

ND CARES

BUSINESS INITIATIVE

toolkit





TABLE OF CONTENTS

**WHAT IS
ND CARES?**

**APPLY TO BECOME
AN ND CARES BUSINESS**

**ND CARES
BUSINESS RESOURCES**

**ADDITIONAL
RESOURCES**

**4
7
13
19**

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, former 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 45 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 support for recovery.

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



ND Cares goals include:

- 1.** Conducting a comprehensive assessment of needs.
- 2.** Integrating existing programs and resources to strengthen an effective and efficient system.
- 3.** Developing a leader network to support collaborative efforts. The coalition’s plans include a comprehensive website and a dynamic statewide program that builds community awareness and involvement.



ND CARES BUSINESS INITIATIVE

The ND Cares Business Initiative was created to allow business leaders the opportunity to showcase their continued support of the Service Members, Veterans, Families, and Survivors (SMVFS) who have served and sacrificed. In addition, it will allow businesses to receive military culture training and mental health first aid for their staff. This initiative is an important extension of the mission of ND Cares, which is to strengthen an accessible, seamless network of support for Service Members, Veterans, Families, and Survivors.

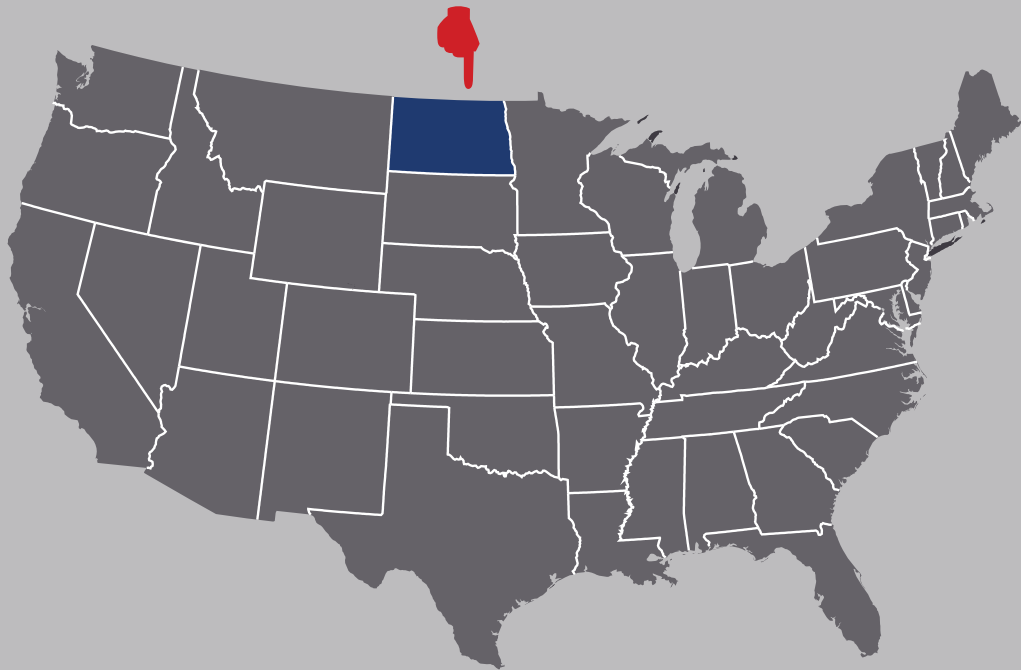
The ND Cares Business Initiative will:

- Include large and small businesses; federal and state agencies; colleges and universities. The term employee extends to both college/university students and staff.
- Increase awareness of local businesses support for SMFVS.
- Enhance SMVFS and employer relations by developing a better understanding of the unique issues experienced by military families.

There are
52,035
VETERANS
in North Dakota

WHICH IS

9.6%
of the state's
adult population





**APPLY TO
BECOME AN
ND CARES
BUSINESS**

BECOME AN ND CARES BUSINESS

Businesses are encouraged to join ND Cares by meeting these six basic requirements:

1. Sign a resolution of support for becoming an ND Cares business. This must be signed by the owner, store manager, or similar leader of the business.
2. Sign an Employer Support to the Guard and Reserve (ESGR) Statement of Support.
3. Establish an ND Cares Business Initiative steering committee, of an appropriate size as determined by the business leader.
4. Submit a completed ND Cares Business Application
5. Host a formal or informal ND Cares certificate presentation ceremony.
6. Display window signs at each business entrance. Signs will be provided by ND Cares.



