



Great Lakes Mental Health Technology Transfer Center: Year Five in Review: August 15, 2022–September 29, 2023

The Great Lakes Mental Health Technology Transfer Center (MHTTC) provides training and technical assistance to behavioral health providers and other stakeholders in HHS Region 5: Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin. Our mission is to promote the implementation of evidence-based mental health practices and respond to the identified needs of our region by delivering comprehensive and innovative training and technical assistance.

Year Five Highlights

The Great Lakes MHTTC continues to build relationships with key stakeholders across the region, including consumer and family-run organizations, state behavioral health authorities, local behavioral health and primary care providers, and others. Central to this network of relationships are our subcontracts with behavioral health provider associations in each of our six states. In collaboration with these organizations, we can better assess and meet varying needs at the state and local levels.

In Year 5, the
Great Lakes
MHTTC provided
142 total events
attended by 13,461
participants*

During Year 5, the Great Lakes MHTTC main grant offered 93 training and technical assistance events attended by over 10,528 participants. Of this number, 59 events were sponsored by our state subcontractors. Events included a mix of virtual trainings/webinars, intensive technical assistance projects, and several conference sponsorships. Highlights from specific Year 5 projects are featured in the following sub-sections.

Let's Talk about Intimate Partner Violence (IPV) series:

This five part series covered the following topics: *Offering Accessible, Trauma-Informed, and Culturally Responsive Supports, Integrating Culturally Responsive Approaches for Survivors of Domestic Violence and Intimate Partner Violence within Mental Health Services and Organizations, Working at the Intersections of Substance Use and Intimate Partner Violence—What Every Provider Needs to Know, Overdose Prevention and Intimate Partner Violence—Unique Risks, Needs, and Strategies, and Family-Centered Approaches for Domestic Violence: Keeping Survivors' and Children's Needs in Mind*. An online flipbook (product) was created to disseminate the information easily and efficiently.

Crisis Line Response: Helping People with Personality Disorders

The Great Lakes MHTTC hosted a one-hour training to support crisis line response workers following the 988 Suicide and Crisis line launch. This training provided basic information about personality disorders – specifically borderline personality, dependent personality, and histrionic personality and their unique interaction patterns. The subject matter expert provided useful interventions. Based on the response from this training, a second training opportunity was created in order to offer more detailed practical suggestions and strategies to avoid crisis line worker burnout.



Contributions of Subject Matter Experts

The Great Lakes MHTTC works closely with Subject Matter Experts (SME's) or “nodes” in each of the six states within our region. Here are a few examples of notable activities from these on-going working relationships.

Updates to the DSM-5-TR

This webinar was intended to provide an overview of the changes from the DSM 5 to the DSM-5-TR. The new diagnoses that were added were reviewed, as well as the new language and changes throughout sections. This was offered by the Ohio node: Ohio Association of County Behavioral Health Authorities and hosted 607 participants across the region.

Moving from Collective Trauma and Compassion Fatigue Towards Resilience series:

This four-part series focuses on moving mental health providers, teachers, first responders, and their supervisors from overwhelming burnout, anxiety, and fears towards resilience. Topics included: *Understanding the Biology of Stress & Vicarious Trauma with Focus on Proactive & Reactive Wellness Opportunities, Reactive Responses to Acute Stress, Proactive Responses that Foster Resilience and Wellbeing, and “Know Yourself”: Stress, Secondary Traumatic Stress, and Moral Injury.* This series was offered by the Michigan node: Community Mental Health Association of Michigan and hosted between 542-675 participants.

Communications

Our team followed a strategic communications plan to increase the visibility of the Great Lakes MHTTC and the MHTTC Network. Our communications plan includes the following projects and activities:

Great Lakes MHTTC Website Updates

We update the Great Lakes MHTTC website on a weekly and monthly basis, focusing on SAMHSA awareness events, national awareness campaigns, new products and resources for the mental health workforce, and featuring breaking news and current events in the fields of mental health and school-based mental health.

Marketing Communications & Audience Engagement

All marketing communications for the Great Lakes MHTTC, including *The Great Lakes Current* e-newsletter and the *Great Lakes MHTTC Weekly Update*, continue to be sent via Eloqua. Using Eloqua’s marketing and campaign management features, we have maintained favorable open rates for marketing communications throughout Year 5. *The Great Lakes Current* has an average total open rate of 20% and the *Great Lakes MHTTC Weekly Update* has an average open rate of 44%. We also continue to create content-specific email blasts to promote upcoming events and new products we want to highlight for our regional network.



Social Media

The Great Lakes MHTTC expanded our social media presence at the end of Year 4 by creating a LinkedIn account. Throughout Year 5, we have experienced steady growth of this new account, as well as our other social media accounts. Another change to our social media presence that occurred this year was the purchase of Anchor (our podcasting platform) by Spotify. Spotify has better audience engagement features, such as following/followers and user playlists, that were not available on Anchor. Furthermore, Spotify has a much larger user base and better brand recognition. We expect an increase in our reach through Spotify during Year 6.

Multi-media Production

The Great Lakes MHTTC continues to increase the production of podcast episodes and series. We have developed a wide range of unique multi-media products, such as flipbooks, desk guides, infographics, and 1-pagers.

Accessibility

As always, the Great Lakes MHTTC continues to promote and create accessible content according to Section 508 accessibility standards. We perform 508 accessibility checks on all our content, including products, webpages, and presenter materials. We also strive to offer as many accessibility options as possible during live virtual events. In Year 5, we partnered with C4 to conduct a website audit for accessibility and inclusivity. This audit looks specifically at content topics, page formatting, image use, and inclusive language. We will continue making changes to our website based on the audit feedback from C4 during Year 6.

Great Lakes MHTTC School Mental Health Supplement

Under the direction of a full-time School-Based Mental Health Project Manager, we continued our relationships with a variety of stakeholders in state government, school districts, and community mental health centers to identify ongoing needs and provide targeted technical assistance and training opportunities. In addition to working with the Network Coordinating Office and other regional MHTTC school mental health leads to develop and deliver national initiatives implementing Classroom WISE and the Best Practice Modules, significant accomplishments from our Center includes:



- Coordinating 40 training events for 1,802 participants
- Leading 3 Targeted TA sessions for training and implementing the SafeSide Suicide Prevention Program in schools (45 participants)
- Conducting a webinar titled "Creating Trauma-Informed, Resilient-Focused Classrooms" (247 participants)
- Leading a year-long (9 sessions) webinar series on Supporting Resilience in Students
- Leading an ITA project focused providing training and development support for implementing the DBT STEPS-A program in schools for 6 schools
- Responding to all Project AWARE requests and performing individual needs assessment conversations with each Project AWARE grantee to broaden our reach for year 6



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*Total number of events and participants for both the main grant and school-based supplement combine.