



Communication and Dissemination Guidelines Mountain Plains Mental Health Technology Transfer Center

PURPOSE

This toolkit has been developed for any and all team members involved in the communication and dissemination activities of the Mountain Plains Mental Health Technology Transfer Center. It has been developed by the web and communication team with the Center for Rural Health. Questions around anything in the guide, or suggestions for edits or additions can be sent to:

Shawnda Schroeder

Shawnda.schroeder@UND.edu

ABBREVIATION:

Mountain Plains MHTTC

NEVER use MP MHTTC or MP-MHTTC [“Mountain Plains” must always be spelled out]

Social Media

The Outreach Specialist (OS) is responsible for managing the social media accounts for the Mountain Plains MHTTC. There is a social media guide that has been developed for those administrating the MHTTC accounts. When the OS is not available, the web and communication lead (Shawnda Schroeder) will assist.

Twitter Handle: [@MPMHTTC](https://twitter.com/MPMHTTC)

Facebook: [@Mountain-Plains-MHTTC](https://www.facebook.com/Mountain-Plains-MHTTC)

Passwords: See Social Media Guides

Admins: Gen Berry, Shawnda Schroeder

Images for Products and the Web

DO NOT use any images that are not licensed! The Mountain Plains MHTTC has an Adobe Stock account and a license for using a set number of images per month. If you have an image request, email Shawnda.

Adobe Stock:

info@rural

Password:

Mountain Plains MHTTC Website

The Mountain Plains MHTTC website needs to have the following reviewed and updated:

Web Items	URL	Update Frequency
New news items	https://mhttcnetwork.org/centers/global-mhttc/recent-news?center=29	Two new news items weekly
New events	https://mhttcnetwork.org/centers/global-mhttc/training-and-events-calendar?center=29	Add all new events weekly
Products	https://mhttcnetwork.org/centers/global-mhttc/products-resources-catalog?center=29	Add as they are developed
New banners (homepage)	https://mhttcnetwork.org/centers/mountain-plains-mhttc/home	Update monthly (minimum)
Archive page	https://mhttcnetwork.org/centers/mountain-plains-mhttc/past-trainings-and-events	Monthly check (and as requested)
About Us page	https://mhttcnetwork.org/centers/mountain-plains-mhttc/about-mountain-plains-mhttc	Annually at min. (and as requested)
Advisory board member page	https://mhttcnetwork.org/centers/mountain-plains-mhttc/mountain-plains-mhttc-partners	Annually at min. (and as requested)

Process (as of 3/2020)

Process for quality assurance:

- OS develops the news items, events, products, etc. for the website based on information they are sent from other MHTTC team members throughout the week.
- Once a week the OS sends all needed web content to the Web and Graphic Team Lead (Web Lead or WL).
- When additions are made, WL notifies OS changes were made and OS does quality check on all new materials, links, and language to ensure no errors.

News Items on the Website

Two types of News Items:

1. News items written by the Mountain Plains MHTTC to promote our work.
2. News items being shared from an outside source.

Type One: Written by the Mountain Plains MHTTC require:

- Title (Capitalized Titles for News Items)
- Author: Mountain Plains MHTTC
- Date: Date publishing the news item
- SAMHSA report: Yes
- Type: Intensive

- Link: link to the product, event, or other MHTTC item being discussed or promoted in the news item – if there is one.
- Image (purchased, from a free license source, provided by the team, from the product being promoted) - Provide a URL for an image, or an attached JPG image if one is known.
- Description text: This is the news item/article
 - Use the Center for Rural Health (CRH) style guide for all rules.
 - No acronyms.
 - Look to old examples: <https://mhttcnetwork.org/centers/global-mhttc/training-and-events-calendar?center=29>

Type Two: Shared from an Outside Source:

- Title (Capitalized Titles for News Items)
- Author: List author(s) name(s) followed by the authoring organization/source when appropriate. If no author name, list the authoring organization
 - Example: Dan Simmons, Washington Post
- Date: Date publishing the news item
- SAMHSA report: No
- Link: link to the news article/item
- Image (use images from the story if cleared for public use) – send the JPG or URL
- Description text: This is the news item/article – provide an abbreviated summary of the larger article. Focus on why this article may be important to, or relate to, the Mountain Plains MHTTC audience. What is the relation to our program? Use your own words to summarize and use quotations when pulling directly from the original source.
 - Use the CRH style guide for all rules.
 - Look to old examples: <https://mhttcnetwork.org/centers/global-mhttc/training-and-events-calendar?center=29>.
 - End the news item with the link to the original article, for example: “Check out the full article, [How a Program Can Help Students Re-enter School After a Mental Health Crisis](#)”

New Events on the Website

All Mountain Plains MHTTC presenters are responsible for adding their own information into the event link (Qualtrics). Once a week the OS pulls all newly added events from the survey link, and populates the form below by filling in the white sections. Presenters do not enter information consistently, and it is the responsibility of the OS to rewrite, edit, format, and find URLs as needed in order to add an accurate and comprehensive event. **See Appendix A for an Example Event.**

The CRH and Gateway style guides should be applied to adding new events.

Title:	Check for Proper Capitalization and no Acronyms		
Start Date: [Q 4_4]		End Date: [Q 4_5]	
Start Time (MT): [Q 4_6]		End Time (MT): [Q 4_7]	
Where: (Place name)	Name of the school, convention center, hotel, etc. If this is a webinar, this section should remain blank as should the address and ZIP code.		
Location & Address:	This must include street, city, and state.	ZIP code:	
IMAGE: 4 options: 1. Conference-presentation; 2. School-based-training; 3. Technical-asst-ind-training; 4. Webinar [Event Image Options are shown below.]			Enter which image here
Type of TA: Universal, Targeted, or Intensive [Q_62] <input type="checkbox"/> Universal: <input type="checkbox"/> Targeted: <input type="checkbox"/> Intensive:			Enter the type here in the white section
DESCRIPTION: [Q_26]			
<ul style="list-style-type: none"> • Use the Gateway and CRH style guides for rules on verbiage, hyphens, etc. • Write up this section using headers, format, etc. so Julie can enter this on the website in the same design (example below). • No acronyms. • If it is a presentation at a conference, list the conference name and have it hyperlinked. • At the end of the description (for presentations at conferences) have how to register for the conference. Example: To attend this event, you must be attending, and registered for, the South Dakota Counseling Association Conference. • If the presenter is speaking to or presenting on a resource, name that resource and hyperlink it. • If this is a closed event, mention that it is a closed event and provide contact information for those interested in a similar training. <ul style="list-style-type: none"> ○ Example: This training is a private event. If you are interested in similar training for your school, please contact Sarah Nielsen at sarah.k.nielsen@UND.edu. • List the Presenters by First name Last name, Credentials – should look like the following: <p>Presenter</p> <ul style="list-style-type: none"> • Erin Briley, MS, NCSP 			
Event Type: [Q_63] • Online Course • Face-to-Face • Webinar/Virtual Training • Meeting • Virtual TA Session • Presentation • Other [Event type descriptions below]			Enter type here
Registration: [Q_64]	Indicate Yes or No if registration is required for this event. If it is a conference presentation, then registration is required for the conference. If no registration is required, no link is needed below.	Registration Deadline:	Deadline is required if there is registration. If no deadline is indicated, use the date of the training as the deadline.

<p>Registration link:</p>	<p>Use the registration link provided, or if for a conference, use the conference registration link. TEST ALL LINKS before sending to Julie to see if they link to the correct thing. If there is no registration required – leave blank.</p>	<p>Registration contact: (required even if no registration)</p>	<p>If there is no registration, use the email of the primary presenter</p>
<p>SAMHSA Report: (Y/N) [Q_44]</p>	<p>This should always be a yes</p>	<p>Event calendar: (Y/N) [Q_46]</p>	<p>This should always be a yes</p>
<p>Report Relation: (Intensive TA or Opioid Epidemic) [Q_21]</p>		<p>This section is required and is “Intensive TA” for every event that is not focused on opioids</p>	

