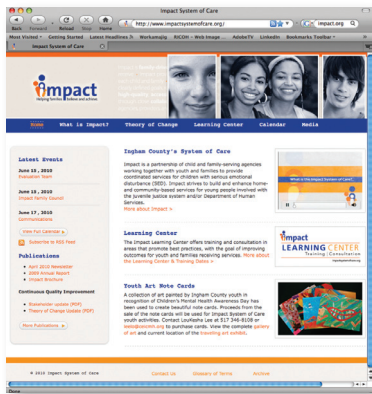


Website



Quarterly Newsletter



CHALLENGE

The Ingham County Department of Community Mental Health received a major grant to develop a system of care partnership to meet the needs young people with Serious Emotional Disturbance (SED) and to support their families. It turned to Pace & Partners. Through its communications work with W.K. Kellogg Foundation's Youth & Education programming, Pace had demonstrated expertise to help the partnership launch a communications effort, starting with its identity.

SOLUTION

An internal communications campaign that includes a website, brochure newsletters, annual reports designed to keep all of the child-serving agency partners, youth and families informed. Pace also provided event management and collateral for annual youth art shows celebrating Children's Mental Health Awareness Day.

RESULTS

The partnership is working fluidly, providing seamless services and engaging parents and children as partners in strengthening families. In only one year, the number of young people in institutional settings dropped dramatically. The website in particular was cited as a useful communications tool by parents, young people, and partners in the initiative.

COMMUNICATIONS



Annual Report

Informational Materials



HTML Evite



Program

