



Marketing Plan

FY 2025-2026

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**FLORIDA DEPARTMENT
OF CHILDREN AND FAMILIES**
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Central Florida Behavioral Health Network is a Managing Entity contracted with the
Department of Children and Families

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Introduction

Central Florida Behavioral Health Network (CFBHN) is the Managing Entity under contract with the Department of Children and Families (DCF) for the SunCoast region. The region includes Charlotte, Collier, DeSoto, Glades, Hardee, Hendry, Highlands, Hillsborough, Lee, Manatee, Pasco, Pinellas, Polk, and Sarasota Counties.



CFBHN's marketing and communication elevates community awareness of CFBHN's services and those of our Network Service Providers; fosters engagement among stakeholders, behavioral healthcare providers, and community members; and increases understanding, support, and access to behavioral healthcare.

Background

CFBHN is the oldest and most experienced Managing Entity operating within the state of Florida. Founded through a collaboration of six substance abuse service providers, CFBHN was developed as a community service network to streamline funding for, and the delivery of, behavioral health services. The organization was formally incorporated as a not-for-profit in 1997 and began managing behavioral health contracts for the Department of Children and Families (DCF) in that same year.

In 2010, CFBHN was formally selected by DCF as the Managing Entity to oversee behavioral health services within the eleven counties in the state's SunCoast region. Because of its experience in managing DCF contracts in Polk, Hardee, and Highlands counties, CFBHN was also awarded oversight of contract services in that circuit (Circuit 10).

Today, CFBHN contracts Network Service Providers (NSPs) that are responsible for direct behavioral health service delivery. NSPs are active in the communities they serve, and ensure the community is aware of how to access the CFBHN-funded behavioral health services and support. CFBHN supports public awareness and education by providing a geo-locator on the CFBHN website (<https://www.cfbhn.org/>) for the subcontractors and their services.

CFBHN snapshot

- Headquarters - 719 US Highway 301 South, Tampa, Florida 33619
- Led by a 16-member volunteer Board of Directors
- Geographic Service Area - 14 counties
- Estimated 14-county population - 6,335,414
- CFBHN is accredited as a Network by the Commission on Accreditation of Rehabilitation Facilities (CARF).

Vision, Mission and Values of CFBHN

❖ MISSION STATEMENT:

Managing a quality behavioral health system of care that brings hope, help and recovery to individuals, families, and communities.

Mission Statement Term Definitions:

- *Quality:* Services are provided in a manner that is accessible, and produces successful outcomes for individuals, families, and communities.
- *System of Care:* The system of care, developed and managed by CFBHN, includes prevention, behavioral health treatment, and recovery support services for the indigent, uninsured, and priority populations defined by the funder.
- *Help:* Services are provided at the right time, in the right amount, and at the right level.
- *Hope:* The belief that people living with mental illness, substance use, and co-occurring disorders can, and do, recover, and have the opportunity to live meaningful lives.
- *Recovery:* A process of change through which individuals improve their health and wellness, live a self-directed life, and strive to reach their full potential.

❖ VISION STATEMENT:

Envisioning communities where accessible behavioral healthcare enhances the lives of all.

❖ VALUES:

- Accountability
- Advocacy
- Collaboration
- Innovation

- Transparency

CFBHN follows these Guiding Principles to accomplish the work to meet its mission.

- *Technology Driven* – CFBHN looks to technology as a powerful tool for driving organizational performance and delivering conveniently-located, personalized, timely and effective care. Clinical and business decision-making is informed and measured by data.
- *Community Focus* - CFBHN understands that each community is unique. It seeks to strengthen each community's existing system of care by working collaboratively.
- *Integrated Approach* – CFBHN views a community's delivery of wellness and healthcare services as a whole and seeks to ensure all parts of that delivery system are interconnected.
- *High-Performing Partnerships* –CFBHN works with the greatest respect for our partners and values the impact they provide in enhancing the lives of community members. A shared commitment to drive a community's wellness and integrated healthcare system to ever-increasing levels of performance excellence are the foundation on which we form these partnerships.
- *Consumer & Family Focus* – CFBHN designs and manages wellness and integrated healthcare systems driven by our understanding of individuals served and their family members' and their ever-changing future needs.

