

Marketing Our Wellness Courts

TLPI Tribal Wellness Court Enhancement Training
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Charlene D. Jackson, TLPI Consultant
Donna Humetewa-Kaye, TLPI Consultant

Why??????



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 Your 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



PLEASE



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
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You
need



ELEVATOR PITCH =



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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

