

# ND CARES COMMUNITY PROGRAM *toolkit*





# TABLE OF CONTENTS

**WHAT IS  
ND CARES?**

**APPLY TO BECOME  
AN ND CARES COMMUNITY**

**ND CARES  
COMMUNITY 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, 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 40 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 recovery support.

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. First Lady Betsy Dalrymple chairs the coalition and Connie Sprynczynatyk, Civilian Aide to the Secretary of the Army, serves as co-chair.



## 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 COMMUNITY PROGRAM

The ND Cares Community Program has been created as an important extension of the mission of ND Cares to strengthen an accessible, seamless network of support for Service Members, Veterans, Families, and Survivors (SMVFS). The ND Cares Community Program will:

- Create a welcoming and supportive environment across North Dakota for SMVFS
- Increase awareness of local and state support for SMVFS
- Include every city in our state – no matter how large or small
- Establish local events to educate the community and to honor SMVFS
- Serve as North Dakota's involvement in the Joining Community Forces and Community Military Covenant programs.

There are

**56,770**

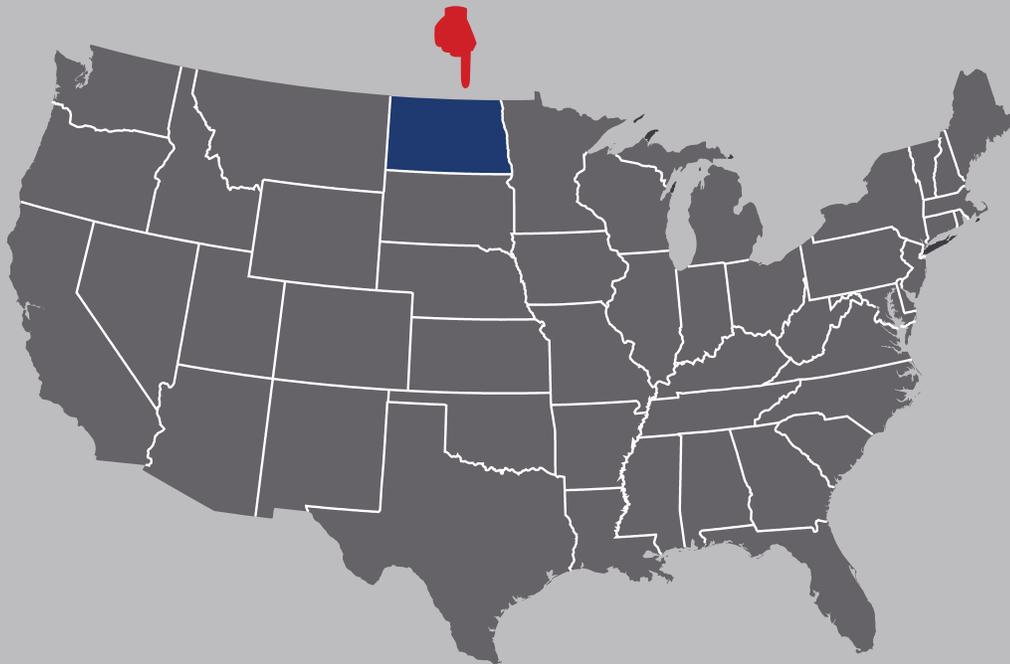
**VETERANS**

in North Dakota

WHICH IS

**11%**

of the state's  
adult population





**APPLY TO  
BECOME AN  
ND CARES  
COMMUNITY**

# BECOME AN ND CARES COMMUNITY

All cities and counties are encouraged to join ND Cares by meeting these four requirements:

1.

A local steering committee (minimum of three people) must be formed at either the city or county level.

There may be a group or committee already present in your community that would be a good fit for the ND Cares local steering committee and willing to take on the project.

2.

A city or county governing board must pass a resolution of support (see page 14).

3.

A city or county must hold a minimum of one event each calendar year to educate the community and/or honor Service Members, Veterans, Families, and Survivors (see page 10).

4.

An ND Cares sign must be installed on ND DOT city name sign (similar to the former ND Build campaign). If it is a county program, every city in the county must have a road sign identifying the city as an ND Cares community.



## ND CARES COMMUNITY LEADERSHIP AND PARTNER OPTIONS

Community leaders work daily with citizens and businesses to improve lives within their community. They have the local expertise, insight, energy and commitment that ND Cares needs to accomplish its mission.

As the ND Cares community program evolves, the networking opportunities and other support services provided across North Dakota will improve. Each local event will provide meaningful opportunities for service providers to learn more and improve programs and services.

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.

