

Media Protocol

There are times when a situation with a youth and/or family that is served under Children's Community Mental Health Services and Wraparound Milwaukee occurs and it has reached the media or has the potential to reach the media, below are steps to be taken when that occurs.

1. The individual who became aware (Care Coordinator, Care Coordinator Lead or Supervisor, Screeners, etc) informs Quality Assurance Manager immediately via phone call or email. If there is a link to the story, please email the link as well.
2. QA Manager will remind the individual they cannot speak with the Media, if contacted. QA Manager will remind the individual to direct any media to Children's Community Mental Health Services and Wraparound Milwaukee Director.
3. QA Manager will inform the Care Coordination agency, if they are not the ones to bring it to the QA Manager's attention, of the media involvement and advise them as well that they cannot speak with the Media, if contacted. QA Manager will remind the individual to direct any media to Children's Community Mental Health Services and Wraparound Milwaukee Director.
4. QA Manager will inform Children's Community Mental Health Services and Wraparound Milwaukee Administration Team Members (to include the following people: Director, Associate Director, Clinical Team, QA Coordinators, relevant Program Manager, Court Liaisons, Systems Manager, and Coach/Consultants).
5. QA Manager will be the main contact for Care Coordination agencies or will designate someone from the Administration Team to act as the main contact based on the situation. This will be communicated to the Care Coordination agency and the Administration Team.
6. CC Agency is responsible to complete a Critical Incident Report or follow the Serious Incident process as appropriate. Please note- not all media incidents require the Critical Incident or Serious Incident to be followed.

Current Team:

Director: Brian McBride

Associate Director: Jenna Kreuzer

QA Manager and Media Officer: Dana James

QA Coordinators: Laura Pittman, Holly McElhatton

Clinical Team: Steve Dykstra, Steve Gilbertson, Abby Noack-Haggas, Courtney Weston

Program Managers: Melissa Cronick, Jenni Van Wagenen, Lawrence Thomas

Court Liaisons: Joe Bilty

Coach/Consultants: Michelle Geiger, Kurt Maurer, Hanna Kuppenbender, Briona Durrett

Runaway/Missing Advisor: Rhoda Jordan