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PRIORITY 3: EDUCATE STAKEHOLDERS ABOUT MILITARY CULTURE, EVIDENCE-BASED PRACTICE AND APPROPRIATE REFERRAL RESOURCES				
Strategy	Action	Responsible Person Primary/Secondary	Measurement/Outcome	Timeline Scheduled/Completed
A. Develop Curriculum and Resources	<ol style="list-style-type: none"> 1. General (Military Culture, Women Veterans' Issues, PTS, MTBI, etc.) 2. Targeted 3. External Resources 4. Fact Sheets 	Dave	Submit [to Collaborative] completed Curriculum for approval	July 2013
A. Identify Audience	<ol style="list-style-type: none"> 1. Providers (Behavioral Health) 2. Professional Organizations (ADAD/CSAC) 3. VSOs 4. Other Organizations 5. Military Units/Commands 	Noe	Submit comprehensive list of contacts for key audiences	Oct. 2013
B. Market	<ol style="list-style-type: none"> 1. Meetings (Homeless Summit, Veteran Councils, etc.) 2. Media 3. Flyers/Mailers (Vets Flash-OVS) 4. Med School (UH) 5. Professional Associations 6. Facebook 	Patricia	Media Pitch News Releases E-mail blast (e.g. OVS – Vets Flash) Social Media/Web pages	September 2013 - Initial launch – state leadership (Suicide Prevention/Awareness Month, Recovery Month) October 2013
C. Deliver	<ol style="list-style-type: none"> 1. Classes/Seminars 2. Briefings 3. Fact Sheets 4. List Service 5. Webinar/You Tube 	Patricia	Meetings, events, and PSAs Social Media and Web surveys	Ongoing
D. Evaluate/Improve	<ol style="list-style-type: none"> 1. Design Metrics 2. Crunch Data 3. Strategize Improvements 	Machelle	Pre/Post Tests Feedback Surveys Produce Action Plan (Semi-annual)	Quarterly