

## Sample Media Advisory

(to be sent 5-10 days before event)

[insert date]

For more information, contact: [insert contact information]

### **XXXXXX COUNTY TO LAUNCH COMMUNITY-BASED WEB SITE FOR PEOPLE WITH BEHAVIORAL HEALTH ISSUES**

*Network of Care (www.ohio.networkofcare.org) empowers people with mental illness, their families and service providers by providing online access to comprehensive services available in their community.*

XXXXX County residents will soon have access to a breakthrough Web solution for individuals, families and agencies concerned with mental and emotional wellness. The Network of Care for Behavioral Health is an online resource that provides critical information, communication and advocacy tools with a single point of entry. The site will be launched [insert date].

When: [Insert date and time]

Where: [Insert location, address and needed directions]

Why: The county's new Network of Care Web site will be launched. The site will enable consumers and families to find mental health information, identify available services, supports and community resources; and keep personal records in a secure environment. A library on more than 4,000 health topics, direct links to legislators and bill tracking resources, access to low-cost insurance programs, and support and advocacy information are all just a few clicks away on the Network of Care sites.

The Network of Care concept was recognized as a model program in the President's New Freedom Commission on Mental Health final report in July 2003. Funding for the new Network of Care site is being provided through Ohio's Mental Health Transformation State Incentive Grant. Ohio was one of seven states to receive a Transformation State Incentive Grant from the Substance Abuse and Mental Health Services Administration (SAMHSA) in September 2005. The grant will help Ohio in implementing a comprehensive statewide mental health plan, approved by the Governor, to improve mental health supports.

Who: [Insert names of speakers]