

Social Marketing and Communication Plan

Vision: We envision a state where all youth have access to effective treatment and supports to fully recover from substance use disorders.

Mission: AART-TX partners to build an effective substance use treatment and recovery system in Texas through a transformation driven by young people in recovery and their families.

Key Partners:

- Texas Health and Human Services Commission
- Texas Department of State Health Services
- Texas Juvenile Justice Department
- Texas Education Agency
- University of Texas at Austin
- Texas System of Care
- Texas Family Voice Network
- Allies Cultivating Change through Empowering Positive Transformation

Goals:

- Strengthen the collaboration among state and local agencies invested in implementing the AART-TX strategic plan.
- Increase the number of adolescent substance use providers successfully billing services to Medicaid-eligible youth.
- Engage behavioral health provider organizations in the implementation of evidence-based assessment and treatment practices for youth with substance use (SUD) or co-occurring mental health and substance use disorders (COD).
- Increase the number of community organizations engaged in providing recovery supports for youth recovering from substance use disorders.
- Increase the number of adolescents and families accessing treatment services and/or recovery supports for substance use or co-occurring mental health and substance use disorders.

Primary Audiences

State and Community Leaders
Provider Organizations
Community Organizations
Families and Youth

Key Messages

Effective treatments exist for adolescent SUD/COD. Recovery-oriented systems of care are effective and efficient ways to meet the needs of youth and families. Investing in treatment and recovery supports for adolescents and their families is cost effective. Young people in recovery and their families are key participants in system improvements.

Strategies:

- Create an AART-TX brand and support brand recognition in communication strategies.
- Identify substance abuse subject matter experts/champions in all state agencies and provide regular email communications on activities, accomplishments, and challenges in the implementation of the strategic plan.
- Expand on the AART-TX webpage to highlight the plans and accomplishments achieved through the implementation of the AART-TX plans.
- Present on the AART-TX strategic plan at meetings and conferences to build awareness and engagement of both state and local leaders.
- Provide email and social media messaging originating from a variety of partner organizations encouraging adolescent substance use providers to enroll as providers under Medicaid managed care companies.
- Provide accessible written guidance and web-based training to providers on solving common problems encountered in Medicaid billing.
- Develop written briefs highlighting the target population, format, implementation procedures, and outcomes of selected best practices to support selection and planning for program administrators considering implementation.
- Create engaging promotional videos to direct providers to webinars on evidence-supported practices or other online training tools.
- Partner with provider organizations to develop communication tools enhancing partnerships with local providers of recovery supports.
- Enhance the information available on the Mental Health Texas website to include resources for parents of youth seeking treatment services.
- Partner with community providers to develop youth and family events to raise awareness during Recovery Month.
- Partner with school health and other education resources to communicate the importance of referring families for SUD treatment and recovery supports.
- Provide support to ACCEPT, Young Persons in Recovery, and the Texas Family Voice Network to provide outreach to families and youth through communication strategies.