



YOU ARE IN PLACE TO
MAKE A DIFFERENCE!



WHAT IS THE DMH – MASTER SERVICE LIST

A LIST OF PARTNERED BUSINESSES & ORGANIZATIONS PROVIDING “NON-CLINICAL” CRISIS & COMMUNITY SUPPORT TO AREAS OF NEED, FOR COMMUNITY EMPOWERMENT AND CRISIS RESPONSE SERVICES.



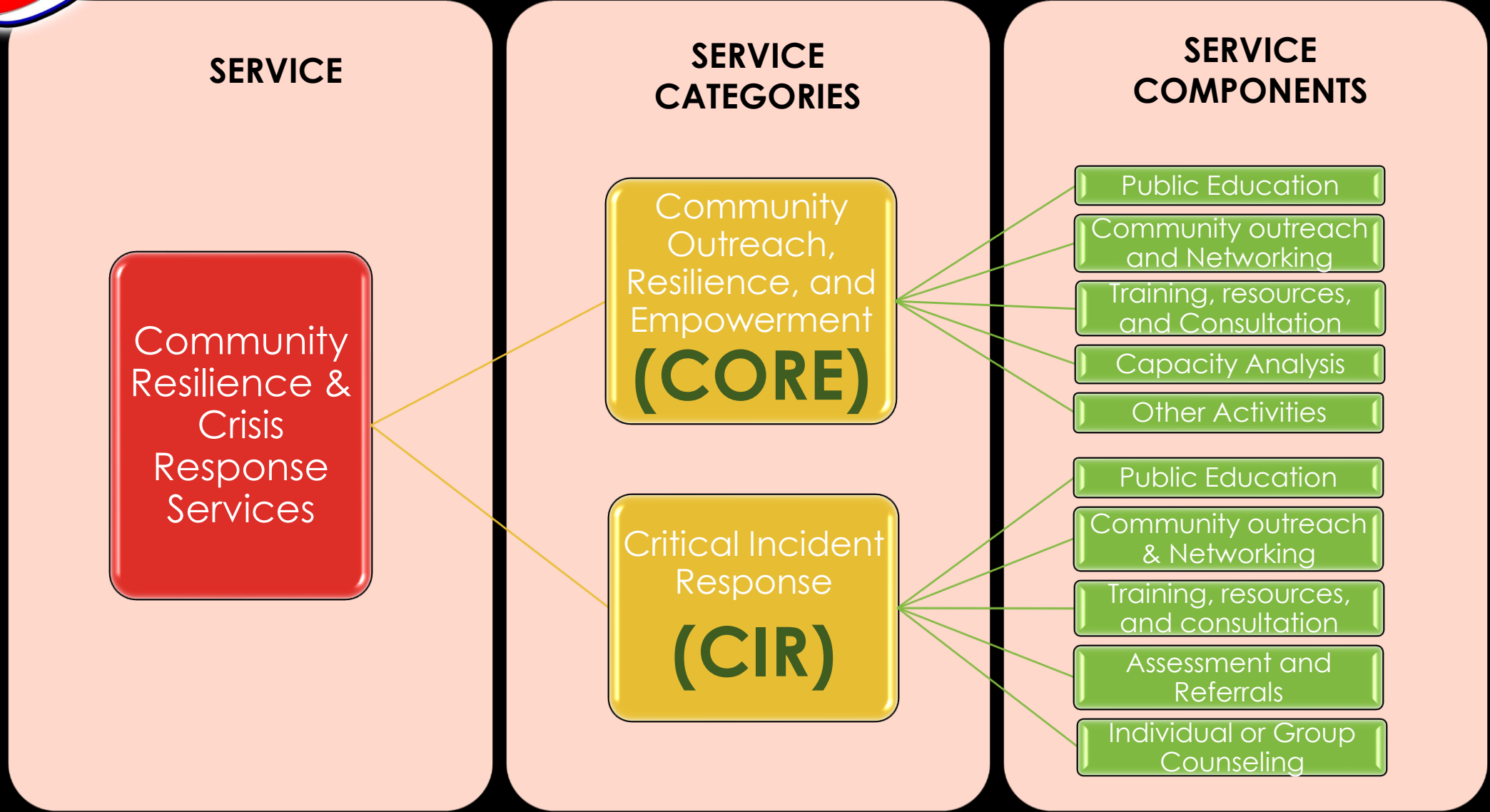
COMMUNITY EMPOWERMENT AND CRISIS RESPONSE SERVICES

Procurement Goals

1. Address the needs of individuals and communities affected by sudden or endemic trauma, including rapid deployment of services to impacted communities
2. Qualify a diverse network of providers capable of serving marginalized or underserved communities across the Commonwealth

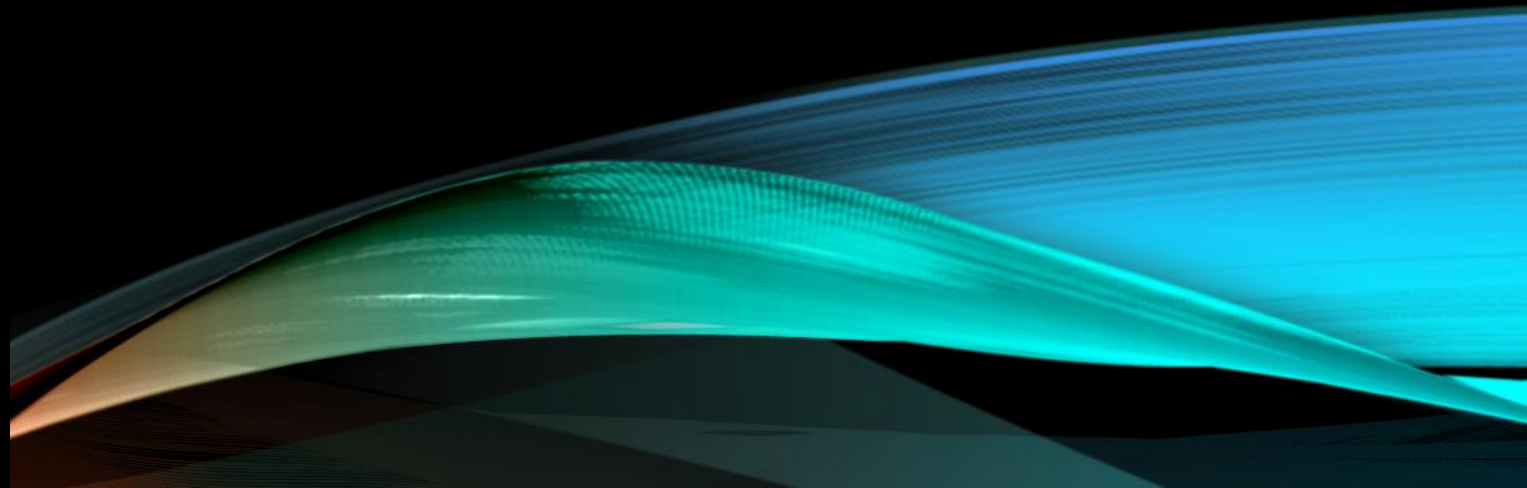


COMMUNITY EMPOWERMENT AND CRISIS RESPONSE SERVICES





CIR AND CORE SERVICE BREAKDOWN





(CIR)

CRITICAL INCIDENT RESPONSE

- Addresses the immediate impact of a traumatic event (e.g., a shooting)
- Rapid Deployment
- Assists survivors understand their current situation and reactions, provides emotional support, coping strategies, and referral to additional resources
- Aligned with FEMA's Community Counseling Assistance and Training Program (CCP)
- Culturally relevant and linguistically accessible
- Identified information is not collected
- Non-Clinical



CRITICAL INCIDENT RESPONSE (CIR): SERVICE COMPONENTS

- Individual and Group Counseling
 - Providing emotional support, help processing events, developing coping strategies, psychological first aid, or group facilitation
- Public Education*
 - Including developing and distributing educational materials, public service announcements and/or other media
- Community Outreach and Networking*
 - For developing stronger community coalitions to promote recovery and access to services.
- Assessment and Referrals
 - To additional services, such as disaster relief, traditional mental health or substance use treatment or other resources that meet a wide range of physical, structural, or economic needs.
- Training, Resources, and Consultation for Community Organizations*
 - That are interested in developing their ability to respond to long-term or sudden traumatic incidents or seeking further mental health resources to enhance their existing work.

*Shared with CORE



(CORE)

COMMUNITY OUTREACH, RESILIENCE, AND EMPOWERMENT SERVICES

- Addresses the cumulative or on-going impact of trauma over a long period of time
- CORE encompasses a broad understanding of trauma
- Culturally relevant
- Non-clinical
- Services delivered throughout the affected community, wherever people are
- Identified information not collected



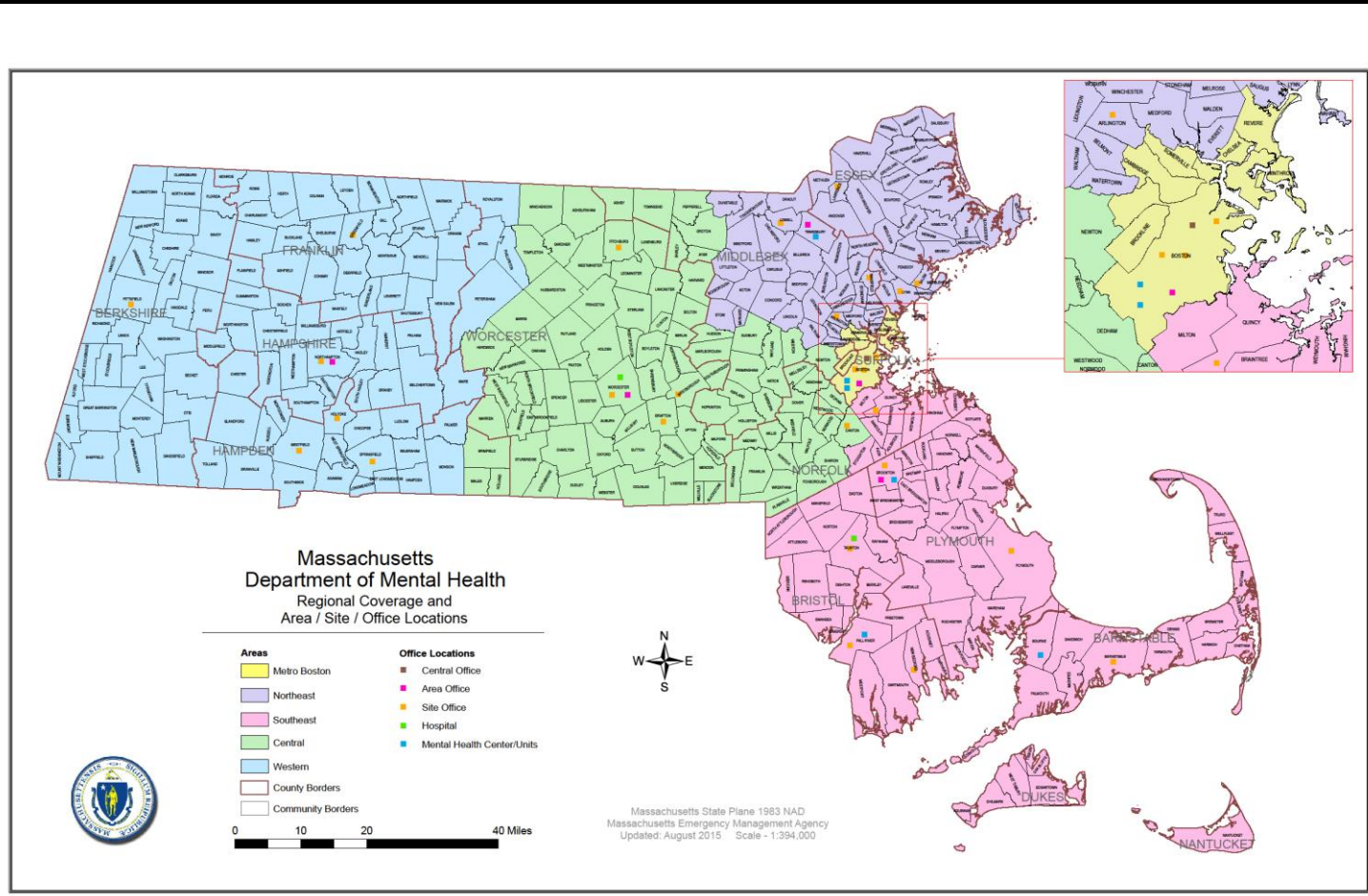
COMMUNITY OUTREACH, RESILIENCE, AND EMPOWERMENT (CORE): SERVICE COMPONENTS

- **Public Education***
- **Community Outreach and Networking***
- **Training, Resources, and Consultation for Community Organizations***
- **Capacity Analysis**
 - Including partnering with stakeholders to identify barriers within a community to accessing mental health services or supports; assessment of communities' perceptions of mental health, trauma, and mental health services; and identification of community values and characteristics informing engagement with mental health services.
- **Other Activities Promoting Healing, Resilience, Empowerment, Community, and Mental Wellness**
 - Such as drumming circles, taiko, dance, theater, art therapy, memoir, creative fiction/nonfiction, photovoice, or animal therapy.

