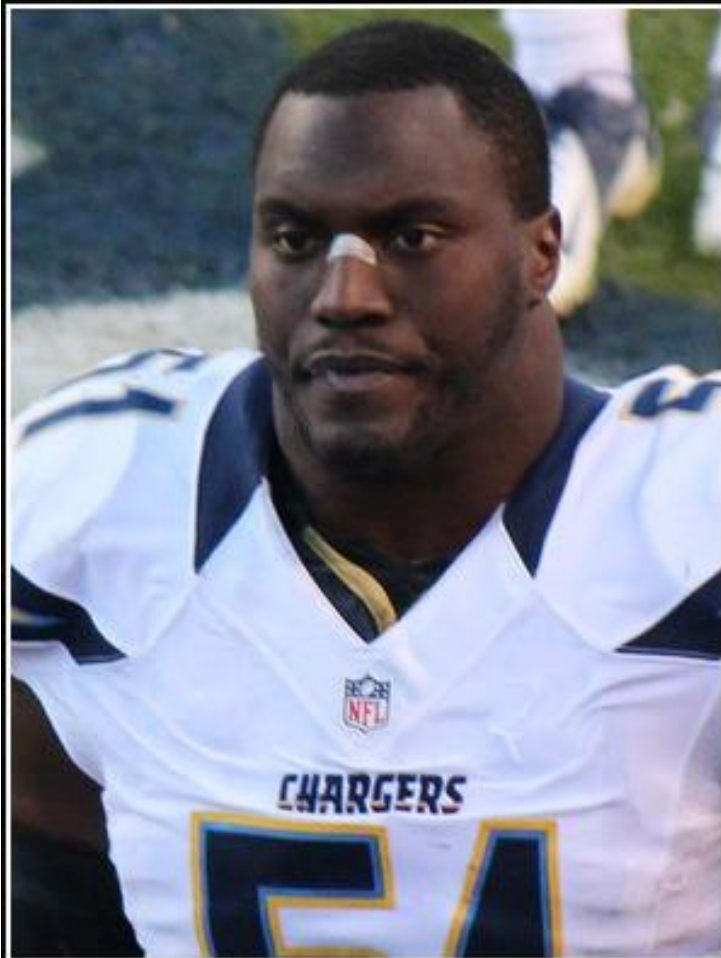


# Sharing Information and Communicating Updates



And the most important thing at the end of the day is that we stay together as one in relaying the information to the rest of the guys.

— *Takeo Spikes* —

AZ QUOTES

# Statement of Issue

As DMH employees, we often receive a large amount of information in a variety of different formats. Our group's goal is to create a new and innovative way for DMH employees to access pertinent and relevant information.

# Statement of Issue

*"The single biggest problem in communication is the illusion that it has taken place." - George Bernard Shaw*

# Statement of Issue



# Statement of Issue



We Proudly Present to you....

# The DMH Podcast



# What is a Podcast?

## Podcasts

- A podcast is a digital audio or video file that can be saved for playback on a portable media device or computer.
- Podcasts help to deliver information in a convenient and enjoyable format, and can be played “on the go”.
- A library of podcasts can include topics directed to clinicians, healthcare workers, public health practitioners and the general public.



# Welcome to the DMH Podcast!



# What organizations are using Podcasts?

A number of healthcare organizations and even  
**City Governments produce podcasts:**

- The World Health Organization provides public health information and related news from around the world
- CDC provides hundreds of podcasts, including a number on a variety of health and safety topics
- PKIDs also provides a number of podcasts for Parents of Kids with Infectious Diseases
- City of Gilbert Arizona

# Our Vision and Goal

The DMH podcast will provide a new and innovative way to communicate. Used in conjunction with email and other forms of communication, a podcast is a unique way to distribute/access information.

The podcast would not replace emails, memos, meetings, etc. but would enhance our communication by serving as a supplement to these formats in an exciting way.

# Our Vision and Goal



# Statistics relating to Podcasts

- The podcast audience grew 23% from 2015-2016
- 1 in 4 Americans ages 12-54 listen to podcasts
- 36% of the US population aged 12+ have listened to at least one podcast
- 21% of the US population aged 12+ listen to at least one podcast episode a month
- The average time spent listening to podcasts each week is 4 hours 10 minutes

# Why would this be beneficial to DMH employees?

- Keep information timely thereby meaningful and relevant
- Accommodates busy schedules by allowing variety in how access to information
- Accessible for long commutes
- Play before or after committee meetings/gatherings

# Why would this be beneficial to DMH employees?

- Accommodate those who need to focus on the “here and now” but who would still like to tune into important news without filing away and not ever retrieving.
- Attractive to those who appreciate and desire multiple media platforms (potentially those who make up the younger end of the workforce)
- A tool to reach people who prefer different communication types, auditory versus visual

Employees of DMH are already using podcasts in both their personal and professional lives.





# Additional Benefits

Podcasts can be utilized in many different ways throughout DMH:

- Staff meetings
- Trainings
- Adding a personal touch to presentations
- Learning about the different services provided by DMH
- Used in media releases and DMH social media postings

# Additional Benefits

How will DMH benefit from a podcast?

- Allows employees across the scope of DMH to make connections and increase cross-divisional understanding
- A great format to share success stories accessible to the constituents of Missouri
- Useful tool to connect with peer supports and family members, particularly if shared via DMH social media posts

# Encouraging Employees to Access the DMH Podcast

Creative incentive programs:

- Podcast quiz and raffle
- Q and A with the Director
- Facility Feature

Example of an employee/program spotlight:



Ida Mitchell, Assistant Director of Human Resources,  
on mentorship

Example of introducing new initiative  
through the podcast:



Mr. Mark Stringer, Director of DMH, on the  
Director's Leadership Academy

**Questions?**

# Works Cited

The Health Communicator's Social Media Toolkit, Centers for Disease Control and Prevention, Office of the Associate Director of Communication, August 6, 2010, pages 13-14.

"The 10 Podcast Statistics Every Marketer Should Know" January 28, 2017 By Mediakix.com

## Music

The Cure - Fight  
Canned Heat - On the Road Again  
Air - La Femme D'argent  
Leftover Crack - Outro