Health in all policy = Behavioral health in all policy

• New audiences for your research
• Who are the policy influencers?
• What are the policy levers/aims?
How to reach policy makers

- Timing
- Relationships
- Issues (outcomes)
Data for policy makers

- Accessibility
- Advocacy
- Brevity
Accessibility

A CASE FOR INTEGRATING Behavioral Health and Primary Care

46% of adults will experience mental health illness or a substance abuse disorder at some point in their lifetime.

67% of adults with a behavioral health disorder do not get behavioral health treatment.

20% of primary care office visits are mental health related.

66% of primary care providers report they are unable to connect patients with outpatient behavioral health providers due to a shortage of mental health providers and health insurance barriers.

35% of children receiving outpatient care for mental health conditions only saw their primary care providers.

LET’S MOVE
AMERICA’S MOVE TO RAISE A HEALTHIER GENERATION OF KIDS
Communicating with policy makers

makehealthwhole.org
Denver Schools Shut Down as FBI Searches for Woman With Columbine Shooting 'Infatuation' Who Made 'Credible Threat'

500,000 Colorado students back in class after alleged threats shut down Denver area schools
• *School Shooting Leaves 1 Student Dead and 8 Injured in Suburban Denver*
Gun violence toward children
Message

• Youth suicide rates in CO are among the highest in the country and rising
• Firearms are the most successful mechanism
• Policies that limit gun access and require safe storage save children’s lives
Product brevity

HEALTH POLICY BRIEF:
Protecting Colorado Youth from Gun Violence
Jennifer Mijer, MD and Shale L. Wong, MD, MSPH
April 2019

Firearm-related injuries are a leading cause of US child and adolescent death, second only to motor vehicle accidents.

Youth firearm suicides, homicides, and injuries are preventable by limiting access and requiring safe storage.
Dissemination plan

Internal:
• Our team and national steering committee
• University communications (Dean and Chancellor)
• Chairs of academic departments (my bosses!)
• University government relations

External:
• Elected officials, state and federal—staff
  – Governor’s office
  – Attorney General
• State public health dept--CDPHE
• Journalists--healthcare, public health and policy
• Advocacy groups
• Social media
Dissemination for policy makers

• Special audience
• Opportunity or even necessity to reach beyond traditional health care settings
• Communication techniques translate evidence for application and action to inform policy
• Build enduring relationships for sharing information
QUESTIONS?