*Shared with CIR



SERVICE REACH



5 Areas

26 Sites

Est. 20,00
Served



ELIGIBLE BARBERTIME CAMPAIGNS

CORE:

- In-Place Ambassadorships Programs
- Outreach & Networking
- Public Education



HOW DO YOU SERVE?

Ambassadors display, refer and distribute vital information & materials. Ambassadors are trained and kept updated with current information, via **mandatory** online meetings and your cohort management team communications.

- Engage and inform the Public within your shop environment.
- Key information and materials are discussed in private or as a group at your Ambassador location. A free (paid for) Ambassador service may be required.
- Ambassadors are equipped with campaign materials, campaign managers, online profiles with resources and data collection portals.
- Ambassadors are accompanied with the BarberTime website, social media, streaming media page for scheduled time slots, and mobile outreach services.

RESPONSIBILITIES AGREEMENT



Legal company
information



Code of Ethics



Communication
and availability
standards



Campaign visibility
standards



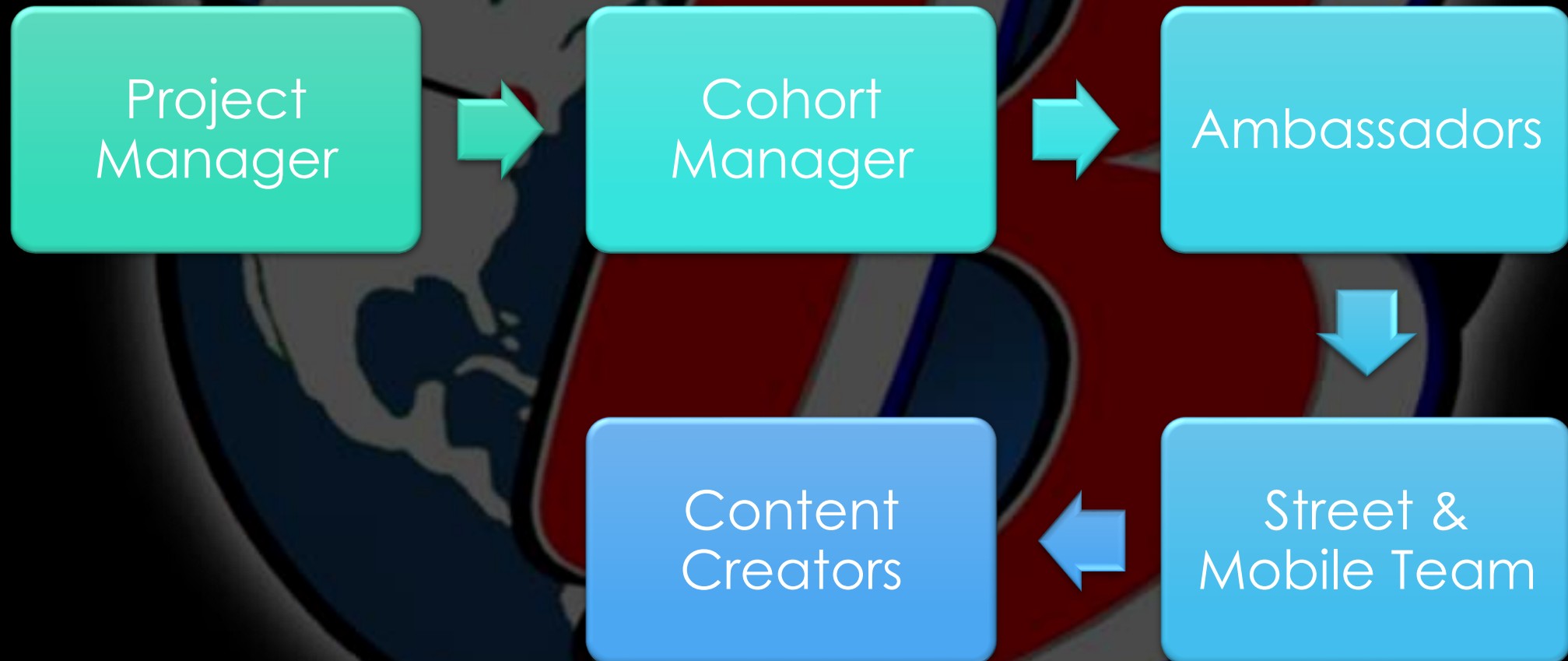
Data collection



Quotas & timelines



CAMPAIGN COMMUNICATIONS

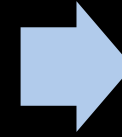




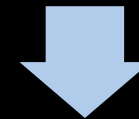
CAMPAIGN MESSAGING & MATERIALS



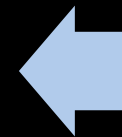
Introduction text,
email & call
detaining
campaign
information