EMPLOYER MENTORSHIP

An extension of the ND Cares Business Initiative is Employer Mentorship. This extension was designed to bring Service members, Veterans, Families and Survivors (SMVFS) together with business leaders from an industry of interest, in order to gain feedback on the SMVFS's opportunities and to provide tips on resume development. This extension is not a requirement for any business. Businesses who opt in to this extension may be contacted to participate, based on SMVFS interest.

Process

Step 1: SMVFS Resume Submission

ND Cares will initiate this step when appropriate.

This step will provide the SMVFS with the opportunity to provide resumes, which are oriented towards their industry of interest, to ND Cares.

Step 2: Resume Analysis

ND Cares will analyze the SMVF's resume. They will identify industry leaders within North Dakota who are a close match to the employment desires listed on the SMVF's resume.

Step 3: Industry Support

ND Cares will solicit businesses, who opted-in, for support from the appropriate industry leaders in mentoring the respective SMVFS.

Step 4: Employer Mentorship

ND Cares matches the SMVFS with the mentor and coordinates the mentorship event. The SMVFS will allow the employer mentor to review their resume and provide feedback. The employer mentor will provide information related to their respective industry and the opportunities within North Dakota. While it is not expected that the employer mentor will offer a position to the SMVFS, an expectation is that the mentor will provide advice on how the SMVFS may become more competitive in securing employment in that industry.

Step 5: Review

ND Cares will contact the program participants and gain their feedback. Feedback may include success in gaining employment in the desired industry, recommendations for improving the process, and the overall value of the program for the SMVFS and employer mentor.



ND CARES BUSINESS LEADERSHIP AND PARTNER OPTIONS

Business leaders work daily with citizens, local political leaders, and state agencies to improve the quality of life within the community. They have the expertise, insight, energy, and commitment that ND Cares needs to accomplish its mission.

As the ND Cares Community Program and Business Initiative grow, the networking opportunities and support services provided across North Dakota will improve.

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 (SMVFS).

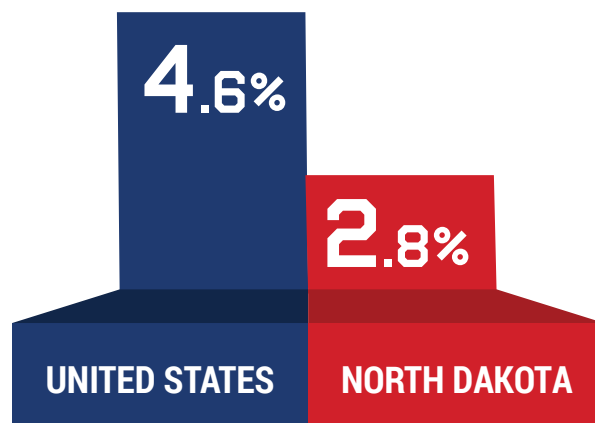
Business leaders are key to the economic prosperity of a community and are just as important in supporting the SMVFS who have given of themselves in serving our Nation, State, and great Communities. These people walk our streets, go to our schools, and work businesses within in each of our communities.

To be successful, it is crucial to gain broad community support, which includes engaging businesses such as yours. ND Cares looks to partner with businesses that:

1. Support Service Members, Veterans, Families, and Survivors
2. Promote resiliency within their workforce and within the community.
3. Promote diversity.
4. Engage with other community leaders.

UNEMPLOYMENT RATE OF VETERANS

(age 18 and older)



Bureau of Labor Statistics, 2015 annual average

ND CARES BUSINESS TIERS

As leaders in the community, we understand you know your employees and customers. We encourage you to showcase your support to the Service Members, Veterans, their families, and Survivors (SMVFS) in a way that makes sense to your business plan and supports your partnership with ND Cares.

Behavioral Health is an ND Cares priority, thus, it is our hope that your programs of support and business activities address social, emotional, physical, and spiritual health needs of our SMVFS.

