

AGENDA ITEMS: Presentation and Approval of Proposition 63 Logo

ENCLOSURES: • Logo Options #1, #2, & #3

OTHER MATERIAL RELATED TO ITEMS: A handout of the PowerPoint will be available at the meeting.

ISSUE:

There is no single, common logo identifying efforts across the state as being supported by, a part of, or connected to Prop 63.

BACKGROUND:

Welfare and Institutions Code 5845 charges the Mental Health Services Oversight and Accountability Commission (MHSOAC) with developing strategies to overcome stigma. In November 2011, the MHSOAC convened others involved with raising awareness of mental health needs, services, and successes. That group identified a need to have a common logo to identify Prop 63-funded efforts and a common website. In January 2012, the MHSOAC entered into an agreement with the Department of General Services (DGS) to create a Prop 63 logo and build a Prop 63 website.

DGS analyzed the Mental Health Services Act (MHSA) and surveyed individuals involved with the act to identify the factors effective logos should convey: the primary and secondary brand dimensions, the emotional connectors, and the core message. Based on these factors, DGS developed three logos and developed a survey for stakeholders to review and identify what they see the logo reflecting and which logo they preferred.

The survey was sent out to the over 1,500 subscribers of the MHSOAC Listserve, counties through the California Mental Health Directors Association, the Irregulars group, and the MHSA Partners Forum group, MHSOAC Committee members, MHSOAC Commissioners, and members of the Reducing Disparities Strategic Work Groups. Survey participants represented clients, counties, providers, and other stakeholders.

BACKGROUND CONTINUED:

The survey received 399 responses. Among the options, survey respondents described the logos as:

Option 1: Descriptive words chosen by survey participants were: Connecting, Partnership, Difficult, and Isolating

Option 2: Descriptive words chosen by survey participants were: Traditional, Results, Quality, and Relevance

Option 3: Descriptive words chosen by survey participants were: Wellbeing, Quality, Growth, and Recovery

Additionally, the MHSOAC received ten emails indicating dissatisfaction with the logos. MHSOAC followed up with those individuals. Generally, respondents said they didn't think the logos represented the values of Proposition 63 in terms of wellness and recovery. With that information, DGS added the tag line: WELLNESS RECOVERY RESILIENCE

Staff Recommendation:

Staff recommends the Commission adopt Option 3. Option 3 received the highest number of votes from survey respondents as the preferred logo. Additionally, Option 3 reflects many of the positive qualities that represent the intent of Prop 63 as compared to the other two logos. Option 1, while conveying a feeling of connecting and partnership, also had high responses to two negative qualities. Option 2 had positive responses but fewer people selected it as their preferred logo.

Proposed motion:

The MHSOAC approves logo option number three to identify Proposition 63. Staff is instructed to disseminate the logo for use on materials and products funded by Proposition 63.