduction to Long Term Care, Directory of Services, Community, Information and Links, Contact Us, FAQs, and About Accessibility. The main content area is titled "SEARCH BY CATEGORY" and contains a table with columns for Category, Keyword, Name, Area Served, Location, and Help. Below the table, there is a section titled "Search By Category" with instructions: "Using the Category Search to find Senior or Disability Resources is very easy. First click one of the category terms listed below. Then click one of the subcategory terms that displays below the expanded category..". A list of categories is provided, including Basic Needs, Consumer Services, Criminal Justice and Legal Services, Disaster Services, Education, Environmental Quality, Health Care, Income Security, Individual and Family Life, Mental Health Care and Counseling, Organizational/Community/International Services, Senior Services, THRIVE, and Veteran Services. The browser's taskbar shows several open tabs, including "DADS Website Search" and "Aging and Disabilit...".

Helpful Hints

- Know your audience

Stakeholders outside of mental health might need basic information

- What is an LMHA?
- What does a kid with an SED look like?

- Deputize your graduates

- Be plain

- Don't underestimate the power of word of mouth