

Cross-TTC Marketing for Regionally-Focused Activities and Resources

A main goal of each TTC Regional Center is to develop resources that are relevant and specific to issues in its region. When collaborating with other TTCs, be sure to tailor resource content, titles and descriptions to highlight your region, and to clearly define and state the intended audience. For more specific guidance, please see guidance document: *Developing Regionally Focused Activities*.

Best Practices for Collaborating with TTCs in Your Region

Indicate in the title the purpose of the product/event and which region it addresses.

- **Example:** *Webinar Series: Deconstructing Unconscious Bias in Behavioral Health Care for HHS Region 2*

Clearly specify the purpose of the product or event and which region/states it is intended for in the description.

- **Example:** *This product/event was developed in response to a need identified in our Region by the ATTC/MHTTC/PTTC Network(s). (Choose one or more applicable networks.)*



Webinar Series: Deconstructing Unconscious Bias in Behavioral Health Care for HHS Region 2

This series was developed in response to a need identified in Region 2 to provide professionals in New York, New Jersey, Puerto Rico and the U.S. Virgin Islands with a review of implicit (i.e. unconscious) bias and how it negatively affects communications, interactions, decision-making and service outcomes for racial and ethnic communities; and offer tools and approaches to address, mitigate and diminish the effects of unconscious bias in the addiction, mental health, and prevention disciplines in order to collectively affect equitable outcomes for persons of color.

Best Practices for Collaborating with TTCs across Regions

Indicate in the title the purpose of the product/event and which regions it addresses.

- **Example:** *Webinar Series: Deconstructing Unconscious Bias in Behavioral Health Care for HHS Regions 1 and 2*

Clearly state how this need was identified by each different region in the description.

- Example Description: This product/event was developed in response to a need identified in Regions 1 and 2 by the ATTC/ MHTTC/PTTC Networks.



Webinar Series: Deconstructing Unconscious Bias in Behavioral Health Care for HHS Regions 1 and 2

This series was developed in response to a need identified in Regions 1 and 2 to provide professionals with a review of implicit (i.e. unconscious) bias and how it negatively affects communications, interactions, decision-making and service outcomes for racial and ethnic communities; and offer tools and approaches to address, mitigate and diminish the effects of unconscious bias in the mental health, and prevention disciplines in order to collectively affect equitable outcomes for persons of color. This series is intended for professionals in HHS Region 1 (New England, New York, New Jersey, Puerto Rico and the U.S. Virgin Islands) and HHS Region 2 (Northeast & Caribbean).

Collaboration Status

Best Practices

<p>One Center working independently</p>	<ul style="list-style-type: none"> • Include region in product/event title • Include region and states in product/event description • Describe issue that is being addressed and how it was identified
<p>Centers working together within the same network (i.e. PTTCs in Regions 2 and 3)</p>	<ul style="list-style-type: none"> • Include regions in product/event title • Include regions and states in product/event description • Describe issue that is being addressed and how it was identified
<p>Centers working together across networks within the same region (i.e. Region 2 ATTC, PTTC and MHTTC)</p>	<ul style="list-style-type: none"> • Include region in product/event title • Include networks, region and states in product/event description • Describe issue that is being addressed and how it was identified
<p>Centers in different regions and different networks working together (i.e. Region 2 ATTC and Region 4 PTTC)</p>	<ul style="list-style-type: none"> • Include regions in product/event title • Include networks, regions and states in product/event description • Describe issue that is being addressed and how it was identified