

Community  
Mental  
Health  
Association  
of Michigan

# CMHA MEMBER ORIENTATION

CMHA Summer 2024 Conference

Robert Sheehan, CEO



# Community Mental Health Association of Michigan

The Community Mental Health Association of Michigan (CMH Association or CMHA) is a non-profit trade association with membership made up of:

- 46 public Community Mental Health Service Programs (CMHSP)
- 10 public specialty health plans [Prepaid Inpatient Health Plans (PIHP)] – created and governed by the CMHs
- Over 100 affiliate members (provider organizations and other stakeholders)

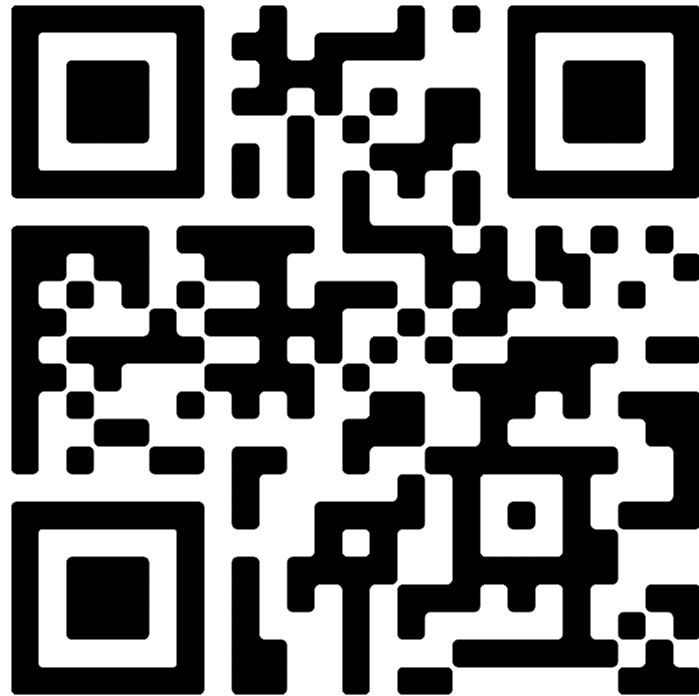
# Purpose of CMHA

- Promote, maintain and improve a comprehensive range of community-based mental health services, which enhance the quality of life, promote the emotional well-being, and contribute to healthy individuals, families, and communities

# Strategic platforms for CMHA's work

- Strategic Platform: government relations/advocacy
- Strategic Platform: education and training
- Strategic Platform: policy and data analysis
- Strategic Platform: linking with information, resources, partnerships; representation of members interests in a range of policy making settings
- Strategic Platform: media and public relations

# CMHA Strategic Plan 2024-2029



# Strategic platform: government relations and advocacy

## Advocacy agenda

Develop, with approval by Legislative and Policy Committee, and Association Executive Board, biennial Legislative Advocacy Agenda – which guides advocacy work

## Advocacy via partnerships

Provide legislative and public policy advocacy, often in partnership with multi-client lobby firms on contract with CMHA, and a range of stakeholders and allies, on behalf of CMHA and its membership

## Grassroots advocacy

Develop and implement a wide range of advocacy tools- many of which are designed to support grass roots advocacy by CMHA members and allies

# Strategic platform: government relations and advocacy

## Analysis of legislation and MDHHS budget

Analyze MDHHS budget, from Governor's recommended budget, through both houses, to passage signing – keeping members aware of changes

## Financial support for state elected officials

Support, via PAC and Advocacy Fund, those in the State Legislature and Governor's Office who are allied with the advocacy agenda of CMHA and its members

## Federal Hill Day

Organize Michigan delegation to National Council Hill Day event in Washington DC

# Strategic platform: education and training



Provide over 250 conferences and trainings to over 10,000 participants per year



Focusing on evidence-based and promising practices covering over 30 topic areas



Face-to-face; virtual/webinar; one-time and learning community formats



## Education and training partnerships with:

- MDHHS
- National Council for Mental Wellbeing
- National Association of County Behavioral Health & Developmental Disabilities Directors (NACBHDD)
- Michigan Health Endowment Fund
- SAMHSA Great Lakes Mental Health Technology Transfer Center (MHTTC)
- Dozens of subject matter experts from across the country

Strategic  
platform:  
policy and  
data analysis

- **CMHA's Center for Healthcare Integration and Innovation (CHI2)** regularly issues white papers on a range of policy areas (posted on CMHA website)
- CHI2 researchers, analysts, and authors drawn from national and state-level policy consultants, fiscal analysts on contract with CMHA, graduate social work students, and CMHA staff

## Strategic platform: policy and data analysis

- **In-depth fiscal and other quantitative analyses** that make sense out of the large volume of data generated within and outside of Michigan's public mental health system, for both technical and lay audiences and policy makers, key trends
- These analyses have been key in the government relations and advocacy work of CMHA and its allies

## Strategic platform: linking and representation

Link CMHA and its members with information, resources, media, partners:

- Modern, comprehensive, and easy-to-navigate **website**
- **Weekly Update:** providing up-to-date information on a range of topics of interest and value to CMHA members
- **Connections:** journal, electronically published periodically and frequently throughout the year

# Strategic platform: linking and representation

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Represent CMHA and involve members in a range of policy making venues – state and national



Negotiate, on behalf of all 46 CMHSP members, the CMHSP contract with MDHHS



Speak at member- and ally-sponsored events across the state



Maintain an active media-relations initiative with a national associations

## Strategic platform: media and public relations

- **Obtain media – traditional and social media- coverage** for themes within the Advocacy agenda of CMHA and the work of CMHA and its members.
- **Celebrating the strength and performance** of the state's public mental health system.
- **Pre-empting and responding to threats** to the system and mis-statements by opponents to the system

# Strategic platform: media and public relations

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Advanced social media presence, first person videos, infographics



Joint media efforts with CMHA PR Committee, members, and allies



Media interviews, guest editorials, press releases, press events



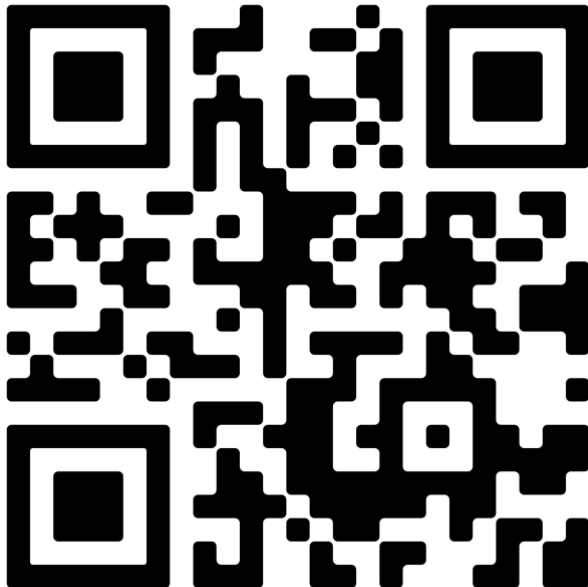
Longstanding partnership with experienced PR firm, Lambert, and media outlets across the state

# CMHA vision for a World Class Public Mental Health System in Michigan & CMHA Impact 2022 Report

▶ CMHA Vision



CMHA Impact 2022





# CMHA Governance Structure

- Board of Directors
- (42 Board members)
  - Board and CEO Appointees – elected by each Association region
  - Standing Committee Co-chairs
  - PIHP Representatives
  - Provider Alliance Representatives

Officers  
(also serve, as  
a group, as  
Executive  
Committee)

- President
- 1<sup>st</sup> Vice President
- 2<sup>nd</sup> Vice President
- Treasurer
- Secretary
- Immediate Past President

A limit 2 officers from any one region

Officers are elected at Spring/Summer Member Assembly

Only local Board members can serve as President and 1<sup>st</sup> Vice President

- 6 Regions:
  - Central ( 9 CMHSPs and PIHPs serving the region)
  - Metro (3 CMHSPs/PIHPs)
  - Northern (5 CMHSPs and PIHPs serving the region)
  - Southeast (8 CMHSPs and PIHPs serving the region)
  - Upper Peninsula (5 CMHSPs and PIHPs serving the region)
  - Western (16 CMHSPs and PIHPs serving the region)

## CMHA Regional Structure

# Steering Committee

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- Standing Committee Co Chairs
- Officers
- PIHP Representatives

The Steering Committee meets during the months that the Executive Board does not. Acts on behalf of the Executive Board – often on time-sensitive issues.