Below are the requirements, over and above the basic requirements, for the Tiers of support that your business may participate in to highlight your commitment to our SMVFS:

Gold Star Tier

- Recognize military families at appropriate business events.
- Offer Military culture training to leaders in your business, which can be requested thru ND Cares, at no cost to your business.
- Offer SMVFS discounts.
- Create a business display honoring our SMVFS.
- Attend an ND Cares Business training meeting once a year.
- Develop a deployed family support system.
- Promote your commitment to SMVFS and your partnership with ND Cares.
- Conduct SMVFS hiring events.
- Sponsor/Co-sponsor a Veteran stand down or other SMVFS event/activity/need in your community. Contact ND Cares at NDCares@nd.gov for events/activities/needs that require support.

Yellow Ribbon Tier

- Recognize military families at business functions, when conducted.
- Offer Military culture training to leaders in your business, which can be requested thru ND Cares, at no cost to your business.
- Offer SMVFS discounts.
- Create a business display honoring our SMVFS.
- Attend an ND Cares Business training meeting once a year.
- Develop a deployed family support system.
- Promote your commitment to SMVFS and your partnership with ND Cares.

Regardless of what tier you choose to participate in, thank you for supporting those who served!





ND CARES BUSINESS APPLICATION FORM

Name of business

Point of contact

Name

Phone Number

Email

Address

City

Zip

ND Cares Business Initiative basic requirements:

1. Sign a Resolution of Support for becoming an ND Cares. This must be signed by the owner, store manager, or similar leader of the business. (see page 14)
2. Sign an Employer Support to the Guard and Reserve (ESGR) Statement of Support. This will be signed at the ND Cares certificate presentation ceremony.
3. Establish a ND Cares Business Initiative steering committee, of an appropriate size as determined by the business leader.
4. Submit a completed ND Cares Business Application Form.
5. Host a formal or informal ND Cares certificate presentation ceremony. (coordinate with ND Cares staff)
6. Display window signs at each business entrance. Signs will be provided by ND Cares.

Number of signs desired

Employer Mentorship

a. Do you wish to participate in Employer Mentorship?

Yes No

b. Who is your contact for involvement in Employer Mentorship?

Printed Name

Phone number

Email address

Business leader signature

Date

Please send completed application to ND Cares, PO Box 5511, Bismarck, ND 58506-5511.

142,000

Nationally, approximately 142,000 members of the U.S. Armed Forces (Active, Guard, and Reserve) are single parents of minor children.



10,095

North Dakotans have been deployed since 9/11.

6,763

Active Duty

2,958

Guard

324

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



**ND CARES
BUSINESS
RESOURCES**

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 (business name) _____ are the direct result of sacrifices made by men and women of the United States Armed Forces; and

WHEREAS, the leaders of (business name) _____ recognize the continued sacrifices of Service Members, Veterans, Families, and Survivors in the defense of this nation and the preservation of freedom provides us with the ability to pursue individual, community, and business goals; and

WHEREAS, the leaders of (business name) _____ 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, private organizations, and local business leaders to strengthen an accessible, seamless network of support for Service Members, Veterans, Families, and Survivors within North Dakota.

WHEREAS, we (business name) _____ will ensure; families of the deployed have access to a dependable support network; military culture training is attended, if conducted; and that when made available; and that reintegration support is available to our returning service members.

NOW, THEREFORE, I do hereby proclaim this day (DATE), that the business of _____ joins the North Dakota Cares Coalition in supporting Service Members, Veterans, Families, and Survivors.

SIGNATURE



NEWS RELEASE SAMPLE



(Business Name) to Partner with ND Cares

(Business 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). (Business Representative name) will sign a statement of support establishing (Business name) 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 Dakota has the most welcoming and military friendly businesses and communities in the nation. We appreciate and support all of our Veterans: those that have served in times of war, and during peacetimes; those that have served enough years to retire and those who served a single tour of duty. We honor our Veterans of all the branches of service and various components, national guard reserve or active duty. It is in this spirit, that ND Cares continues its efforts to partner with our great businesses and continue to seek ways to support our Service Members, Veterans, Families and Survivors.

“We want everyone to know that North Dakota is a welcoming place for our military, whether you served in a war, during peacetime, or are currently serving. To do that, ND Cares relies on the participation of our communities and their commitment to military outreach,” said North Dakota National Guard Adjutant General, Major General Alan Dohrmann. “We look forward to partnering with (Business name) to continue to strengthen an accessible network of support for our Service Members, Veterans, Families, and Survivors.”

