



# Community Mental Health Association *Social Media Toolkit*

L7

L A M B E R T<sup>™</sup>

## Background

Senate Majority Leader Mike Shirkey recently introduced two new bills – Senate Bills 597 & 598, which attempt to reboot and expand the failed “Section 298” effort of several years ago. This legislation would privatize all Medicaid mental health services by giving full financial control and oversight to for-profit insurance companies.

The Community Mental Health Association of Michigan (CMHA) launched a public relations campaign in opposition of these bills. Lambert has developed a social media toolkit for CMHA to share with its members to support this effort. The following toolkit includes social media graphics and suggested copy for members to share on their own social media platforms. The posts are written for Facebook, where CMHA currently has social media ads running. However, we encourage each member to edit the copy for other platforms you see fit.

The recommended timeline for posting is February 2022 through April 2022.

## Best Practices & Recommendations

- To preserve high-quality graphics, please download the original graphics from this link: <https://www.dropbox.com/sh/czrz7eduzahylde/AAD4hqtrvD38VXo88M-bUCx3a?dl=0>
- When possible, feel encouraged to tag the Community Mental Health Association in your social posts
- You might receive negative comments. If so, we recommend taking the conversation offline by private messaging the person to address their concerns
- Consider posting during optimized times for your social pages. Other best times across the industry include around noon or late in the evening 7 p.m. – 8 p.m.

Following are the social media posts with image and copy suggestions. Thank you.

**SENATE  
BILLS  
597 &  
598**

**DO:**

- Eliminate local oversight, and decision making and give it to for-profit insurance companies who are only accountable to non-elected bureaucrats in Lansing

**DO NOT:**

- Address the lack of sufficient inpatient care
- Address or integrate care, they only integrate funding

CMHA

 **Facebook copy**

Senate Bills 597 & 598 are currently being discussed in the Michigan State Senate. We wanted to share some information on what these bills do and do not do.

While they do integrate funding for mental health services, they also give oversight of services to for-profit companies outside of Michigan. Michigan's people are important. We should make these decisions that impact mental health care together.

Visit <https://bit.ly/CMHAAdvocacy> to learn more.



**SENATE  
BILLS  
597 &  
598**



**DO:**

- Increase costs by doubling the administrative overhead, costing taxpayers over \$300 million more

**DO NOT:**

- Increase access to care
- Increase providers or address workforce shortages



 **Facebook copy**

Senate Bills 597 & 598 are currently being discussed in the Michigan State Senate. We wanted to share some information on what these bills do and do not do.

While they do integrate funding for mental health services, they also give oversight of services to for-profit companies outside of Michigan. Michigan's people are important. We should make these decisions that impact mental healthcare together. Visit <https://bit.ly/CMHAAdvocacy> to learn more.

## Join more than 100 organizations in opposition of Senate Bills 597 & 598



Sign our petition at [cmham.org/advocacy](https://cmham.org/advocacy)



### Facebook copy

1. More than 100 Michigan-based organizations are standing up to oppose Senate Bills 597 & 598. To join in opposition, sign our petition at <https://bit.ly/CMHAAdvocacy>

## Join more than 100 organizations in opposition of Senate Bills 597 & 598



Sign our petition at [cmham.org/advocacy](http://cmham.org/advocacy)



### Facebook copy

More than 100 Michigan-based groups including the Michigan Sherriff's Association, the Michigan Association of Counties, over 30 board of county commissioners, over 50 mental health providers and judicial, school-based organizations are standing up to oppose Senate Bills 597 & 598. To join in opposition, sign our petition at <https://bit.ly/CMHAAdvocacy>



**SBs 597 & 598 are the WRONG STEP AT THE WRONG TIME. They are dangerous, costly, and bad for Michigan. Sign our petition to show your opposition to these bills.**



CMHA  
COMMUNITY MENTAL HEALTH ASSOCIATION OF MICHIGAN



### **Facebook copy**

Senate Bills 597 & 598 give more power over services to for-profit insurance companies that have limited experience in serving persons with mental health needs. In fact, a recent poll commissioned by the Community Mental Health Association of Michigan and conducted by third-party EPIC MRA showed 76% of Michigan voters are concerned that private, for-profit health plans, do not have a good track record in treating patients with mental health needs and fear they will make matters worse. To learn more about the dangers of these bills visit: <https://bit.ly/CMHAAdvocacy>

## SIGN OUR PETITION TO OPPOSE SENATE BILLS 597 & 598

SB 597 & 598 are wrong for Michigan. We must broaden the conversation beyond Medicaid. Mental illness and addiction impact millions of individuals and families across the state of Michigan regardless of their insurance.

### **Facebook copy**

Senate Bills 597 & 598 are not right for Michiganders. Solutions must get at the root cause and address the areas of greatest need. This includes increasing overall access to care, adding more local providers, strengthening the workforce, and increasing inpatient care opportunities. To learn more, please visit <https://bit.ly/CMHAAdvocacy>

LET'S PUT PEOPLE BEFORE  
CORPORATE PROFITS.



SIGN OUR PETITION.

**f** *Facebook copy*

A new poll commissioned by the Community Mental Health Association of Michigan and conducted by third-party EPIC MRA found that nearly 4 times as many Michiganders are less likely to support their legislator if they support the privatization of mental health services for Medicaid patients. Our legislators need to put Michiganders before profits. Sign our petition to oppose Senate Bills 597 & 598: <https://bit.ly/CMHAAdvocacy>



**f Facebook copy**

A new poll commissioned by the Community Mental Health Association of Michigan and conducted by third-party EPIC MRA in January 2022 found that 73% of Michigan voters are concerned that high overhead costs of the private health insurance companies (double that of the public system) will lead to less mental health services for those in need.

Don't let Senator Shirkey play games with our mental health. Sign the petition against Shirkey's money grab for insurance companies:

<https://bit.ly/CMHAAdvocacy>



### **Facebook copy**

For the past 50 years, the mental health system in Michigan has been run and operated by county-based government entities to serve Michiganders with complex mental health, emotional disturbance, intellectual and developmental disabilities, and substance use disorders.

Senate Bills 597 & 598 hand these services to for-profit health plans not even based in our state. Don't let Senator Shirkey play games with our mental health. Sign the petition against Shirkey's money grab for insurance companies:

<https://bit.ly/CMHAAadvocacy>

LET'S PUT PEOPLE BEFORE  
CORPORATE PROFITS.



### **Facebook copy**

A new poll commissioned by the Community Mental Health Association of Michigan and conducted by third-party survey provider EPIC-MRA found 67% of Michigan voters prefer the public mental health system to be managed by public entities who specialize in mental health care vs. turning the system over to private, for-profit companies.

Our legislators need to put Michiganders before profits. Sign our petition to oppose Senator Shirkey's corrupt bills:

<https://bit.ly/CMHAAdvocacy>

## Sign our petition opposing Senate Bills 597 & 598

11:35 AM Not Secure - cmham.org

### ADVOCACY CENTER

Senate Majority Leader Mike Shirkey recently introduced two new bills – Senate Bills 597 & 598, which attempt to reboot the failed section 298 effort from a few years ago. This legislation would privatize all Medicaid mental health services by giving full financial control and oversight / decision making to for-profit insurance companies.

The bills are being falsely portrayed as improving the state's public mental health system. However they do not improve the system nor its service to Michiganders but, instead, deeply damage the state's Community Mental Health services, their financing and service delivery systems, and harm the 320k+ Michiganders served by this system.

Senator Shirkey's bills also give our state's money and decision-making to out-of-state insurance companies. This legislation will allow our local mental health care decisions to be made in corporate board rooms in states like, Missouri, California, Minnesota, Arizona and Indiana.

We MUST broaden the conversation beyond Medicaid. Mental illness and addiction impact millions of individuals and families across the state of Michigan regardless of their insurance. **Sign our petition to let Senator Shirkey know these bills are not the answer.**

**Name (Required)**

First

CMHAM.ORG/ADVOCACY

### Facebook copy

Senate Bills 597 & 598 are dangerous, costly, and bad for Michigan residents. The legislation under consideration in the Michigan State Senate would eliminate the existing Michigan public mental health care system and shift \$3.5 billion of these state and federal dollars spent annually on this to private for-profit insurance companies based in Missouri, California, Minnesota, Arizona and Indiana.

Click the link to sign our petition opposing these harmful bills and to learn more.

<https://bit.ly/CMHAAdvocacy>

SENATOR SHIRKEY WANTS TO ELIMINATE OUR LOCAL CONTROL AND GIVE OUR MONEY AND MENTAL HEALTH CARE DECISIONS TO OUT-OF-STATE BASED INSURANCE COMPANIES.



**f Facebook copy**

Senator Shirkey wants to eliminate our local governance and give mental health care decisions to out-of-state based insurance companies. The legislation under consideration in the Michigan State Senate would eliminate the existing Michigan public mental health care system and shift \$3.5 billion of these state and federal dollars spent annually on this to private for-profit insurance companies based in Missouri, California, Minnesota, Arizona and Indiana.

