



BROOME COUNTY MENTAL HEALTH DEPARTMENT Listserv Dissemination Policy

1. Purpose

The purpose of this policy is to establish clear, equitable, and transparent guidelines for use of the Broome County Mental Health Department (BCMHD) Listserv. The Listserv is intended to support communication, coordination, and system functioning across the local behavioral health and human services continuum by disseminating relevant, accurate, and timely information that benefits individuals and families served by, or eligible for services through, the New York State Office of Mental Health (OMH), Office of Addiction Services and Supports (OASAS), and/or Office for People With Developmental Disabilities (OPWDD).

2. Scope

This policy applies to all information disseminated through the BCMHD Listserv, including announcements, flyers, notices, employment opportunities, and electronic communications shared by BCMHD on behalf of external organizations.

3. Eligible Organizations (Tiered Approach)

To ensure inclusivity while maintaining system integrity, BCMHD utilizes a **tiered eligibility framework**:

Tier 1: Automatically Eligible Organizations

Organizations meeting all of the following criteria are eligible for streamlined review:

- Non-profit organizations (e.g., 501(c)(3) or equivalent);
- Based in Broome County and/or providing services to Broome County residents;
- Providing services, programs, or events relevant to individuals receiving, eligible for, or connected to OMH, OASAS, and/or OPWDD services.

Tier 2: Case-by-Case Eligible Organizations

Organizations that do not meet Tier 1 criteria may request review if they demonstrate:

- Direct service provision, peer support, crisis response, prevention, or recovery support to Broome County residents;
- Alignment with local behavioral health system goals and priorities.

Examples may include (but are not limited to):

- Mutual aid groups or grassroots peer support networks;



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- Statewide or regional organizations offering telehealth, crisis, or specialized services accessed by Broome County residents;
- Informal or peer-led support groups operating under umbrella organizations (e.g., NAMI chapters, recovery groups).

BCMHD retains discretion in determining eligibility based on demonstrated community benefit and system alignment.

4. Permissible Content

The following content may be disseminated through the Listserv, subject to review:

- Announcements of behavioral health, substance use, and developmental disability services;
- Notices of community-based events, trainings, workshops, or educational opportunities;
- Information related to access to care, service availability, program openings, or system navigation;
- Public awareness campaigns aligned with OMH, OASAS, and/or OPWDD priorities;
- Workforce-related postings (e.g., job openings) from eligible organizations that support service delivery capacity;
- Factual information regarding policy, regulatory, or system changes that impact services or access to care.

5. Prohibited Content and Clarifications

The following content shall not be disseminated:

- Information from for-profit entities or private businesses to enhance profit margins;
- Advertising or promotional materials primarily intended for commercial gain;
- Explicit political advocacy, including endorsements of candidates, political parties, or calls to action regarding legislation;
- Fundraising solicitations from ineligible organizations.

Clarifications to reduce subjectivity:



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- *Information vs. Advocacy:* Factual, non-partisan information about policy or regulatory changes affecting services is permissible. Explicit calls to action related to legislation, ballot initiatives, or candidates are prohibited.
- *Fundraising:* Fundraising-related content may be disseminated only if the organization itself is eligible under this policy.
- *Employment Postings:* Workforce-related postings from eligible organizations are permitted. BCMHD may implement frequency limits or consolidated formats (e.g., monthly digests) to manage volume.

6. Submission, Review, and Approval Process

- All requests must be submitted via a BCMHD-designated submission method (e.g., listserv email address).
- Required submission elements may include organizational information, description of content, intended audience, dates, and accessibility features.
- Standard review timeline: **3–5 business days**.
- BCMHD reserves the right to approve, deny, edit, prioritize, or limit dissemination based on policy alignment, volume considerations, and system relevance.
- Denials will include a brief rationale tied to specific policy provisions.
- Submitters may request reconsideration if additional clarifying information is available.
- BCMHD may maintain an internal decision log to support consistency and transparency.

7. Frequency and Volume Management

To preserve Listserv effectiveness:

- Organizations may be limited to a defined number of submissions per month unless time-sensitive.
- BCMHD will utilize scheduled dissemination (e.g., **weekly**) or thematic digests.
- Priority may be given to urgent, system-wide, or service-access-related communications during high-volume periods.

8. Accessibility, Equity, and Cultural Responsiveness



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BCMHD is committed to equitable access to information and encourages:

- Submissions in multiple languages;
- Content from culturally specific organizations and programs;
- Use of plain language and basic accessibility practices (e.g., readable formatting, alt text where applicable).

BCMHD recognizes that the Listserv is one communication channel and will consider how disseminated information complements broader outreach efforts to populations with limited digital access or literacy.

9. Emergency and Time-Sensitive Communications

BCMHD may expedite dissemination for urgent communications, including:

- Service closures or disruptions;
- Public health or safety emergencies;
- Time-sensitive system alerts.

10. Subscriber Management and Use

- Subscription eligibility, maintenance, and removal are administered by BCMHD.
- Subscribers are responsible for appropriate use of Listserv content and may not redistribute materials in ways that imply LGU endorsement.
- Un-subscription is available via email request.

11. Complaints and Concerns

Subscribers or community members may raise concerns regarding disseminated content by contacting BCMHD via the designated Listserv email address. Concerns will be reviewed in accordance with County policies.

12. Disclaimer

Dissemination of information through the BCMHD Listserv does not constitute endorsement, sponsorship, or certification by BCMHD, Broome County, or New York State.

13. Evaluation and Policy Review



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BCMHD will periodically assess Listserv utilization, reach, and alignment with system goals and may revise this policy as needed to reflect regulatory changes, community needs, or operational considerations.