CFBHN Marketing Strategy Focus

The marketing goal of CFBHN is to position the Network as the Managing Entity that responds to community behavioral health needs and as a true leader in the field. The Marketing Plan outlines a comprehensive strategy to ensure the community is aware of how to access behavioral health services and supports.

CFBHN's Director of Communications implements the Marketing Plan to highlight the unique ways in which CFBHN collaborates with all fourteen counties to meet mission objectives while maintaining and enhancing brand identity.

CFBHN communicates contracted Network Service Providers' services and critical community information regarding behavioral health in the following ways:

- Organic channels, such as CFBHN website, social media, and newsletters.
- Paid campaigns for communication awareness of critical issues and to reduce stigma surrounding services to residents in the CFBHN 14-county network.
- Webinars are targeted to assisting Peer Specialists achieve certification.

- Video Story telling which puts a face to the issue of behavioral health needs and enables CFBHN to focus attention on services available in our network.
- Communal integration and collaboration, as well as working with local communities to support health and wellness for the public.

This strategy combines paid, personal, and other opportunities to reach residents in the CFBHN geographic area of responsibility.

❖ Website

The CFBHN website (<https://www.cfbhn.org/>) is designed for ease of use and enhanced appeal and provides easily-accessible information on services provided by the CFBHN network. The Director of Communications manages development and oversees front and backend services executed under maintenance and service contract with JRP Global Enterprises.

The website is designed to be consumer-friendly and retains a fresh and pleasing appearance and includes a search engine locator that allows users to identify behavioral health service providers in their area.

❖ Social Media

Social media is a valuable part of the CFBHN communication strategy. Social media is by far the preferred mode of receiving and sending information for most demographics.

CFBHN is active on the following platforms:

- Meta (Facebook) (<https://www.facebook.com/Central.Florida.BHN>)
- LinkedIn (<https://www.linkedin.com/company/cfbhn/>)
- YouTube (<https://www.youtube.com/channel/UCCLfIEaGFcH4CBpsKfgriYg>)
- Instagram (<https://www.instagram.com/cfbhn/>)
- X (Twitter) (<https://www.twitter.com/cfbhnnetwork>)

CFBHN contracts with a media professional, Stacy Wells, to execute and maintain a social media presence. This includes:

- Production of original creative content that is posted daily.
- Monitoring of the site and question response.
- Analysis and recommendations.

The contractor responds to requests from the Director of Communications to provide social media support for various initiatives, activities of CFBHN, the Florida Association of Managing Entities (FAME), and items of topical interest.

❖ Video Storytelling

CFBHN believes in the value of video storytelling as an effective means of communication.

CFBHN produces vertical video stories on demand, Videos are used in bonus Public Service Announcements (PSA) time slots with media vendors. Videos are distributed through all CFBHN electronic channels. Videos are posted on the CFBHN website for access.

❖ Webinars

CFBHN has developed nine hours of web-based training modules that meet some of the requirements to become a Certified Peer Recovery Specialist. These trainings enable individuals to earn Continuing Education Units (CEU's) for obtaining or maintaining their certification through the Florida Certification Board (FCB).

❖ Collaborative Strategies for Public Awareness

➤ *Public Awareness and Educational Campaign – Opioid Settlement Funding*

CFBHN has developed a major awareness campaign using recently awarded Opioid Settlement funds.

The campaign uses is the evidenced-based Center for Disease Control's *Rx Awareness Campaign "There is Hope. Recovery is Possible"*. The campaign:

- Features people telling their story of addiction and recovery.
- Uses four stories that best fit age and cultural demographics.
- It is executed in multimedia platforms to intensify reach and effectiveness.
- Uses newly produced "*Good Samaritan*" television spot to support the focus of funding in this category.