In January 2015, former North Dakota Governor Jack Dalrymple signed an executive order officially establishing the ND Cares Coalition. Funds have been included in the 2017-2019 budget to help expand the coalition’s work and fund its future initiatives, such as Star Behavioral Health and military outreach opportunities.

In North Dakota, 52,035 residents identified themselves as Veterans of the U.S. Military. According to the U.S. Census Bureau, this group accounts for 9.6 percent of the state’s adult population. (North Dakota Veterans; U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates)

WHAT: ND Cares Business 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 701.333.2015.



MEDIA TIPS

Maintaining professional relationships with the media increases your chances of getting information about your initiatives and events to the public.

1. Understand what the media wants in a story.
2. Make sure the information is provided to them in a clear and timely manner.
 - TV deadlines - For a live event or activity, send the information the day before. For the 6pm or 10pm news, provide the information prior to 10am (public announcement deadlines may 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.

Good planning is the key to a successful media event or activity.

Two weeks ahead of your event:

- Write a letter for publication in your local newspaper to influence public opinion about issues that relate to your event or activities.

- Contact the reporters who write about community or health events.
- Call community calendar reporters at area newspapers, TV, cable, and radio stations and ask them to place a calendar notice about your event.

The day before the event:

- Call the media again to politely remind them of your event.

On the day of the event:

- When reporters arrive, have members of your group ready to greet them, set up interviews with the right people, and escort media to the appropriate spokesperson.
- Have someone from your business take photos to accompany articles in newsletters and other publications and for your own files.

After the event:

- Send an immediate news release to any reporters who were unable to attend.
- 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 from the event. Include information on how many people attended, what the results were, etc.