# CMHA Committees

- **Children's Issues** - focuses on mental health issues related to children, adolescents, and their families
- **Contract and Financial Issues** - focuses on CMHSP and PIHP contracts with MDHHS and related financial issues; source of membership of CMHSP contract negotiation team
- **Member Services** - develops and guides the delivery of services to Association members, including 3 annual conferences and Boardworks

- **Legislation and Policy Committee**  
- reviews proposed and passed legislation and the policies, and practices of the executive branch (most often MDHHS) related to mental health, developmental disabilities, and substance abuse issues reviews policies; establishes CMHA's bi-annual Advocacy Agenda
- **Budget and Finance Committee**  
– reviews and makes recommendations to Board on issues related to financial operations of the Association: budget and budget modifications, dues, audit

- Committees are co-chaired by a CMH or PIHP board member and CMH or PIHP CEO; chairs appointed by President
- Committee vice chairs appointed by committees
- Co chairs are members of Steering Committee and Board of Directors



Attendance at all committees is open to Board and staff of any CMHA member



All are hybrid/teleconferenced to allow for members from across the state to participate



# Boardworks

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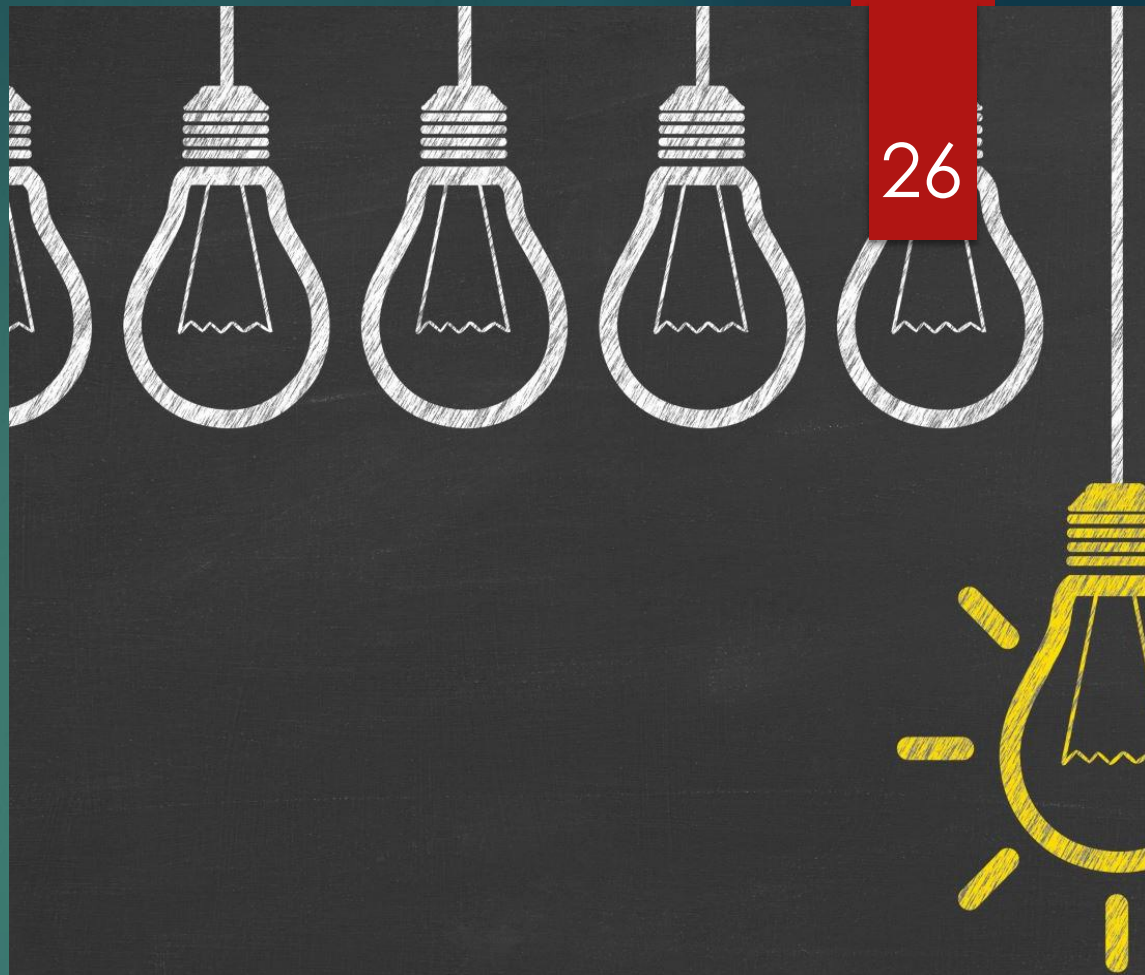
Provides knowledge and skills in the subjects seen as core to the work of the members of the boards of directors of CMHs, PIHPs, providers