Community leaders may include:

- Mayor
- City and county commissioners
- City council members
- City or county administrator
- City or county auditor
- City finance director
- City or county engineer
- Director of services (street department, forestry, etc.)
- Parks and recreation director
- City or county public information officer

To be successful, it is vital to gain broad community support, so it may be helpful to talk with a variety of people.

- Influential community members – those who have a strong interest in helping the community, or those with expertise in Veteran issues
- Youth – they may have insight into activities that will make a difference
- Local Veteran organizations
- County Veteran Service Officer
- ND Cares coalition members
- Educators
- Behavioral health and medical providers
- Faith-based organizations
- Service Members, Veterans, Families, and Survivors
- Neighbors and friends
- Businesses
- First responders
- Chamber of Commerce (Military Affairs Committee)

# ND CARES COMMUNITY EVENT IDEAS

You know your community. What will get them excited about participating in this event? Any one of the following will satisfy the ND Cares community requirement to hold a minimum of one event each calendar year to educate and/or honor Service Members, Veterans, Families, and Survivors (SMVFS).

Programs and events should address social, emotional, physical, and spiritual health needs. Below is only a list of ideas. We are excited to see what your community chooses to do!

- Involve local school students – interview Veterans, etc.
- Host recognition event(s) for SMVFS
- Offer military culture training
- Highlight businesses with military connections or are SMVFS-owned
- Host picnics or other social activity that involve the entire community
- Hold a family fun run or other physical activity
- Network with neighboring city and county
- Invite local businesses to offer discounts to SMVFS
- Set up a volunteer network to provide services to SMVFS such as respite care, home repair, babysitting, donation of goods, etc.
- Create a permanent military service memorial in the community
- Establish a display of educational materials
- Ask your local newspaper to print student letters to SMVFS on Veterans Day or Memorial Day
- Work with your County Veteran Service Officer and local Veteran organizations to host an annual military wellness educational event focused on behavioral health, substance abuse, military culture, suicide prevention, etc.
- Attend an ND Cares meeting once a year to network with other ND Cares organizations and agencies



# ND CARES COMMUNITY APPLICATION FORM

Name of city or county

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Point of contact

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Name	Phone Number	Email

Address	City	Zip

### ND Cares minimum requirements:

1. A local steering committee has been formed. List names (at least three people):  

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2. City/county governing board's resolution of support has been approved (please attach copy).
3. City/county has planned the following event(s) to educate or honor Service Members, Veterans, Families, and Survivors (please attach copy).
4. ND Cares sign identifying the community as an ND Cares city must be installed on the ND DOT city name sign; make check for signage payable to "ND League of Cities" (\$40.00 per sign, subject to change).

### Signage request

- a. Number of ND Cares signs to be installed:  

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- b. Specify location of the city limit sign(s). If there is already a recognition/award sign on the city limit town sign you must determine which sign you want displayed – regulations allow only one.  

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- c. Payment for signs is included with this application make check for signage payable to "ND League of Cities" (\$40.00 per sign, subject to change).

Official signature

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Please send completed application and check 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

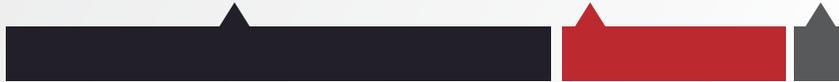
Active Duty

### 2,958

Guard

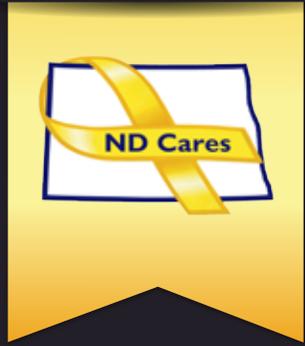
### 324

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  
COMMUNITY  
RESOURCES**

# DRAFT 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 the city (county) of \_\_\_\_\_ are the direct result of sacrifices made by the men and women of the United States Armed Forces; and

WHEREAS, the service and sacrifice of the members of the United States Armed Forces and their families continue to provide us with the freedom to pursue individual and community goals; and

WHEREAS, citizens of \_\_\_\_\_ recognize the continued sacrifices of Service Members, Veterans, Families, and Survivors in the defense of this nation and the preservation of freedom; and

WHEREAS, citizens of \_\_\_\_\_ 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, and private organizations to strengthen an accessible, seamless network of support for Service Members, Veterans, Families, and Survivors within North Dakota.

NOW, THEREFORE, as Mayor / Commissioner / City Leader, I do hereby proclaim this day (DATE), that the city (county) of \_\_\_\_\_ joins the North Dakota Cares coalition in supporting Service Members, Veterans, Families, and Survivors.

