

# Iowa Office of Consumer Affairs Annual Report

## Fiscal Year 2018-2019

### Internal Structure:

- Iowa OCA Advisory Committee ended the year with 10 members representing 8 MHDS Regions with one member representing the DOC statewide
- Held 4 Advisory Committee meetings: 1 in Denison, 2 in Des Moines, 1 in Waterloo
- Produced 12 monthly reports for Iowa Department of Human Services
- Held the second Annual Meeting on November 17<sup>th</sup>
- Hired new OCA Director effective Dec. 1<sup>st</sup>, 2018: Emily Berry

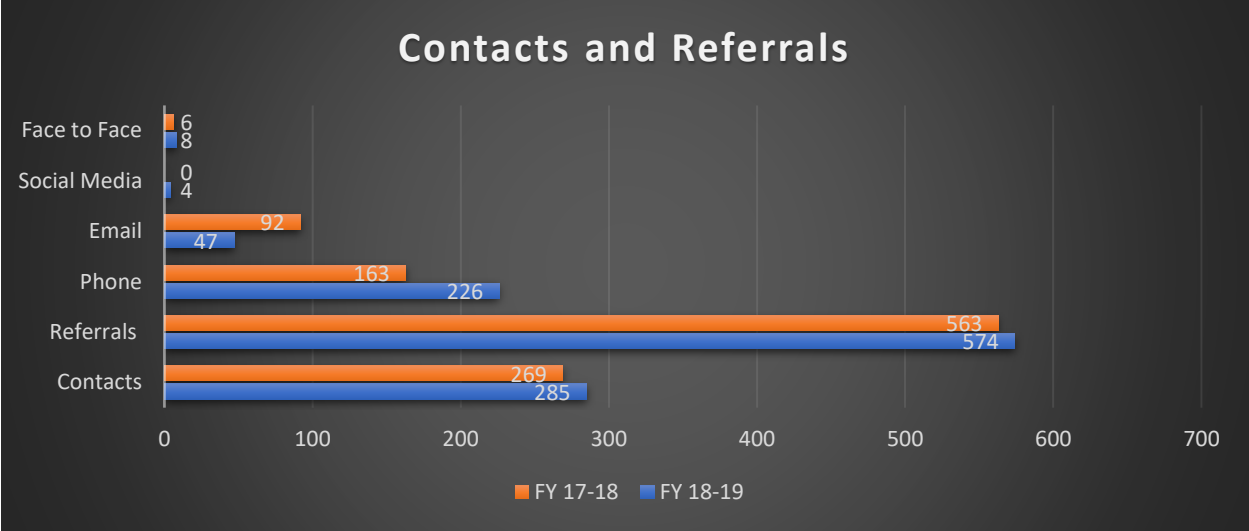


### Outreach and Communication:

- Published 6 OCA bimonthly newsletters and distributed to the OCA listserv
- OCA listserv is currently at 195 members (132 FY 17-18)
- Maintained and updated website [www.ocaiowa.org](http://www.ocaiowa.org)
- OCA Facebook page had 417 follows which is a 142% increase (172 FY 17-18)
- Distributed 8500 OC business cards (1500 FY 17-18)
- Displayed OCA materials and resources at 19 conferences/events (13 FU 17-18)
- Developed talking points and distributed them to the OCA Advisory Committee

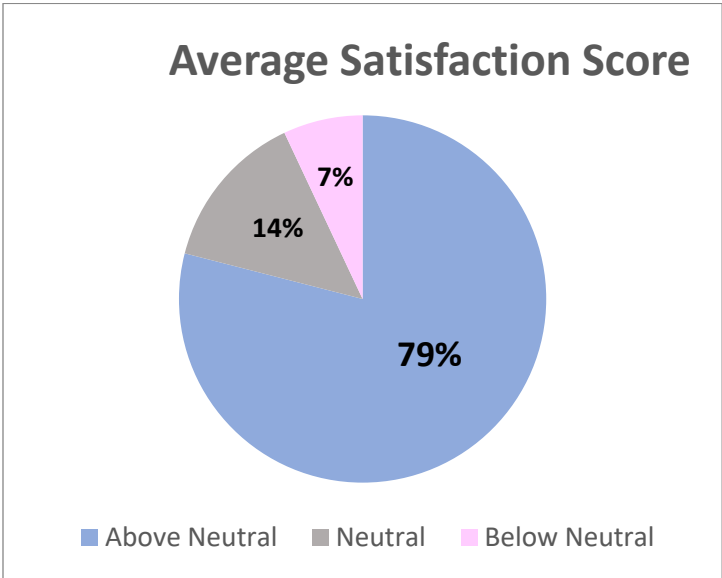
### Increasing Awareness:

- Represented OCA at Olmstead Task Force, Mental Health Planning Council and Iowa Mental Health Commission Meetings
- Showcased OCA at NAMI's Day on the Hill, Beautiful Minds, NAMIWalks, and the Annual Conference/Meeting with a combined reach of 1450 people (1250 FY 17-18)
- Staff spent 755 hours at meetings and giving presentations involving the Iowa OCA



**Satisfaction Survey Summary:**

- Staff attempted 153 (202 FY 17-18)
- 34 (60 FY 17-18) returned surveys
- Overall questions resulted in



- Negative comments related were few suggestions included more age specific resources for children/teens and steps to contacting resources. Which mirrored FY 17-18 responses.

## **Goals for FY 19-20:**

Director's goals outside contract:

- Growth of MHDS representation of the advisory committee to 100%
- Increase social media presence on Facebook and website
- Attend average 4 outreach activities monthly
- Direct contact with all NAMI Affiliate to increase OCA awareness state wide
- Increase number of contacts by 25% for the calendar year

Advisory committee strategic plan:

- Outreach for both mental health awareness and Iowa OCA through:
  - Community
  - Tabling at events and conference
  - Presentations and meetings
  - Providing more educational materials for outreach