

Say Yes & Invest

your storytelling tool

*Staff, supporters, family members, mental health service clients – all are needed to help develop a clear message for MN's mental health service sustainability. Our story must demonstrate the challenge and hope of this moment – to build a mental health continuum basic payment structures must cover costs. **Say Yes & Invest** invites us to share this story, and welcome legislators to lead in changing the narrative from challenge to hope.*

For the 2019 Legislative Session the Say Yes & Invest story needs to be shared with legislators in a way that sticks – the human story paired with compelling data is the Say Yes & Invest formula. With countless competing priorities it is even more essential that we strive to tell the story of needed investment – from now to the end of the session.

TELLING THE MN MENTAL HEALTH STORY: three key elements

1. PERSONAL HEALING – ACCESS – IMPACT ON FAMILY AND COMMUNITY
2. MN DHS STUDY DEMONSTRATES – THE CONTINUUM IS NOT SUSTAINABLE
3. THE MATH IS CLEAR – COSTS TO SERVE OUTPACE PAYMENTS, BASIC SERVICES ARE IN RISK WHILE NEEDS GROW

THIS IS PERSONAL – tell the *three minute* story of someone whose circumstances and outlook have been transformed by accessing mental health services. Elements to your story should include:

- Describe the person, their background, strengths, and challenges.
- Outline how they accessed services, and, how the MA-reimbursed service made a difference for them.
- Share why you chose this story, why it is significant for you, how you see that without services the person would not be in the same place.

Storytelling with your legislators and personalizing your “leave behind” resource:

- **Write a synopsis of your story on the top of the one-pager supplied by Say Yes & Invest. At your meeting, tell your story, then share**
- **SYSTEM WIDE CONCERNS – outlined by the Mercer Report data**
- **WHAT IT LOOKS LIKE FOR PROVIDERS – in the cost data**

End with your version of this message:

MISSION DRIVEN SERVICE PROVIDERS ARE SOUNDING THE ALARM – the math does not work, costs outpace rates by significant margin