Event Image Options

Conference-presentation



School-based-training



Technical-asst-ind-training



Webinars



Event Type Descriptions

FACE-TO-FACE TRAINING:	A training that takes place in a physical location where all participants are present.
MEETING:	A group of people brought together at a specific date/time, either in-person or online using virtual technologies, to discuss particular topics or issues.
ONLINE COURSE:	A training which takes place using an online learning management system (e.g., HealthKnowledge).
WEBINAR/VIRTUAL TRAINING:	A training that takes place on a specific date/time and is conducted over the internet using technologies, such as Zoom or AdobeConnect. Can be a single event or a series of events.
VIRTUAL TA SESSION:	Ongoing technical assistance (TA) or intensive learning sessions (such as ECHO) delivered online using technologies; focused on skills development and/or intervention to help organizations adopt evidence-based or promising practices in an agency or system.
PRESENTATION:	A speech or talk, delivered either in-person or online using virtual technologies, in which a specific topic, idea, or project is explained to an audience. The purpose of a presentation is to raise awareness or share information, not teach skills or directly change practice as with a training.
OTHER:	Any other type of event that does not fit into any of the above categories.

New Products on the Website

All products that have been developed under funding for the Mountain Plains MHTTC should be added to the Mountain Plains MHTTC product page. Products are typically reviewed by Shawnda Schroeder (CRH) and both Co-Directors of the Mountain Plains MHTTC. Products are developed/developed by the graphic designer at the CRH.

Product Requirements:

- Must be ADA compliant (reviewed by web manager and graphic designer at the CRH).
- Must include the Mountain Plains MHTTC logo and the SAMHSA logo.
- Must include this partnership language: “The Mountain Plains MHTTC is a partnership between the University of North Dakota and the Western Interstate Commission for Higher Education.”
- Must include this statement from SAMHSA:

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At the time of this publication, **Elinore F. McCance-Katz**, served as SAMHSA Assistant Secretary. The opinions expressed herein are the views of **Dr. Shawnda Schroeder, PhD and Professor Thomasine Heitkamp, LCSW** and do not reflect the official position of the Department of Health and Human Services (DHHS), SAMHSA. No official support or endorsement of DHHS, SAMHSA, for the opinions described in this document is intended or should be inferred.

Adding New Products Online

Title:	Check for Proper Capitalization and no Acronyms		
Image:	Provide a URL for an image, or an attached JPG image if one is known.		
Authors	List authors without credentials or titles – just First Name Last Name (examples: Shawnda Schroeder, Dennis Mohatt, Liza Tupa)		
Description:	<ul style="list-style-type: none"> • Use the Gateway and CRH style guides for rules on verbiage, hyphens, etc. • No acronyms. • List report authors at the bottom of the description [hard space before] <p>Authors</p> <ul style="list-style-type: none"> • Erin Briley • Shawnda Schroeder 		
Publication date:	Date it's added online	Attachments:	Attach the pdf, or if there are additional links that need to be included, note that here.
SAMHSA Reporting:	Always YES to bi-monthly reporting	Report Relation	This section is required and is "Intensive TA" for every product that is not focused on opioids
Type of product – select one [mark the box - highlight] Product type descriptions below			
<input type="checkbox"/> Toolkit <input type="checkbox"/> Website <input type="checkbox"/> eNewsletter or Blog <input type="checkbox"/> Interactive Resource <input type="checkbox"/> Presentation Slides <input type="checkbox"/> Curriculum Package <input type="checkbox"/> Mobile App <input type="checkbox"/> Video or Multimedia <input type="checkbox"/> Print Media (brochure, monograph, report, poster) <input type="checkbox"/> Other			
Target Audience – select all that apply [mark the box(es) - highlight]			
<input type="checkbox"/> Medical Professional (physician, nurse, nurse practitioner, physician assistant) <input type="checkbox"/> Mental Health Professional (social worker, psychologist, counselor, MFT) <input type="checkbox"/> Administrator <input type="checkbox"/> Pharmacist <input type="checkbox"/> Researcher <input type="checkbox"/> Recovery Specialist <input type="checkbox"/> Other <input type="checkbox"/> Addictions Counselor <input type="checkbox"/> Educator <input type="checkbox"/> Student <input type="checkbox"/> Criminal Justice Professional			
Collaborating MHTTC -- select all that apply [mark the box(es) - highlight]			
<input type="checkbox"/> Global MHTTC <input type="checkbox"/> Northwest MHTTC <input type="checkbox"/> Central East MHTTC <input type="checkbox"/> Pacific Southwest MHTTC <input type="checkbox"/> Great Lakes MHTTC <input type="checkbox"/> Southeast MHTTC <input type="checkbox"/> Mid-America MHTTC <input type="checkbox"/> South Southwest MHTTC <input type="checkbox"/> Northeast & Caribbean MHTTC <input type="checkbox"/> New England MHTTC <input type="checkbox"/> National American Indian and Alaska Native MHTTC <input type="checkbox"/> MHTTC Network Coordinating Office			

Keywords – select FIVE max [highlight]		
<ul style="list-style-type: none"> • Adolescents/Youth • African Americans • Alcohol Use • American Indians & Alaska Natives • Asian Americans & Pacific Islanders • Assertive Community Treatment • Assisted Outpatient Treatment • Binge Drinking • Block Grant • Certified Community Behavioral Health Clinics • Clinical High Risk & Early Psychosis • Clinical Supervision • Co-occurring Mental Health and Substance Use Disorders • Cognitive Behavior Therapy • Community Mental Health Centers • Criminal Justice • Crisis Intervention and Management • Cultural Competency/Humility • Data • Disaster • Diversity • Domestic Violence • Ethics/HIPAA/Confidentiality • Evidence Based Practices • Faith-based Initiatives/Spirituality • Family 	<ul style="list-style-type: none"> • Federally Qualified Health Centers • Financing & Billing • First Episode Psychosis • Health Disparities & Equity • Healthcare • Hepatitis C/HCV • Hispanics/Latinos • HIV/AIDS • Homelessness • Implementation Science • Infants and Early Childhood • Integration of Health and Mental Health Care • Leadership Development • LGBTQ • Medications • Men • Mental Health • Mental Health Awareness and Literacy • Mental Illness Prevention • Motivational Interviewing • Older Adults • Opioids • Organizational Change • Outreach • Pain • Policy • Pregnancy • Process Improvement • Psychiatry Advanced Directives 	<ul style="list-style-type: none"> • Recovery Oriented Systems of Care • Recovery Support Services • Rural Settings • SBIRT • School Mental Health • Serious Emotional Disturbance (SED) • Serious Mental Illness (SMI) treatment • Stigma • Students/Pre-service training • Substance Use Disorders • Suicide • Supported Employment • Systems of Care • Technology Transfer • Telehealth/Tele-behavioral Health • Tobacco • Training & Skill Development • Trauma • Treatment Planning • Veterans • Violence Prevention • Women • Workforce Development • COVID-19/Coronavirus • Grief • Pandemic Response • Stress

Product Type Descriptions

CURRICULUM PACKAGE	Set of training resources on a specific topic (such a Trainer’s Manual, Participant Manual, Presentation Slides, and other training resources) designed to be delivered by experienced trainers in order to develop or enhance skills and provide in-depth knowledge.
MULTIMEDIA (VIDEO, WEBCAST, POSTCAST)	Resources that were developed using a combination of different content forms such as text, audio, images, animations, video, and/or interactive content. Examples include: podcasts, webcasts (recorded webinars), YouTube videos, etc.
TOOLKIT	A set of resources (such as checklists, brochures, or online resources) compiled to provide current information and knowledge on a specific topic.
PRINT MEDIA	Resources and communication traditionally distributed via printed materials. Examples include: booklets, brochures, pamphlets, tip-sheets, etc.
WEBSITE	An external resource on a specific topic that is hosted on the internet and accessible via a web browser using a unique domain/URL.
ENEWSLETTER OR BLOG	Publications that are developed and distributed regularly via email using online technologies (such as Databank or Mailchimp) or posted on a dedicated site (such as Blogger or Blogspot) that share timely information on topics of interest to stakeholders.
INTERACTIVE RESOURCE	A resource requiring interaction from the user to be understood, executed, or experienced fully. Examples include online courses or flipbooks.
MOBILE APP	Software application specifically developed to be utilized on mobile devices, such as a smartphone or tablet.
PRESENTATION SLIDES	A compiled set of slides from a formal presentation, usually developed in PowerPoint, which presents information on a specific topic. May include text, images, detailed speaker notes, as well as imbedded media such as audio and video. (Also referred to as a “slide deck.”)
OTHER	Any other type of product or resource that does not fit into any of the above categories.