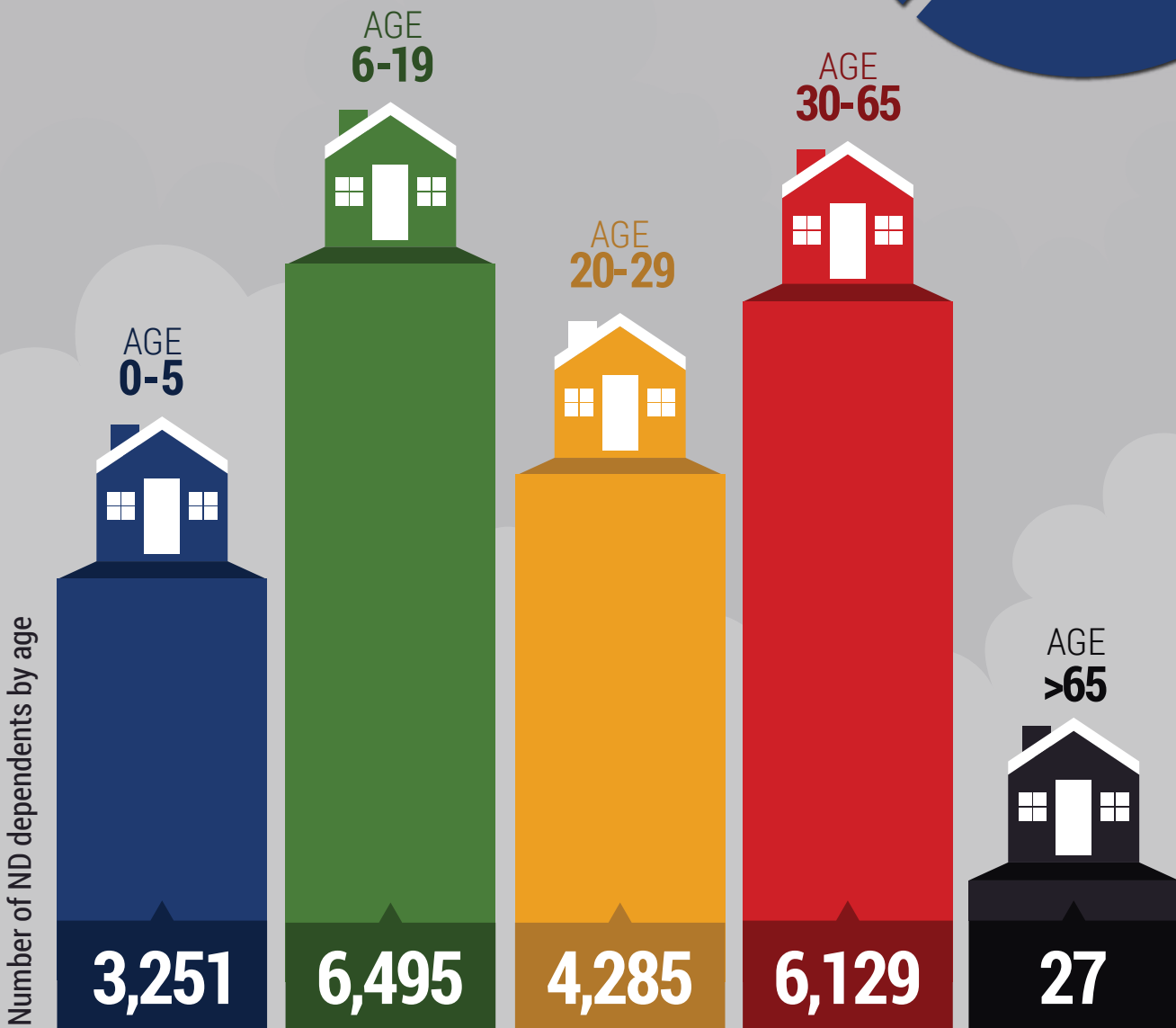
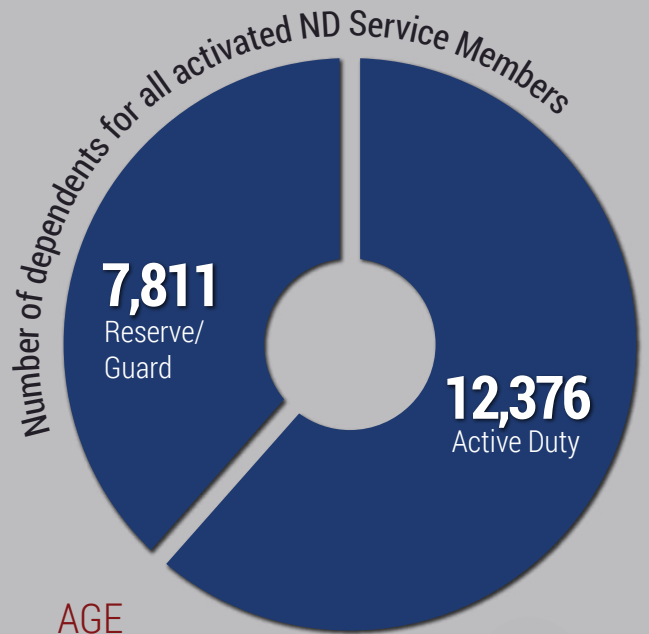
Additional Tips

- Get to know the local reporters and understand their usual “beat” or area of concentration.
- Use community calendars to spread the word about your event.
- Coordinate with media directly if you expect their attendance; don’t assume media will show up to your event – it is important to verify.
- Promptly send follow-ups containing any information that was promised to the media; if their inquiries are not addressed, they may not have enough information to run stories about your event.
- Send follow-up articles to your news releases. Include photos and quotes from the event if possible.

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 45 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. Experts estimate that by 2020, mental health and substance use disorders will surpass all physical diseases as a major cause of disability worldwide.
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 goals:
 - Conduct a comprehensive assessment of needs.
 - Integrate existing programs and resources to strengthen an effective and efficient system.
 - Develop a leader network to support collaborative efforts.
9. The ND Cares Coalition's future plans include a comprehensive website and a dynamic statewide program that encourages community awareness and involvement.

DEPENDENTS





**ADDITIONAL
RESOURCES**



HELPFUL WEBSITES

Employer Support of the Guard and Reserve (ESGR)
ESGR.mil

Job Service North Dakota
jobsnd.com

Military OneSource
militaryonesource.mil

Military Reference Guide
prevention.nd.gov

North Dakota Cares Coalition
ndcares.org

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
nd.ng.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

Warrior Gateway
warriorgateway.org

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 701.333.2015.