

Chautauqua System of Care Meeting 2016

Stories and Stats: Let your stories do the talking and your data do the walking



Dates/Location

The 2016 Conference on System of Care Evaluation and Social Marketing will be held on **September 15 and 16, 2016, at the Chautauqua Institution, Chautauqua, NY.** Registration will begin at 8 am and the programming will end at 4:30 pm.

Registration Deadline: September 7, 2016

Context and Themes

The focus of the conference is on evaluation research and social marketing which has implications for system of care practice, defined broadly to include mental health, social services, education, health and other human services. A major focus of the conference is to provide a platform for the many agencies participating in Chautauqua County's Tapestry Local Evaluation.

As in previous years, the conference also brings together researchers and practitioners from a variety of SAMHSA-funded grantees and other human services, to share their experiences for studying effectiveness and processes in practice at micro or macro levels, providing evidence of the efficacy and value of practice, and striving to help systems of care improve their practice in response to changing needs and contexts. Presentations will center around the importance of social marketing and evaluation in system of care success.

The Conference sessions will cover topics such as:

- Social marketing planning – how to develop and evaluate social marketing efforts.
- Strategies and tactics in social marketing – incorporating data into storytelling.
- Persuasive storytelling – how to effectively share personal stories that resonate with decision-makers.
- Strategies for System of Care evaluation.
- Best Practice Strategies for Engaging Youth and Shifting the “System.”
- Utilizing whole school and human service agency data to evaluate what works and for whom.
- Trauma-Informed Systems of care.

In addition to Chautauqua Tapestry partners and other SAMHSA-funded Systems of Care, trainers for these sessions will include individuals from The Caring for Every Child's Mental Health Campaign (Social Marketing TA Team) and Westat (CMHI National Evaluation) team; and presenters from around the country who have been selected via submitted proposals.



To set the stage for this learning experience, we will begin with our TA lead for social marketing, **Barbara Huff**; whose story, talent, persistence and elegance have been a key factor in all of the work that Chautauqua Tapestry has been a part of over the past 7 years.

We'll have a Day One keynote by **John VanDenBerg, PhD.** Tapestry had contracted with VroonVanBerg during our initial 6-year initiative for High Fidelity Wraparound training and coaching. As a founder of HFW, we are delighted to have John's guidance headlining this meeting.



Dr. VanDenBerg is a volunteer consultant for the faith-based Open Table model and he and Open Table founder, Jon Katov will also lead a workshop.



Marc Fagan, Psy.D, Certified Consultant for National Network on Youth Transition provides training and technical assistance in the Transitions to Independence Process model and associated practices. Dr. Fagan has been training facilitators and trainers in Chautauqua County over the past 2 years.

Dr. Fagan will join the System of Care meeting in addition to being on-site in Chautauqua providing TIP training.

Day Two will begin with an exciting keynote by **Nancy J. Smyth, PhD, LCSW**, Dean and Professor at the University at Buffalo School of Social Work. The influence of the University at Buffalo School of Social Work is seen throughout Chautauqua County from program graduates working professionally to the wide-spread training and consultation on the School's focus of Solution Focused Trauma Informed Care.

Dean Smyth will present on "Navigating the Social Media Galaxy Professionally".



Mansoor Kazi, PhD, Lead Evaluator for Chautauqua Tapestry and Affiliate Research Associate with the Buffalo Center for Social Research will present a plenary with Research Assistant, Yeongbin Kim and Mr. Tim Mains, Jamestown Public Schools Superintendent on "Realist Evaluation in Jamestown Public Schools: Utilizing 100% Sample Data From All Schools, Mental Health And Other Services In A Continuous Evaluation Of What Works And For Whom".

This system of care meeting will feature two, 3-hour sessions on social marketing by the Caring for Every Child's Mental Health Campaign team. The national evaluation contracts for SAMHSA are held by Westat who will present 2 sessions to us on evaluation. We will also feature 30 min/60 min workshops, a poster session and much more!

It will be 2 days of fun and exciting dialogue in a relaxed setting with beautiful surroundings.

Registration is available via: <http://www.social-work.buffalo.edu/conference/eval2016/#registration>

Registration Deadline: September 7, 2016

Organizers

The conference is organized by Chautauqua Tapestry System of Care and supported by the School of Social Work, University at Buffalo (State University of New York) and the Social Work Program, State University of New York at Fredonia, in partnership with the TA Network, Westat, and the Caring for Every Child's Mental Health Campaign.