

AWARENESS		
Strategy 13	Overview	Definition of Success in 5 Years
Design and implement a public awareness campaign	Coordinate existing community awareness efforts. Develop a public awareness campaign to decrease stigma and increase an awareness of available resources for behavioral health needs	The development and successful implementation of a sustainable public awareness plan for Lake County that provides regular visibility of messages aimed at decreasing the stigma of mental illness and increasing awareness of available resources.
Impact	Partners	Cost
Decreases stigma for individuals with behavioral health needs, increases an understanding of available resources	<p><u>Types of Partner Organizations</u> Behavioral health providers Community action groups</p> <p><u>Initial Organizations Indicating Interest</u> Youth and Family Counseling The Alliance for Human Services One Hope United PADS Rosalind Franklin University Health System Vista Medical Center West Zacharias Sexual Abuse Center Mano a Mano Family Resource Center Arden Shore Child and Family Services Nicasa Behavioral Health Services</p>	<p>Cost of advertising time/space, including radio ads, Pace bus ads, newspaper ads Printing costs Staff time to coordinate existing efforts, plan campaign, put campaign into action</p>
Relevance for Age Groups	Cultural and Linguistic Competencies	Time to Implement
All age groups	<u>High</u> opportunity to close gaps in areas of cultural or linguistic need	1-2 years