

Attachment 1
SAMHSA Agency-wide Strategic Communication Plan:
Proposed Respondent Organizations by Category

Presented in the chart below are suggested organizations that represent traditional and nontraditional viewpoints grouped into four major categories – Service Providers, Government and Policy Makers, Public and Influencers, and Business, Insurers and Quality Groups.

Top 44 Recommendations by Audience Quadrant

| Service Providers (n=17): | Government/Polymakers (n=7): |
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| <ul style="list-style-type: none"> • American Academy of Family Physicians [Primary Care] • American Association of Community Colleges [Education] • American Association of Pastoral Counselors [Social Service] • American College of Emergency Physicians [Emergency Provider] • American Hospital Association [Related Trade Organization] • American Nurses Association [Primary Care] • American Pharmacists Association [Related Trade Organization] • American Psychiatric Association [BH Providers] • American Psychiatric Nurses Association [BH Providers] • American Psychological Association [BH Providers] • American School Counselors Organization [Education] • • National Association of Peer Specialists [BH Providers] • National Association of Social Workers [Related Trade Organization] • NAADAC: Association of Addiction Professionals [BH Providers] • National Council of State Housing Agencies [Social Service] • State Association of Addiction Services (SAAS) [Related Trade Organization] • US First Responders [Disaster Provider] | <ul style="list-style-type: none"> • International Association of Chiefs of Police [Law Enforcement] • National Association of County and City Health Officials [Local] • National Association of State Alcohol and Drug Abuse Directors [Related Trade Association] • National Association of State Medicaid Directors [Related Trade Association/Health Care Reform] • National Association of State and Mental Health Program Directors [Related Trade Association] • National Commission on Correctional Healthcare [Criminal Justice] • National Governor’s Association [State] |

| Public/Influencers (n=15): | Business/Insurer/Quality Groups (n=5): |
|---|--|
| <ul style="list-style-type: none"> • American Public Health Association [Health Advocacy] • Boys and Girls Clubs of America [Advocacy] • Faces and Voices of Recovery [Advocacy] • Federation of Families [Advocacy] • Mental Health America [Advocacy] • National Alliance for the Mentally Ill [Advocacy] • National Asian American and Pacific Islander Mental Health Association [BH Advocacy/Minority] • National Association of Broadcasters [Media] • National Coalition for Mental Health Recovery [Advocacy] • National Council for Indian Urban Health [BH Advocacy/Minority] • National Gay & Lesbian Task Force [LGBT Advocacy] • National Latino Behavioral Health Institute [BH Advocacy/Minority] • National Leadership Council for African American Behavioral Health [BH Advocacy/Minority] • Real Warriors Campaign [Military] • Youth MOVE [Advocacy] | <ul style="list-style-type: none"> • America's Health Insurance Plans [Insurers] • Employee Assistance Society of North America [HR] • Kaiser Family Foundation [Foundation] • National Association of Insurance Commissioners [Insurers/Regulators] • National Business Group on Health [Business] |