Senate Bills 597 & 598 are bad for Michigan. Sign our petition to oppose these bills:  
<https://bit.ly/CMHAAdvocacy>

**SENATE BILLS 597 & 598 ALLOW  
INSURANCE COMPANY CEOS TO CASH IN  
WHILE LEAVING PEOPLE IN NEED OF  
MENTAL HEALTH SERVICES IN THE COLD.**



**f Facebook copy**

Michiganders strongly oppose Senate Bills 597 & 598. Their concerns revolve around the weak track record that the private health insurance companies have with mental health services and the high overhead costs and profit taking of these companies. We see the damage of these bills and the impact they will have on the health and quality of life of the 325,000 Michiganders who have long relied on the public mental health system for high-quality mental health services and support.

Our legislators need to put Michiganders before profits. Sign our petition to oppose Senator Shirkey's corrupt bills: <https://bit.ly/CMHAAadvocacy>

## HARMFUL EFFECTS OF SENATE BILLS 597 & 598

- 1 Dramatic increase of costs without an increase in services delivered or quality of services
- 2 Focus taken off of the people and put on contracts and money
- 3 Transitioning service supports from local communities to out-of-state companies
- 4 Care decisions will be made in corporate board rooms hundreds and thousands of miles away

### **Facebook copy**

Senate Bills 597 & 598 are harmful to our local mental health communities because they put for-profit companies based outside of Michigan in charge. How do these companies know what our residents will need if they aren't based here? Learn more about these bills by visiting our website: <https://bit.ly/CMHAAadvocacy>

## Michigan's **existing** high performing public mental health system:



### Exceeds Expectations

Our current public mental health system regularly meets or exceeds state-established and nationally recognized performance standards.



### Serves Many

We lead the nation in converting a system dominated by state hospitals to one that is community based. This allows 32 Michiganders to be served in the community for what it costs to serve one person in a state hospital.



### Has Exceptional Experience

We have over two decades of experience in designing and running a high performing, publicly managed system that oversees all community-based mental health care. We have very low overhead putting 94% of every dollar into services.



### Controls Costs

We control costs, resulting in billions of dollars of savings for the state's taxpayers when compared to Medicaid cost increases seen in other states.

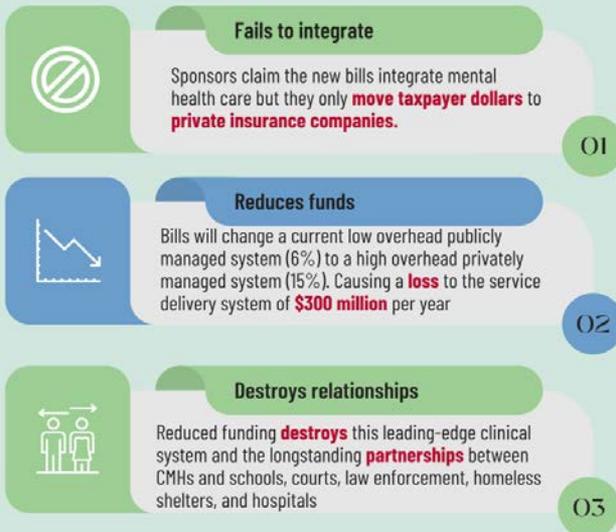


## **Facebook copy**

For the past 50 years, the mental health system in Michigan has been run and operated by county-based government entities to serve Michiganders with complex mental health, emotional disturbance, intellectual and developmental disabilities, and substance use disorders.

The study by the Center for Healthcare Innovation and Integration found that Michigan's public mental health system has a long tradition of high performance. Each year more than 325,000 Michiganders receive their services and care from the Michigan public mental health care system.

## Senate bills 597 and 598 **WILL** cause **damage**



### **Facebook copy**

The National Committee for Quality Assurance (NCQA) gave for-profit, health insurance companies that provide mental health services for treatment of mild-to-moderate mental health cases 2.4 out of 5 stars.

Supporters of the public mental health care system are concerned that health insurance companies will not be able to provide services for adults with severe mental health needs, according to this new poll. Additionally, other states (such as Iowa) who have selected private companies to manage mental health care have found they do not provide the same level of care or understand the unique needs.

Visit <https://bit.ly/CMHAAdvocacy> to learn more about the opposition of Senate Bills 597 & 598.

## Senate bills, 597 and 598 **WILL** cause **damage**



### Lacks experience

Private insurance companies have **no experience** in serving persons with serious and complex health needs.

01



### Ignores those impacted

The views expressed by those **directly impacted** by these bills are being **ignored**.

02



### Eliminates strong local governance

**Eliminates** strong **local control** and governance of the current system, tied to local elected officials, answerable to local community members.

03



## Facebook copy

A new poll commissioned by the Community Mental Health Association of Michigan and conducted by third-party survey provider EPIC-MRA found 67% of Michigan voters prefer the public mental health system to be managed by public entities who specialize in mental health care vs. turning the system over to private, for-profit companies. Learn more by visiting <https://bit.ly/CMHAAdvocacy>