Marketing Our Wellness Courts

TLPI Tribal Wellness Court Enhancement Training
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Why??????

THE LOOK

WHEN YOU ASK FOR HELP AT THE TRIBAL BUILDING
Key Components 9 and 10

Key Component 9
- Continuing interdisciplinary and **community education** promote effective THWC planning, implementation, and operation.

Key Component 10
- The **development and maintenance** of ongoing commitments, **communication**, coordination, and cooperation among THWC team members, service providers and **payers**, the **community and relevant organizations**, including the use of formal written procedures and agreements, are critical for THWC success.
Marketing You Program Is Critical

○ Share your successes!
Sustainability

- Financial
  - Will be costs incurred
  - Need to demonstrate cost savings
- Institutionalization
  - Effective alternative to incarceration
  - Complaints to administration
Unless you have

You will be doing

You need

ELEVATOR PITCH =

WHO YOU ARE + WHAT YOU DO + WHAT YOU'RE LOOKING FOR
Factors to Consider

- How does your HTWC define success?
  - Recidivism
  - Sobriety
  - Return of child custody
  - Commencement Rates

- Cost savings?
Recommendations for Marketing
Electronic Data Base

- Collection of Information
  - Commencement Rates
  - Days of Sobriety
  - Jail Days Saved
  - Cost Savings
  - Child Custody
- Research: Programs using paper had 65% LESS SAVINGS
- Will also assist with evaluation (KC 8)
Community Organization Partnerships

- Service Referrals - Job Training, Child Support, Community Service, Collection/Payment, Housing, Child Care, Medical/Dental
- State and Local Funding Opportunities
- Foundations and Businesses
- Need Reasons to Partner
- Research: Formal Partnerships with Community Organizations – **133% Greater Cost Savings** (KC 10)
Remember ....

Unless you have

You will be doing

You need

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Ideas
Marketing Events

- Law Day
- Health and Wellness Fairs
- Tribal Fairs and Celebrations
- 5k Fun Run/Walk
- National Night Out
- Education and Job Fairs
- Sobriety Events
Strategies

- Create an Event within an Event
  - Sponsor Appreciation
  - Cook-outs
  - Door Prizes
- Social Media Events
- Alumni Groups
- Promotional Items
Ideas

- Newspaper Articles – Announcements, facts, general information
- Radio/TV
- Commencement
Handling Your Own Public Relations

- Mission Statement
- Media Tool Kits
- Spokesperson for Team but a Team
- Activities and Articles – Share the Wealth Preserve the Health
- Communication with the Tribal Administration
- Annual Reports
Other Recommendations

- Obtain Consent
- Alumni Group Contributions
- Tribal Policies Regarding Donations
- Team Burn Out
- Crisis Response
- Codes of Conduct
Other Ideas?
For More Information:

- www.wellnesscourts.org
- www.ndcrc.org
- Tribal Healing to Wellness Court Training Presentation: Sustain, Brag, Beg and Borrow, NDCI, 2015
- Tribal Healing to Wellness Court Training Presentation: The 10 Key Components of Tribal Healing to Wellness Courts, NDCI, 2014