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
SIGNATURE





## MEDIA TIPS

Always remember, the media's job is to disseminate information, and they provide a valuable service. 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 and 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 detailed to greet them, set up interviews with the right people, and escort media to the appropriate spokesperson.
- Have someone from your organization 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.

# NEWS RELEASE SAMPLE



## (Community) to Partner with ND Cares

(City), ND - Community leaders from the city/county of (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). (Community Representative) will sign an agreement establishing (city/county) 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.

"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 First Lady Betsy Dalrymple, who chairs the coalition. "We look forward to partnering with the community of (city/county) to continue to strengthen an accessible network of support for our Service Members, Veterans, Families, and Survivors."

In January 2015, North Dakota Governor Jack Dalrymple signed an executive order officially establishing the ND Cares coalition. He also included funds in his 2015-2017 executive budget to help expand the coalition's work and fund its future initiatives. One of its goals is to partner with all communities in North Dakota - both large and small - to ensure those who have served, their families, and survivors receive the care and assistance they need.

Partner cities and counties agree to host at least one annual activity to support Service Members, Veterans, Families, and Survivors, and to display an ND Cares road sign on a main thoroughfare.

In North Dakota, there are more than 56,770 residents who identify themselves as Veterans of the U.S. Military. According to the U.S. Census Bureau, this group accounts for 11 percent of the state's adult population.

WHAT: ND Cares Community 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-site to assist, if needed.

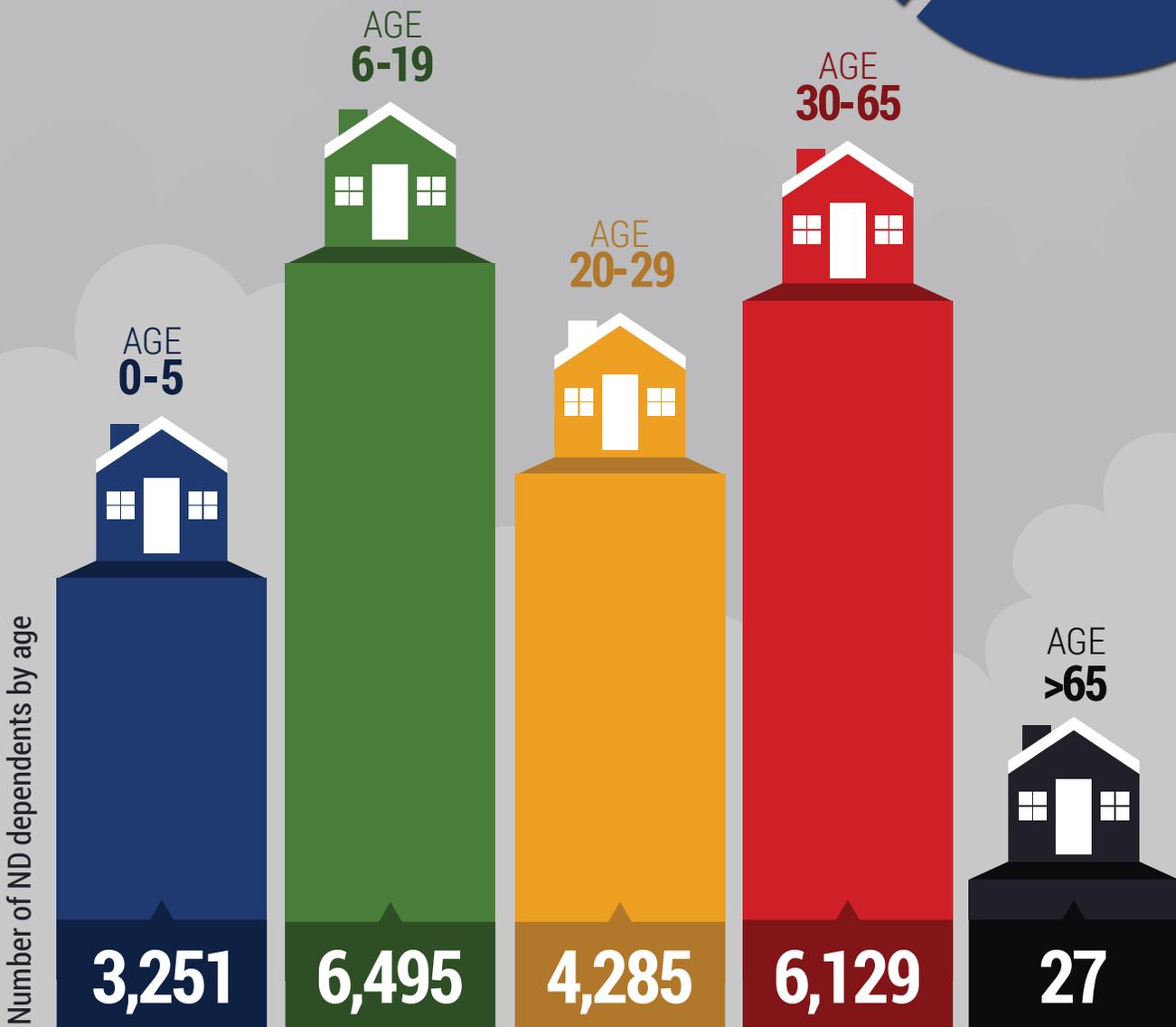
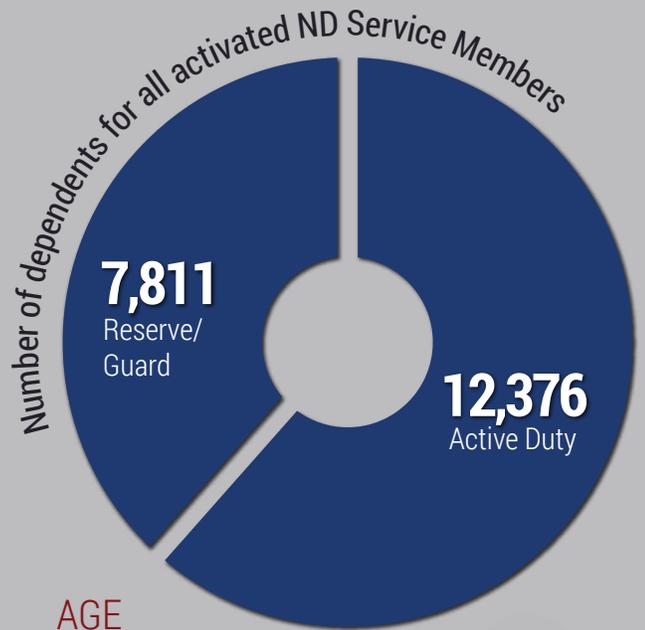
For an electronic version of this document contact [ndcares@nd.gov](mailto:ndcares@nd.gov) or 701.333.2015.

