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*The Michigan Community Mental Health Ambassador Handbook is designed to help staff and volunteers in the community mental health field send a consistent message statewide.*

*The Handbook will offer information that we feel will be most helpful to you in communicating with people who have little or no knowledge about Community Mental Health Service Programs and mental health issues.*



## **Michigan Community Mental Health Ambassador Handbook**

### **Who Are Mental Health Ambassadors?**

By definition an ambassador is an intermediary, or messenger, a diplomatic agent with a mission. In this context, anyone working for, or involved with, Community Mental Health can be an ambassador, and can deliver a message to others who consider the field of mental health foreign territory. As ambassadors it is important to use consistent and powerful messages when we speak about mental health. If all of us use the same effective messages and talking points, our diplomatic mission to increase our community's connection to CMH and the people we serve will be accomplished. So, in this sense, you are a mental health ambassador and your mission is to send a clear and consistent message to our community about mental health.

### **What Will This Handbook Help You Do?**

The Mental Health Ambassador messages and phrases included in this kit will help all of us:

- ❖ Develop more effective and powerful oral and written communications – from one-on-one conversations, to speeches in front of large groups, to grant and scholarship proposals;
- ❖ Improve the effectiveness of discussions about Community Mental Health to elected officials, media or potential service partners;
- ❖ Train staff about key messages and the initiatives of Community Mental Health.

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**Cost Per Handbook: 40¢ (plus shipping)**

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