Organized under direction of CMHA Member Services Committee

9 workshops organized in  
Four areas of Education:

- I. Foundations (3)
- II. Leadership (2)
- III. Management (3)
- IV. Implementation (1)



# I. Foundations

- **Intended Beneficiary (Persons Served) Command** – related to inclusion of primary and secondary consumers in all levels of governance, planning, development, and evaluation of services
- **Ensuring a Persons Served Focus** – related to service planning and delivery that supports a consumer focus – person centered planning, self determination, recovery-based models of care
- **Public Policy** – reviews concept and dimensions of public policy; history of public policy evolution and trends at federal, state, and local levels over past sixty years.

## II. Leadership

- **Fundamentals** – reviews functional, operational, organizational, and relational responsibilities of board members.
- **Participatory Governance and Ethical Implications** – review of public policy, ethical, and moral expectations of a board member.

# III. Management

- **Budget** – review of budget terminology, financing streams, types of budgeting.
- **Legal** – review of legal foundation, requirements related to CMH board operations. MI Mental Health Code, Open Meetings, Freedom of Information Act.
- **Systems** – review of management and organizational systems that support public policy and service delivery.

## IV. Implementation

- **Best Practices** – review of definitions and examples of evidenced based and best practices models of care to drive service delivery design and delivery.

# Boardworks: available in two formats

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Face-to-face at 3 CMHA annual  
conferences



Video recordings  
available on CMHA  
website

# CMHA Staff

Alan Bolter	Associate Director
Christina Ward	Director of Education & Training
Inder Abrol	Chief Financial Officer
Monique Francis	Executive Secretary
Audrey Daul	Office Manager
Anne Wilson	Training & Meeting Planner
Bethany Berry	Training & Meeting Planner
Jodi Hammond	Training & Meeting Planner
Amber Miller	Training & Meeting Planner
Nick Stratton	Training & Meeting Planner
Cheryl Bywater	Training & Meeting Planner
Lauren Haun	Training and Meeting Planer
Dana Ferguson	Senior Accounting Specialist
Regina MacDonald	Accounting Assistant
Robert Sheehan	Chief Executive Officer



# CMHA Contact Information

Alan Bolter  
Associate Director  
[abolter@cmham.org](mailto:abolter@cmham.org)

Chris Ward  
Director of Education and Training  
[cward@cmham.org](mailto:cward@cmham.org)

Robert Sheehan  
Chief Executive Officer  
[rsheehan@cmham.org](mailto:rsheehan@cmham.org)

(517) 374-6848

Website <https://cmham.org/> and  
at link via HR code left

