**Vision**:

To create a semi-monthly blog series called **“Embracing Change”** that will feature the work of the ATTC Regional Centers. The goal of this series will be to increase visibility of the Centers’ projects, by examining the ways in which we have adapted/overcome challenges in the last year.

**Objective**:

Each Center will be asked to submit one blog article during the remainder of 2022 to promote their work, highlight impactful projects and share knowledge. **Embracing Change** will be housed on the ATTC / NIATx Service Improvement Blog.

**Specifications:**

The blog series will launch in July 2022. Blogs will be published the first and third Thursday of the month. Deadlines will be the first business day of the preceding month (e.g., a blog published on July 15 would be due June 1). The National Hispanic and Latino ATTC will be featured in October and the National American Indian and Alaska Native ATTC will be featured in November — to coincide with respective national heritage months. **The editorial calendar will be filled out on a first-come, first-serve basis, meaning if your center would like a specific date (to coincide with an event/project/awareness observance) you should request it ASAP. Email requests to Greg Grisolano,** **grisolanog@umkc.edu****.**

**Word count: 500-750 words**

Images (encouraged, but optional): At least 150 dpi. Assure photo release forms have been signed for anyone featured in photos.

Centers will be asked to address at least one of the following bullet points in their blog articles:

* Connected learning series and communities
* Organizational development and systems change projects
* Technical assistance to organizations, localities, and states

Including qualitative data and comments / feedback from end-users should also be considered when writing articles.

Possible topics include:

• What’s Next?

• Dealing with Change

• Disruption – being indisruptable

• Future proofing business and career

• Forever Skills / infinity Skills

• Relevance – avoiding being irrelevant

• Thought Leadership

• Being Unstuck

• Thinking better & Decision Making

• VUCA world – Uncertain world

• Game Changer – Changing the Game

• Change ready

• Innovation innovative

• Transformation/transformative

• Evolution not Revolution

• Creativity & Innovation

• Quests – challenges – journeys

• Sticky change

• Global restructures

Do you need help composing your blog article? The ATTC NCO can help! Feel free to contact us with this easy-to-use request portal: [https://ttcrequest.zendesk.com](https://ttcrequest.zendesk.com/).

**Blog Post Publication Calendar:**

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| --- | --- | --- | --- |
| **Submission deadline** | **Theme/Observance Month for Possible Tie-In** | **Publish Date** | **Region** |
| June 1, 2022  | Minority Mental Health Awareness Month | July 7, 2022 | New England (Region 1) |
| June 1, 2022 | Minority Mental Health Awareness Month (Youth/Adolescent focus) | July 21, 2022 | Northwest (Region 10) |
| July 1, 2022 | SAMHSA-funded projects that focus on children and youth behavioral health. | August 4, 2022 | Northeast & Caribbean (Region 2) |
| July 1, 2022 | International Overdose Awareness Day (Aug. 31)  | August 18, 2022 | Pacific Southwest (Region 9) |
| August 1, 2022 | National Recovery Month | September 1, 2022 | Central East (Region 3) |
| August 1, 2022 | Hispanic/Latino Heritage Month | September 16, 2022 | National Hispanic & Latino ATTC |
| September 1, 2022 | Mental Illness Awareness Week (Co-occurring disorders?) | October 6, 2022 | Southeast (Region 4) |
| September 1, 2022 | SAMHSA-funded projects that focus on children and youth behavioral health. | October 20, 2022 | Mountain Plains (Region 8) |
| October 3, 2022 | National Native American Heritage Month | November 3, 2022 | National Native American/Alaska Native ATTC |
| October 3, 2022 | Veterans and Substance Use Disorder | November 17, 2022 |  Mid-America (Region 7) |
| November 1, 2022 | SAMHSA-funded projects that focus on children and youth behavioral health. | December 1, 2022 | Great Lakes (Region 5) |
| November 1, 2022 | Year in Review/Looking ahead to 2023 | December 16, 2022 | South Southwest (Region 6)  |