

CREATIVE BRIEF

BHD Services Infographic / June 15, 2021

Who is the company / organization?	
Mental Health Board - Community Engagement Committee	
What is the problem we're trying to solve?	
Because the Milwaukee County Behavioral Health Division (BHD) offers so many services to help those with behavioral health and substance use disorder challenges, it may be difficult for the average person to be aware of the variety of services available or where to receive these services.	
What is our goal or objective?	What does success look like?
After reviewing this infographic, the average person will have a heightened awareness for the variety of services offered by Milwaukee County's Behavioral Health Division and an overall understanding of where to find services for themselves or a loved one. Additionally, they will better understand that there is no wrong door; no matter residents' entry point, they can be connected to a variety of resources within the Milwaukee County behavioral health system to best serve their needs.	An easy-to-understand visual that can stand alone as a handout during community presentations, be included in future PowerPoint presentations, potentially on the website, and in other locations as appropriate, that offers an overall view of the broad scope of behavioral health services and resources available to community members, along with how to access them. This infographic will communicate that there is no wrong door and residents can access the services they need, regardless of their initial entry point. Furthermore, it should align with the branding and look of the existing BHD Community Conversations report, video and PowerPoint presentation.
Who is the target?	
<ul style="list-style-type: none"> • The general public in Milwaukee County • BHD employees • Workers within the Milwaukee County healthcare system • Potential referral sources to BHD services 	
What do they think now?	They may not be aware of the variety of services provided by BHD or where and how to access these services.
What should they think?	BHD resources are easily accessible to everyone. BHD is bringing its services and resources out into the



	community to better serve Milwaukee County residents. There is no wrong door; no matter residents’ initial entry point, BHD will connect them with the care and services they need.
Brand Voice / Personality	
Personality: BHD is a caregiver with an ultimate goal of helping others. Voice: <ul style="list-style-type: none">● Valiant NEVER Reckless● Proud NEVER Boastful● Protective NEVER Combative● Compassionate NEVER Pitying● Motivated NEVER Competitive Tone: <ul style="list-style-type: none">● Informational● Non-intimidating● Uplifting● Inspiring● Empowering● Focused	
Insight	
Residents may not think they need behavioral health help for themselves or a loved one until they are in crisis.	
Single-Most Important Thought	Supporting Facts
There is no wrong door for accessing county services; no matter residents’ initial entry point, BHD will connect them with the care and services they need, regardless of their ability to pay.	<ul style="list-style-type: none">● There’s no wrong door, so anyone can call the BHD crisis number and an expert will direct the call to the appropriate resource, either through the County or one of the great community partners. It’s free to call, anytime.● BHD has a 24-hour crisis line staffed by clinicians.<ul style="list-style-type: none">○ Any Milwaukee County resident can call (414) 257-7222 if they’re seeking mental health assistance - either for themselves or a loved one.● The goal of No Wrong Door is to serve people across their lifespan with exceptional care that promotes dignity, regardless of race, gender, or socio-economic status, with services tailored to the individual.● No Wrong Door will create easier access to quality care; the care and services will be driven by the person seeking help.
Who is the competition?	
<ul style="list-style-type: none">● Private healthcare systems	

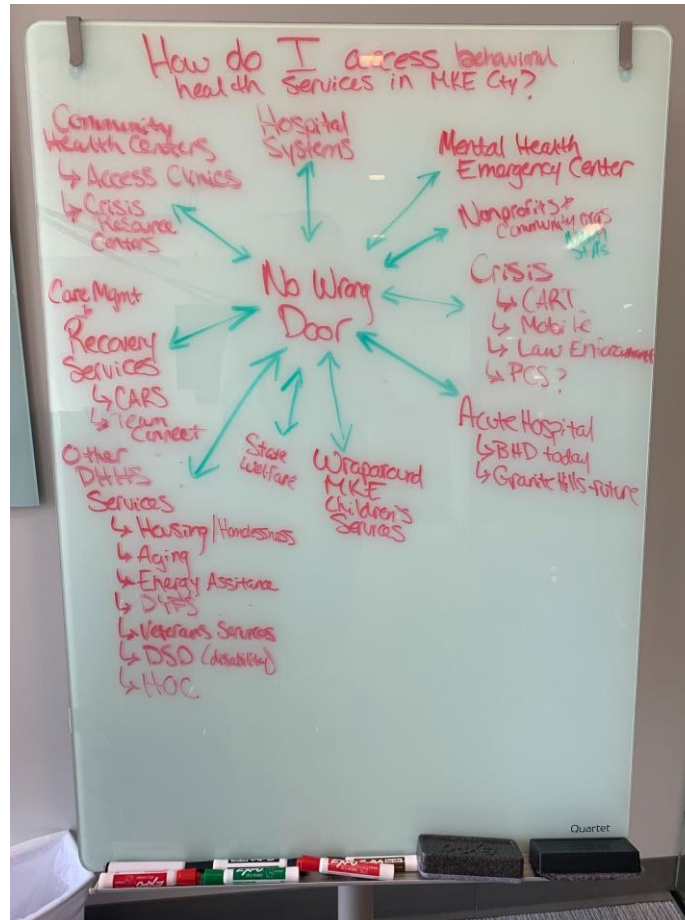


- Patients who may not currently be accessing the most applicable service available to them

Execution requirements

Creative team to advise on size and specifications of the final infographic; there is a rough sketch of the components to be included, below. There will be a printed piece that should stand alone as a leave-behind for community presentations and a digital format for inclusion in the PowerPoint presentation and other uses (possibly on the DHHS website and social media channels).

BHD Services No Wrong Door Infographic: Whiteboard DRAFT



How do I access **behavioral health services** in Milwaukee County?



BHD | Behavioral
Health
Division

A Division of the Department of
Health & Human Services



Milwaukee County Behavioral Health Division 24/7 crisis line: **414-257-7222**

*This is only a sampling of behavioral health services available in Milwaukee County. For a full list of resources and additional information, please call 414-257-7222

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