➤ *Public Awareness and Educational Campaigns*

1. "Talk. They Hear You"

This underage alcohol prevention campaign focuses messaging to parents and caregivers encouraging them to communicate with their children throughout adolescence on why they should not consume. The campaign provides information and facts regarding underage substance use. It is evidence-based and was developed and vetted nationwide by SAMHSA. All resources are available on the CFBHN website, and the campaign is supported via CFBHN social media.



2. "Use Only As Directed"

This campaign is focused on proper use of opioid medication and encourages individuals to have a talk with their doctor or dentist regarding proper usage, as well as treatment alternatives. This campaign is approved messaging for opioids per DCF. Information



available on the CFBHN website and supported via CFBHN social media.

The management and launch of CFBHN's comprehensive communication prevention campaigns have produced over **one billion** impressions across the spectrum, enhancing the Network's community and brand awareness.

All media messaging is available via a variety of mediums in both English and Spanish. The call to action is to visit the CFBHN website where they can easily navigate to the media campaigns.

Tracking and Measurement

CFBHN employs a variety of methods to track effectiveness of communication and marketing initiatives and activities:

- Media campaigns are measured via delivered impressions. The goal is to maximize impressions and deliver plus 35% (required match is 32%) as bonus.
- Website activity is measured using Google Analytics. This monitors page views, clicks, and time on page. The goal is to increase traffic to the website and maximize time on page viewing. When there is an active media campaign, activity increases on the website.
- Social media dashboard tracks metrics including likes, followers, reposting, and sharing. The dashboard shows activity across these domains. The goal is to organically grow presence with increase in followers of 3-5% monthly.
- Email distribution is measured by number subscribed, open, and read rates. The goal is to maintain the current distribution listing and grow organically while working to increase open and read rates by 5%.

Additional Marketing Initiative and Practices

❖ Public Relations

The Director of Communications is the designee for response to public requests for media information and responds in accordance with CFBHN policies and procedures. All media requests are documented by the Network. The Director of Communications facilitates the following:

- Strong working relationships with all media outlets in the CFBHN network. This has resulted in a large number of available interview opportunities for CFBHN and partners.
- Positioning CFBHN as a leader in the field of behavioral health by securing interviews (TV, streaming and radio) opportunities for leadership, staff, and subcontractors throughout the network.
- Conference events and presentations. These include the National Psychotherapy Conference, Florida School Social Workers Conference, veterans' events, 'You Good' Campaign, and local community health events.

❖ Legislative Education and Advocacy

The objective of this work is to educate and advocate, position CFBHN as the leader and voice for behavioral health services in the region, avoid budget cuts to safety net of care, and show value of services provided to Florida citizens. The Director of Communications annually prepares packets of information for legislative delegation meetings, including information on the status of funding and investment in Florida's safety net of care.

On behalf of the Network and the Florida Association of Managing Entities (FAME) CFBHN's leadership team meets with legislators on an ongoing basis. CFBHN also distributes content via email delivery to legislative distribution lists.

❖ Internal Marketing Management

- Communication Standards

The CFBHN Director of Communications provides guidance, support, and technical expertise to align communication objectives across the organization that align with DCF contractual requirements and best practices in communications.

CFBHN employs the highest standard for all communications. It does not publish content that would constitute discrimination or harassment of any kind, defamation and threats, profanity and similarly inappropriate language, or content that violates copyright and trademark law, promotes illegal activity, or commercial sales.

- Marketing Materials

All marketing materials, both electronic and written, are branded using the CFBHN logo. Material development is managed by the Director of Communications, who creates templates and guidelines to produce reports and materials.

- Events

The Director of Communications manages execution of any participation in events and activities in the communities served. All activities are reviewed and approved by the President and CEO.

- Press

Per CFBHN Policies and Procedures, the Director of Communications manages all responses to press inquiries and initiates and supports press announcements. All activity with the press is reviewed and approved by the President and CEO.

- Newsletters

Newsletters are created by the Director of Communication and distributed via Constant Contact. The current database for Constant Contact is approximately 3,900 unique addresses.