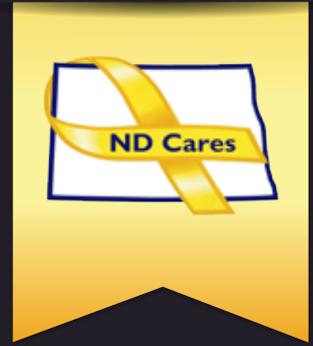


# ND CARES TALKING POINTS

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). The coalition is chaired by First Lady Betsy Dalrymple and co-chaired by Connie Sprynczynatyk, Civilian Aide to the Secretary of the Army.
4. ND Cares includes more than 40 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

Job Service North Dakota  
[jobsnd.com](http://jobsnd.com)

Military OneSource  
[militaryonesource.mil](http://militaryonesource.mil)

Military Reference Guide  
[prevention.nd.gov](http://prevention.nd.gov)

North Dakota Department of Health  
[ndhealth.gov/suicideprevention](http://ndhealth.gov/suicideprevention)

North Dakota Department of Human Services  
[nd.gov/dhs/services/mentalhealth](http://nd.gov/dhs/services/mentalhealth)

North Dakota Department of Veterans Affairs  
[nd.gov/veterans](http://nd.gov/veterans)

North Dakota Military Data Books  
[prevention.nd.gov](http://prevention.nd.gov)

North Dakota National Guard  
[ndguard.ngb.army.mil](http://ndguard.ngb.army.mil)

Parents LEAD  
[parentslead.org](http://parentslead.org)

United States Air Force  
[af.mil](http://af.mil)

United States Army  
[army.mil](http://army.mil)

United States Coast Guard  
[uscg.mil](http://uscg.mil)

United States Department of Veterans Affairs  
[va.gov](http://va.gov)

United States Marine Corp  
[marines.mil](http://marines.mil)

United States Navy  
[navy.mil](http://navy.mil)

Warrior Gateway  
[warriorgateway.org](http://warriorgateway.org)

FORCE

NAVY

ARMY

MARINES





Strengthening an accessible, seamless network of support for Service Members, Veterans, Families, and Survivors.



For more information contact [ndcares@nd.gov](mailto:ndcares@nd.gov) or 701.333.2015.