

Title:	AZ Community Relations				
Policy Number:	1200B	Effective Date:	01/23	Next Review Date:	01/24

POLICY: It is organization policy to provide continued community and public education, patient support and advocacy for the betterment of services and education regarding services provided in the organization. And it is the policy of the organization to engage in community or public presentations. These may include verbal presentations, educational conference, seminars, direct interactions with persons served, media presentations (radio, television), oral presentations to other organizations, newspaper ads, letters to editors, dissemination of educational materials, letters to collaborative service providers and clinic facility tours.

SCOPE: AZ Treatment Centers

DEFINITIONS: Community Relations - Documented activities engaged in for the purposes of community education and patient advocacy.

PROCEDURE:

1. Community Relations Log

- A. The Program Director will be responsible for the documentation and coordination of public relations and community relations activities. This person is not solely responsible for the performance of all activities but is responsible for the upkeep of the Community Relations Log and will assist in scheduling community activities as needed. All staff is encouraged to participate in Community Relations Activities.
- B. All Community Relation activities will be documented in the Community Relations Log. This log will include documentation of all community relations activities.
- C. Presenters will fill out a one-page description of each presentation given (to include audience, length, information given, materials given, etc.).
- D. A copy of materials, packets, etc., given will also be kept in a log for further use
 - a. A calendar to schedule community/public activities
 - b. A call tracker
 - c. A service request form
 - d. Log Documentation Form (activities completed)
 - e. Materials used
- E. Community Activities provided and available by clinic staff in relation to medication assisted treatment, addiction and abuse, and related topic areas include, but are not limited to:

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- a. Educational in-services
 - b. Letters of introduction, reference, collaboration, interest
 - c. Email, internet and World Wide Web access and related sites
 - d. On-line education course (approved for CEU's)
 - e. Facility tours
 - f. Educational seminar participation
 - g. Related materials
 - h. Advertisements
 - i. Community events, health fairs, criminal justice events
- F. Staff will engage in, at minimum, four (4) community education/relation activities per year
2. Community Feedback Surveys Log
- A. Management staff will designate one responsible person for the mailing or making sure the agency is given a survey at the time of the presentation and collection of Community Feedback Surveys
 - B. On a bi-annual basis, designate will correct clinic Surveys to Community/Collaborating Service Providers with whom the organization has interacted with in the previous six (6) months. The purpose of this community survey is to serve as a format for the community to provide input regarding the impact of the program.
 - C. Community Survey will ask recipient to note:
 - a. Previous interaction type with the organization
 - b. Satisfaction with previous services; satisfaction with staff
 - c. Degree of understanding and opinion of MAT for the treatment of opioid addiction
 - d. Opinion of the organizations impact on the community
 - e. Current needs for which the organization could provide services
3. In the event of relocation, the organization will make efforts to minimize the negative impact on the community and the peaceful coexistence with the community through the following actions:
- A. The organization will notify neighboring businesses, agencies and providers of the organizations plans to relocation to their community

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- B. Community Feedback Surveys will be utilized to measure the community perception of MAT and the perception of the organizations impact or potential impact on the community
 - C. The organization will make available training and education on MAT and community impact to community stakeholders, prioritizing those community members which provide negative responses on community feedback surveys
4. The organization will address all suggestions, recommendations, needs, problems and actions within reasonable limits to coordinate and cooperate with other community services providers. The organization will attempt to alleviate community-related problems, such as loitering, theft, and diversion through simple procedures. These include policies stating:
- A. There is no loitering in the organization or on business grounds after all business interactions have occurred. The staff have posted a "no loitering" sign within the organization facility, in an attempt to protect patient confidentiality and to eliminate loitering and theft.
 - B. The organization may have a Security Guard to provide security to the neighborhood, clinic staff and patients. If necessary, the security guard shall be on duty during all hours that the organization is open for business. Any concerns for security shall be addressed with the Program Director who will also provide the response after discussing it with the program owner.
 - C. The organization requires persons served to return take-home medication bottle in an attempt to prevent diversion of medication.
 - D. Parking at the organization location is adequate for both staff and patient vehicles. Staff have designated parking locations. Patient parking provides for handicap parking and pickup and drop off areas for patients as well as adequate parking for patients attending meetings or sessions at the organization. All parking areas shall be monitored by the Security Guard and any problems or concerns addressed to the Program Director. The designated patient
 - E. Pick-up and drop off area shall be monitored so that no parking is allowed in this area. Any considerations or concerns about parking shall be addressed with the Program Director who will provide the response.
 - F. The organization prominently displays all licenses and certificates when appropriate.
 - G. The organization will document the community contacts in the Community Relations Log including the effectiveness of the outreach activities over time in addressing any problems or deficiencies and documents any meeting minutes demonstrating community relations efforts.
 - H. The Program Director and Program Sponsor shall address any unresolved community relations issues and shall make their contact information available to the community as

well as making the contact information available to the community of the State Opioid Treatment Authority.

5. All efforts made by clinic staff, persons served, and adjunct agencies in the form of written or verbal communications will be made to parties in the effort of promoting positive community affiliations, reducing stigma, and increasing public knowledge and awareness.

- A. The Program Director will be the advocates for the public sector.
- B. This advocate will be responsible for presentations unless otherwise scheduled.
- C. All staff will be encouraged to suggest materials and information to be presented during community relations projects.
- D. The staff will promote the elimination of discrimination and stigma for the patients
- E. The staff will advocate for the needs of the patient
- F. Trash shall be placed in a locked waste disposal container on the organization property and monitored by Program Director and Security Guard. The locked trash container shall be picked up a minimum of one time per week by a waste disposal company. Any concerns for trash management shall be addressed with the Program Director who will provide the response after discussing it with the program owner.

6. A community resource file has been developed and is being updated and maintained regularly by staff.

- A. The binder/file is used for:
 - a. Referral of the patients
 - b. Placement of the patients

7. All media inquiries regarding the Company and its operations must be referred to the Company President. Only the Company President is authorized to make or approve public statements pertaining to the Company or its operations. No employees, unless specifically designated by the Company President, are authorized to make such statements. Should an employee be contacted by the media, you should get the media person's name and contact information and contact your supervisor.

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Related Policy and Procedures:

Standards:

Review Date:

Revision History:

Authorized By: