

ND CARES COMMUNITY PROGRAM *toolkit*





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WHAT IS ND CARES?

Mission: Strengthening an accessible, seamless network of support for Service Members, Veterans, Families, and Survivors.

The North Dakota Cares coalition (ND Cares) began in May 2013 after a team from North Dakota attended an academy hosted by the Substance Abuse and Mental Health Services Administration (SAMHSA). In January 2015, Governor Jack Dalrymple formalized the coalition under Executive Order 2015-01. ND Cares is not a provider of services; rather, it is dedicated to improving understanding of the needs and services required by our heroes who should be able to access them close to home.

ND Cares includes a broad spectrum of more than 40 military and civilian professionals dedicated to the care and support of North Dakota Service Members, Veterans, Families, and Survivors (SMVFS). The coalition uses the broadest definition of Veteran and is working to encompass all individuals who have served – the “total force.”

The coalition’s priority is behavioral health, defined as a state of mental and emotional being and/or choices and actions that affect wellness. Experts estimate that by 2020, mental health and substance use disorders will surpass all physical diseases as a major cause of disability worldwide.

The coalition’s interest in behavioral health services focuses on promotion of emotional health, prevention of mental health disorders, prevention of substance use disorders, treatment, and recovery support.

The purpose of ND Cares is to resolve barriers or gaps in services to ensure those who are serving, those who have served, their families, and survivors receive the care and assistance they need.



ND Cares primary goal:
Break down barriers to the use of Behavioral Health Services

ND Cares strategic focus:

- 1.** Partnerships and capacity building
- 2.** Training and education
- 3.** Internal and external communication

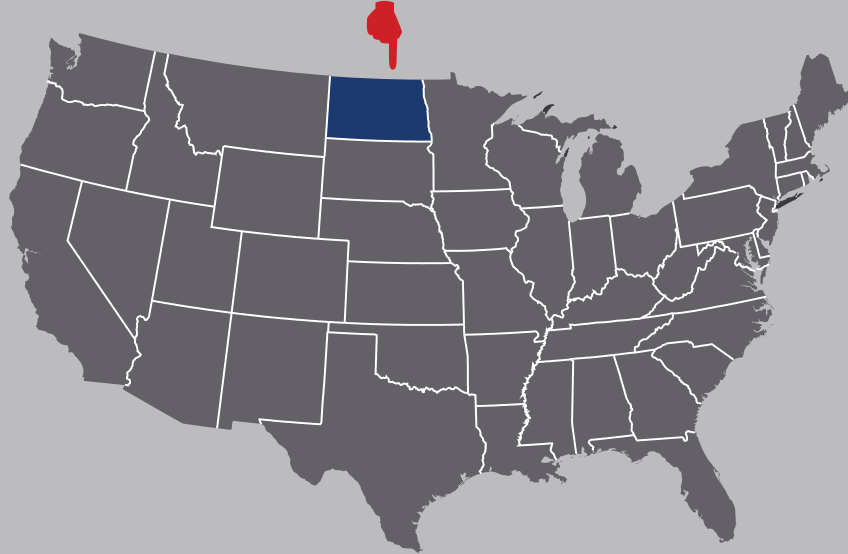


ND CARES COMMUNITY PROGRAM

The ND Cares Community Program has been created as an important extension of the mission of ND Cares to strengthen an accessible, seamless network of support for Service Members, Veterans, Families, and Survivors (SMVFS). The ND Cares Community Program will:

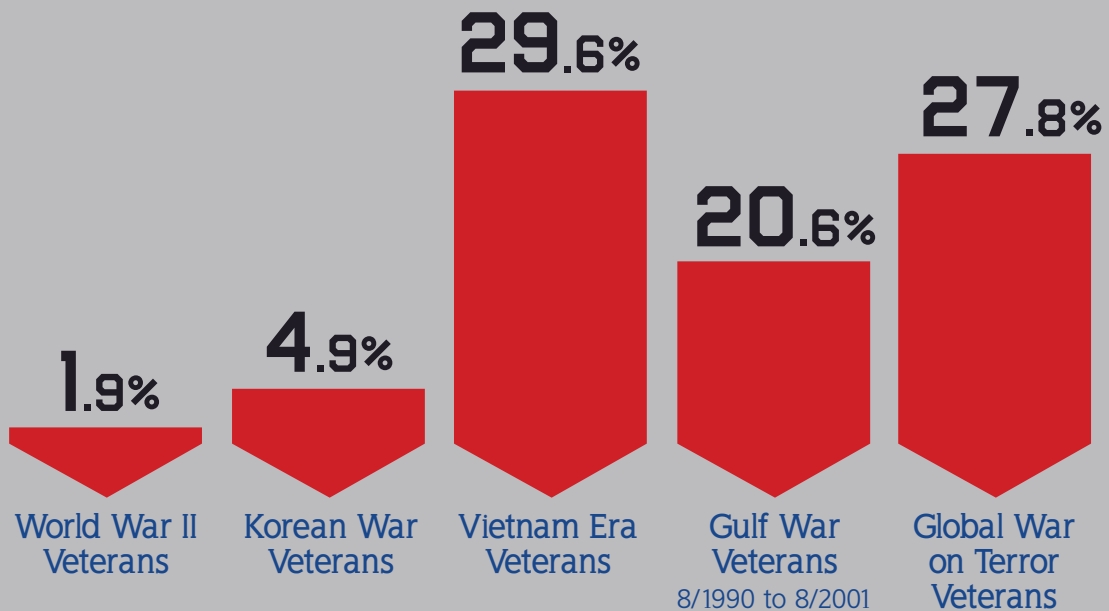
- Create a welcoming and supportive environment across North Dakota for SMVFS
- Increase awareness of local and state support for SMVFS
- Include every city in our state – no matter how large or small
- Establish local events or other activities to educate the community and to honor SMVFS
- Serve as North Dakota's involvement in the Joining Community Forces and Community Military Covenant programs.

There are an estimated
53,608
VETERANS
in North Dakota

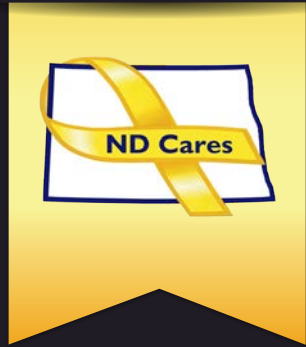


WARTIME PERIOD OF SERVICE

of remaining North Dakota Veterans



NOTE: 17.2% of ND Veterans are from Peacetime periods of service.



**BECOME AN
ND CARES
COMMUNITY**

BECOME AN ND CARES COMMUNITY

All cities and counties are encouraged to join ND Cares by meeting these four requirements:

1.

A local steering committee (minimum of three people) must be formed at either the city or county level.

There may be a group or committee already present in your community that would be a good fit for the ND Cares local steering committee and willing to take on the project.

2.

A city or county governing board must pass a resolution of support (see page 14).

3.

A city or county must hold a minimum of one event or activity each calendar year to educate the community and/or honor Service Members, Veterans, Families, and Survivors (see page 10).

4.

An ND Cares sign must be installed on an ND DOT city name sign (similar to the former ND Build campaign). For a county program, every city in the county must have a road sign identifying the city as an ND Cares community.



ND CARES COMMUNITY LEADERSHIP AND PARTNER OPTIONS

Community leaders work daily with citizens and businesses to improve lives within their community. They have the local expertise, insight, energy and commitment that ND Cares needs to accomplish its mission.

As the ND Cares community program evolves, the networking opportunities and other support services provided across North Dakota will improve. Each local event will provide meaningful opportunities for service providers to learn more and improve programs and services.

It is the synergy created by involvement in ND Cares that will strengthen an accessible, seamless network of support for Service Members, Veterans, Families, and Survivors.

Community leaders may include:

- Mayor
- City and county commissioners
- City council members
- City or county administrator
- City or county auditor
- City finance director
- City or county engineer
- Director of services (street department, forestry, etc.)
- Parks and recreation director
- City or county public information officer

To be successful, it is vital to gain broad community support, so it may be helpful to talk with a variety of people.

- Influential community members – those who have a strong interest in helping the community, or those with expertise in Veteran issues
- Youth – they may have insight into activities that will make a difference
- Local Veteran organizations
- County Veteran Service Officer
- ND Cares coalition members
- Educators
- Behavioral health and medical providers
- Faith-based organizations
- Service Members, Veterans, Families, and Survivors
- Neighbors and friends
- Businesses
- First responders
- Chamber of Commerce (Military Affairs Committee)

ND CARES COMMUNITY EVENT IDEAS

You know your community. What will get them excited about participating in an event? Any one of the following will satisfy the ND Cares community requirement to hold a minimum of one event or activity each calendar year to educate and/or honor Service Members, Veterans, Families, and Survivors (SMVFS).

Programs and events should address social, emotional, physical, and spiritual health needs. Below is only a list of ideas. We are excited to see what your community chooses to do!

- Involve local school students – interview Veterans, etc.
- Host recognition event(s) for SMVFS
- Request and participate in military culture training
- Highlight businesses with military connections or are SMVFS-owned
- Host picnics or other social activity that involve the entire community
- Hold a family fun run or other physical activity
- Network with neighboring city and county
- Invite local businesses to offer discounts to SMVFS
- Set up a volunteer network to provide services to SMVFS such as respite care, home repair, babysitting, donation of goods, etc.
- Create a permanent military service memorial in the community
- Establish a display of educational materials
- Ask your local newspaper to print student letters to SMVFS on Veterans Day or Memorial Day
- Work with your County Veteran Service Officer and local Veteran organizations to host an annual military wellness educational event focused on behavioral health, substance abuse, suicide prevention, etc.
- Support the Veterans Home in Lisbon in some way
- Support military children at Air Force base schools in Minot or Grand Forks
- Attend an ND Cares meeting once a year to network with other ND Cares organizations and agencies





ND CARES COMMUNITY APPLICATION FORM

Name of city or county

Point of contact

Name

Phone Number

Email

Address

City

Zip

ND Cares minimum requirements:

1. A local steering committee has been formed. List names (at least three people):

2. City/county governing board's resolution of support has been approved (please attach copy).

3. City/county has planned the following event(s) to educate or honor Service Members, Veterans, Families, and Survivors (please attach copy).

4. ND Cares sign identifying the community as an ND Cares city must be installed on the ND DOT city name sign. Signs will be provided by ND Cares.

Signage request

a. Number of ND Cares signs to be installed:

b. Specify location of the city limit sign(s). If there is already a recognition/award sign on the city limit town sign you must determine which sign you want displayed – regulations allow only one.

Official signature

Please send completed application to ND Cares, PO Box 5511, Bismarck, ND 58506-5511
or email to ndcares@nd.gov.

As of Jan. 2021

21,647

North Dakotans
have been
deployed since
9/11.

16,987

Active Duty

4,178

Guard

482

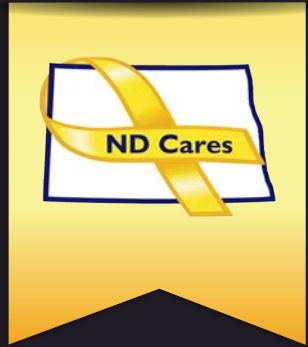
Reserve



Military family life is characterized by unique demands:

- » Separation
- » Risk of injury or death of the service member
- » Long work hours and shift work
- » Frequent relocation
- » Unique organizational culture and norms
- » Military deployments

Defense Manpower Data Center, April 13, 2021.



**ND CARES
COMMUNITY
RESOURCES**



DRAFT RESOLUTION OF SUPPORT



Effective Date _____

WHEREAS, the freedom and security enjoyed today by the citizens of the United States, the State of North Dakota, and the city (county) of _____ are the direct result of sacrifices made by the men and women of the United States Armed Forces; and

WHEREAS, the service and sacrifice of the members of the United States Armed Forces and their families continue to provide us with the freedom to pursue individual and community goals; and

WHEREAS, citizens of _____ recognize the continued sacrifices of Service Members, Veterans, Families, and Survivors in the defense of this nation and the preservation of freedom; and

WHEREAS, citizens of _____ recognize the generations of veterans and their families who have proudly and valiantly served this great state and nation, and who have played an integral role in defending our homeland and preserving freedom around the world; and

WHEREAS, ND Cares, in recognition of the United States Armed Forces and their families, is working with federal, state, county, city, and private organizations to strengthen an accessible, seamless network of support for Service Members, Veterans, Families, and Survivors within North Dakota.

NOW, THEREFORE, as Mayor / Commissioner / City Leader, I do hereby proclaim this day (DATE), that the city (county) of _____ joins the North Dakota Cares coalition in supporting Service Members, Veterans, Families, and Survivors.

SIGNATURE

SIGNATURE





MEDIA TIPS

Effective use of media increases your chances of informing the public about your initiatives and events.

1. Ensure the information contained in media advisories, press releases and articles is provided to the media in a clear and timely manner. (sample media advisory, page 16)

- TV deadlines - For a live event send the information the day before or two days before weekend events. For 6pm or 10pm news, provide the information prior to 10am (public announcement deadlines vary).
- Radio deadlines – Allow several days notice for public events that need outside coverage. Same-day information is usually fine for studio-based news items.
- Newspaper deadlines – for a daily newspaper submit by 2-3pm the day prior. For a weekly newspaper submit three to five days before publication.

2. Use social media.

- Create a graphic with relevant information about the event.
- Create a hashtag or use an existing one - ensure the

hashtag is available and appropriate to use. Include the hashtag on all the social media platforms utilized by your organization.

PLANNING TIMELINE

Two weeks ahead of your event:

- Post the event to social media and use links to a relevant website, graphic or video.
- Ask social media followers to share posts about the event.
- Post to local community events social media pages.
- Send an OpEd to your local newspaper to communicate about important issues related to your event or activities.
- Contact reporters who write about events.
- Contact community calendar reporters at area newspapers and TV, cable and radio stations and ask them to place a calendar notice about your event.

On the day of the event:

- Consider live streaming the event on social media.
- When reporters arrive, have

members of your group detailed to greet them, set up interviews with the right people, and escort media to the appropriate spokesperson.

- Have someone from your organization take photos or video to accompany articles in newsletters, publications and to post on social media sites.

After the event:

- Send an immediate news release to all media.
- Post pictures or videos to social media and share articles written by print or broadcast media about the event.
- Send follow-up letters for publication in local newspapers to thank the community and inform them of your success.
- Write a follow-up article for inclusion in appropriate community publications. Illustrate with photos or video from the event. Include information on how many people attended, what the results were, etc.

NEWS RELEASE SAMPLE



(Community) to Partner with ND Cares

(City), N.D. - Community leaders from the city/county of (name) will officially partner with the ND Cares Coalition in an effort to broaden support to Service Members, Veterans, Families, and Survivors at (time and date). (Community Representative) will sign an agreement establishing (city/county) as a link in a statewide network dedicated to educating residents about potential needs and challenges faced by those who have served and to honoring current and former military members.

"North Dakotans volunteer for military service at a rate four times the national average, and we know our communities want to welcome and honor veterans, those currently serving, and their families. Respect for the military is part of North Dakota's DNA," said Connie Sprynzynatyk, who chairs the coalition. "Building a network of support across the state means that the key ingredient is the participation of every community. Our coalition looks forward to partnering with (city/county) to help build that network of support."

In January 2015, Gov. Jack Dalrymple signed an executive order officially establishing the ND Cares coalition. One of its goals is to partner with all communities in North Dakota - both large and small - to ensure that those who have served, their Families, and Survivors receive the care and assistance they need.

Partner cities and counties agree to host at least one annual activity to support Service Members, Veterans, Families, and Survivors, and to display an ND Cares road sign on a main thoroughfare.

WHAT: ND Cares Community Partnership

WHEN: Time, Date, Year

WHERE: Facility, Address

MEDIA: Media representatives are welcome to attend. The event is free and open to the public. (Name of contact followed by phone numbers in parentheses) will be on on-site to assist, if needed.

For an electronic version of this document contact ndcares@nd.gov or 701.333.2012.

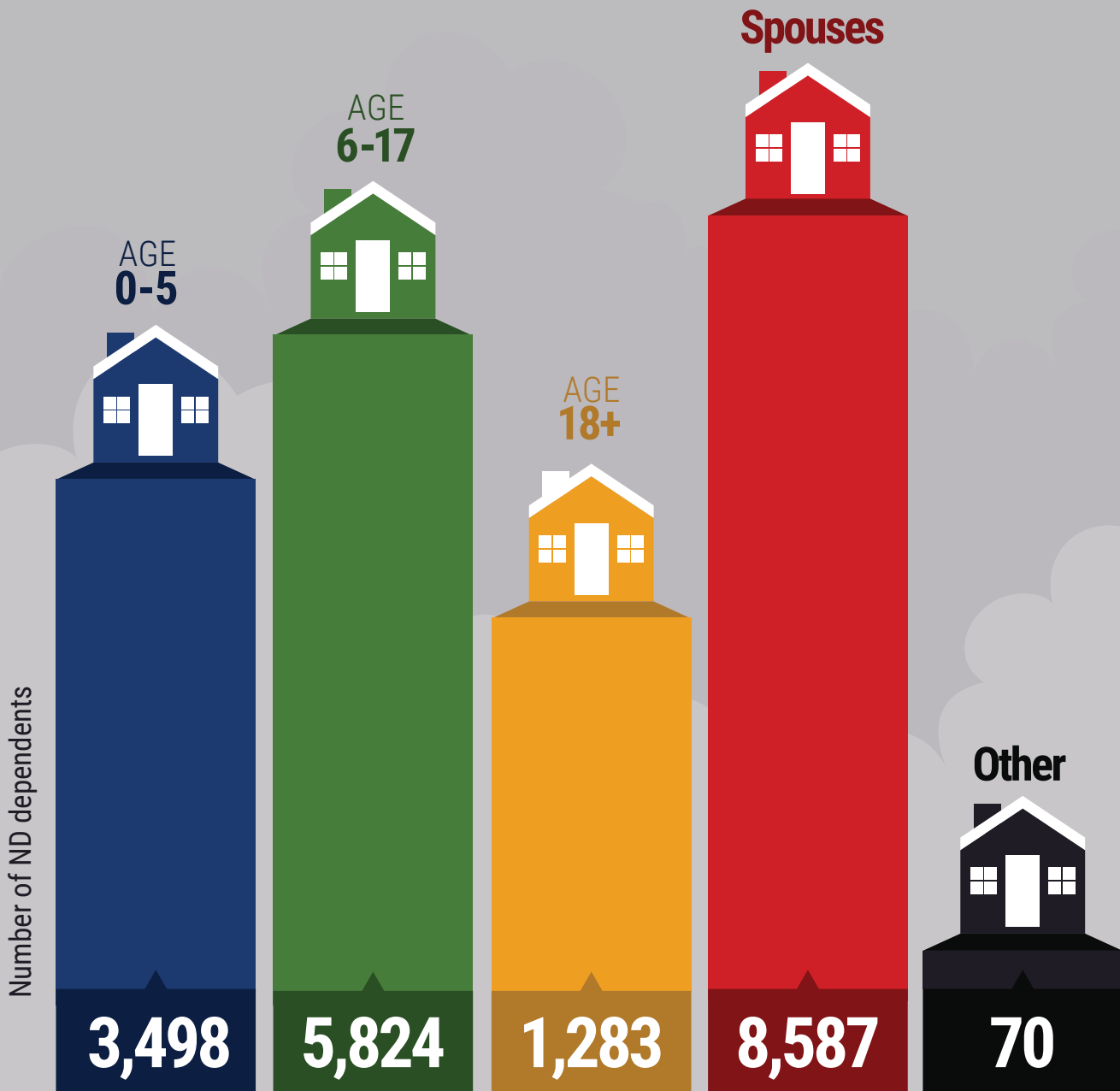
ND CARES TALKING POINTS

1. ND Cares mission: Strengthening an accessible, seamless network of support for Service Members, Veterans, Families, and Survivors.
2. ND Cares is a statewide coalition dedicated to improving understanding of the needs and services required by our heroes who should be able to access them close to home.
3. ND Cares started in May 2013 after a team from ND attended a Policy Academy held by the Substance Abuse and Mental Health Services Administration (SAMHSA).
4. ND Cares includes more than 40 civilian and military professionals dedicated to the care and support of North Dakota Service Members, Veterans, Families, and Survivors.
5. ND Cares is focusing on the broadest definition of Veteran and is working to encompass all individuals who have served.
6. ND Cares' priority is behavioral health. Behavioral health is defined as: a state of mental/emotional being and/or choices and actions that affect wellness.
7. Behavioral health services focus on:
 - Promotion of emotional health,
 - Prevention of mental health disorders,
 - Prevention of substance use disorders, and
 - Treatment and recovery support.
8. ND Cares primary goal:
 - Break down barriers to the use of Behavioral Health Services.

DEPENDENTS

of Active Duty, Guard/Reserve and Retirees as of March 2021

Defense Manpower Data Center, April 13, 2021.





**ADDITIONAL
RESOURCES**



HELPFUL WEBSITES

24-hour Referrals to Crisis Services
myfirstlink.org or dial 211

Fargo VA Health Care System
fargo.va.gov

Job Service North Dakota
jobsnd.com

Military OneSource
militaryonesource.mil

Military Culture Training
psycharmor.org

Military Reference Guide
prevention.nd.gov

North Dakota Department of Health
ndhealth.gov/suicideprevention

North Dakota Department of Human Services
nd.gov/dhs/services/mentalhealth

North Dakota Department of Veterans Affairs
nd.gov/veterans

North Dakota Military Data Books
prevention.nd.gov

North Dakota National Guard
ndguard.ngb.army.mil

Parents LEAD
parentslead.org

United States Air Force
af.mil

United States Army
army.mil

United States Coast Guard
uscg.mil

United States Department of Veterans Affairs
va.gov

United States Marine Corp
marines.mil

United States Navy
navy.mil

FORCE

NAVY

ARMY

MARINES



NOTES

NOTES



Strengthening an accessible, seamless network of support for Service Members, Veterans, Families, and Survivors.



For more information contact ndcares@nd.gov or 701.333.2012.