New Banners on the Website

Must Provide:

1. Primary Title [2 line limit]:
2. Description [3 line limit]:
3. Purple Button Verbiage: [examples may include “Access Resources” “Access the Toolkit” “Learn More”]
4. Image (large – horizontal image):
5. New landing page: Provide URL to existing page or language for the new page



Archived Trainings

Any training that has a slide deck or recording available should be added to the [Archived Training](#) page.

- Title: Exact title from the event page
- Date: Date of the training
- Description: Use the description from the event description, but change it to past tense. Make sure the presenter name and credentials are identified.
- Attach the slide deck and label it “Slide deck”
- Attach the recording, labeled “Recording”

New Resources (Outside Resources)

Several pages on the Mountain Plains MHTTC provide resource lists. When adding a new resource follow the steps provided. If providing more than one new resource, alphabetize the resources:

School-Based Programs

1. See Appendix B for template of how to send information to Julie Arnold.
2. Identify which topic the product will fit under (can be listed under multiple topics).
3. Provide the product/website name using Gateway and CRH style guides (this is the Title).
4. Develop brief description which indicates what the user will find at that link, or what the purpose of the resource is. Make sure to indicate who the authoring agency is.
 - a. Example:

School Health Assessment and Performance Evaluation System

The School Health Assessment and Performance Evaluation System is hosted by the National Center for School Mental Health. The system is a free, web-based portal designed specifically for school and district teams to assess and enhance their school mental health services.

Rural Mental Health Resources

1. Provide the product/website name using Gateway and CRH style guides (this is the Title).
2. Develop brief description which indicates what the user will find at that link, or what the purpose of the resource is. Make sure to indicate who the authoring agency is.

Farm Stress and Mental Health Resources

1. Identify which of the two topics the product will fit under.
2. Provide the product/website name using Gateway and CRH style guides (this is the Title).
3. Develop brief description which indicates what the user will find at that link, or what the purpose of the resource is. Make sure to indicate who the authoring agency is.

COVID-19 Resources

1. Identify which of the topics the product will fit under. Can fit under more than one.
2. Provide the product/website name (this is the Title).
3. Develop brief description which indicates what the user will find at that link, or what the purpose of the resource is. Make sure to indicate who the authoring agency is.

Criminal Justice

1. Identify which of the two topics the product will fit under.
2. Provide the product/website name using Gateway and CRH style guides.
3. Develop brief description which indicates what the user will find at that link, or what the purpose of the resource is – include name of authoring agency when relevant.
4. On the non-SAMHSA sources, list the agency name under the title and provide a year or date if relevant to time stamp the resource.

Appendix A: Example of a Completed Event Form

Title:	Suicide Assessment and Response for K-12 Populations		
Start Date: [Q 4_4]	April 8, 2020	End Date: [Q 4_5]	April 8, 2020
Start Time (MT): [Q 4_6]	11 AM	End Time (MT): [Q 4_7]	12 pm
Where: (Place name)	N/A		
Location & Address:	N/A	ZIP code:	N/A
IMAGE:	Attached "WebinarSeriesPhoto"		
Type of TA: Universal, Targeted, or Intensive [Q_62]		Targeted	
<input type="checkbox"/> Universal: Information provided to independent users through their own initiative, resulting in minimal interaction with TTC staff. EXAMPLES: Mass mailings, publication of information (e.g., newsletters), untargeted presentations to heterogeneous groups, website, social media.			
<input type="checkbox"/> Targeted: Based on needs common to multiple recipients and not extensively individualized. A relationship is established between the TA recipient and one or more TTC staff. EXAMPLES: Online courses, webinar series for specialized groups, focused knowledge-sharing, communities of practice, short-term training, replication guides.			
<input type="checkbox"/> Intensive: Requires a stable, ongoing relationship between the TTC program staff and the TA recipient and is provided in accordance with a plan developed between the TTC and the TA recipient. EXAMPLES: On-going consultation in specific communities, states and systems.			
DESCRIPTION: [Q_26]			
<p>Suicide Assessment and Response for K-12 Populations Part One of Six in the Webinar Series: Suicide Prevention Across the Educational Continuum</p> <p>Responding to mental health crisis and risk of suicide in a school setting presents unique challenges and considerations for mental health practitioners, educators and parents. Participants in this session will learn recommended best practices for assessing children and adolescents for suicide and initiating appropriate response to youth experiencing thoughts of suicide in a K-12 school setting. Special attention will be given to common screening and assessment tools used in school settings, best practices for utilizing an interdisciplinary team approach to respond to youth experiencing thoughts of suicide in a school setting, and ways to identify risk and protective factors for youth and adolescents at risk of suicide.</p> <p>Presenter</p> <ul style="list-style-type: none"> Erin Briley, MS, NCSP <p>Suicide Prevention Across the Educational Continuum: Webinar Series</p> <ul style="list-style-type: none"> Part Two: World Class Resources to Discover Genetic Risks for Suicide Death April 15, 2020 at 11:00 am MT Part Three: School-Based Suicide Prevention Interventions for K-12 Population April 22, 2020 at 11:00 am MT 			

<ul style="list-style-type: none"> • Part Four: Crisis Response Planning for Suicidal Patients: an Introduction April 29, 2020 at 11:00 am MT • Part Five: Suicide Interventions and Response for Youth Experiencing Series Emotional Disturbance (SED) May 5, 2020 at 11:00 am MT • Part Six: Suicide Prevention and Interventions for Transition Age Youth on College Campuses May 13, 2020 at 11:00 am MT 			
Event Type: [Q_63] • Online Course • Face-to-Face • Webinar/Virtual Training • Meeting • Virtual TA Session • Presentation • Conference Exhibition • Learning Collaborative • Workgroup Meeting • Other		webinar	
Registration: [Q_64]	yes	Registration Deadline:	April 8, 2020
Registration link:	https://utah.zoom.us/webinar/register/WN_jEgi66Z7Rg2QH4D5dXOPHQ	Registration contact: (required even if no registration)	david.v.terry@UND.edu
SAMHSA Report: (Y/N) [Q_44]	Yes	Event calendar: (Y/N) [Q_46]	Yes
Report Relation: (Intensive TA or Opioid Epidemic) [Q_21]	Intensive TA		

Appendix B: Adding Resources to the School Based Page

Notes:

- A resource can go under more than one topic – please just add it under both headers
- If we need a new topic page, we can make one. The new topic page though needs a title, and a short description. See others for examples.

Military Children and Family

<https://mhffcnetwork.org/centers/mountain-plains-mhffc/military-children-and-family>

Title of the Resource or Webpage in Title Capitalization: APA Format

www.ShareUrlHere.com

Short one or two sentence about what the website or product is. For example, what they will find if they go to the website or read the product. Also, the name of the authoring organization and date of the product if relevant.

Example of a Title Here: Website Name or Resource Title

www.PretendLinkHere.com

Developed by the Mountain Plains Mental Health Technology Transfer Center, this 2019 product outlines a best practice for responding to trauma in a rural school setting. The guide . . .

Rural School Mental Health

<https://mhffcnetwork.org/centers/mountain-plains-mhffc/rural-school-mental-health>

School Mental Health

<https://mhffcnetwork.org/centers/mountain-plains-mhffc/school-mental-health>

School Safety

<https://mhffcnetwork.org/centers/mountain-plains-mhffc/school-safety>

Social Emotional Learning

<https://mhffcnetwork.org/centers/mountain-plains-mhffc/social-emotional-learning>

Suicide Prevention

<https://mhffcnetwork.org/centers/mountain-plains-mhffc/suicide-prevention>

Teacher and School Staff Wellness

<https://mhffcnetwork.org/centers/mountain-plains-mhffc/teacher-and-school-staff-wellness>

Trauma Responsive Practices

<https://mhffcnetwork.org/centers/mountain-plains-mhffc/trauma-responsive-practices>