48hr implementation
of sent campaign
information



Delivery of QR code
and other signage



Check your profile
page for updated
information



BARBERTIMEPLUS.COM PROFILES

- Profile image & shop info
- Campaign messaging and promotional images
- Campaign BarberPolls & Data Portals
- Display of your hair styles portfolio
- Display of your shops' solicitation. Also displayed in the GRAPEVINE, via category

BarberTime Plus

Home The Buzz Barber Polls Media Outreach About Us Login Join Now

Peer Ambassador:
Sharon Powell

Sharon Powell
karmapowell@gmail.com

NEW CLASS JANUARY 24
THE KIVA 24
Centers

BARBERS & STYLISTS WANTED
CERTIFIED PEER SUPPORT AMBASSADOR



COMPILING CAMPAIGN DATA

Client Given Peer-Support

When you, "the client" is in need, does your barber/Stylis offer their support or their resources?



Yes, they are there everytime I need them!

Yes, sometimes I can count on their help.

No, they mind their

- Sharing your profile
- BarberPolls
- Data Portals

KIVA Data Portal for participating Ambassadors only

Individual/Group

Individual/Group Conversation: Use this box to

Topic

Topic of Discussion: Use this box to record the

Effect

Effect: Use this box to record the effectiveness of your discussion. DO NOT USE NAMES.

Email *

Your email address



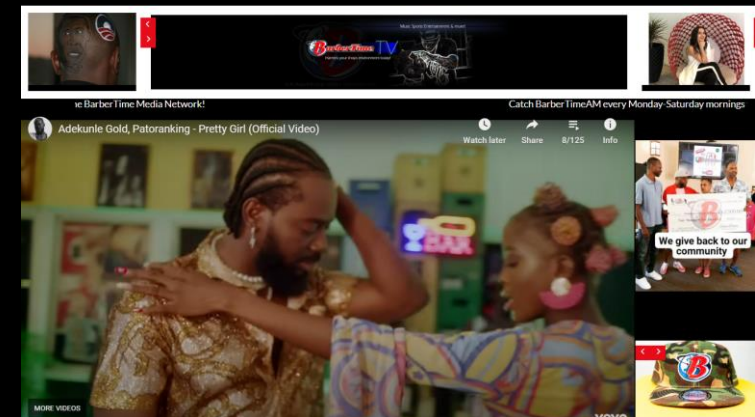
MEDIA PROGRAMMING EXPOSURE, USAGE, DAYS & TIMES

- Android tablets will be supplied to cast BarberTime Media content to your Smart TV or Chromecast device
- Ambassadors must stream content inside their shops on scheduled days and times, of the campaign production
- All Ambassadors hair/solicitation content will be see/heard during select programs and curated lists (via the top, left & right on-screen portfolio placeholder images)

CHANNEL SELECTION



CONTENT VIEW



BARBERTIME ACADEMY

BARBERTIMEPLUS.COM/ACADEMY

Recruiting

Earn a 30%
commission
Recruiting new
Ambassadors

Hosting

Earn hourly
wage Hosting
Academy Zoom
Orientations

Becoming

Earn monthly
Becoming an
Administrative
Cohort Manager



UPGRADING OUR INDUSTRIES!

WAYS YOU EARN

ALL QUOTAS REQUIRED, PER DUTY TO BE ELIGIBLE FOR PAYMENT



- **\$40hr** sharing and engaging campaign requirements during scheduled days/hours
- **\$50hr** streaming BarberTime content in your shop while periodically posting pics of your TV & profile link to social media (tags required), during scheduled days/hours
- **\$50hr** hosting a BarberTime Academy cohort Zoom orientation or a specials certification course
- **\$60hr** serving as an Ambassador Cohort Manager
- **\$75hr** hosting an outreach campaign, event or BarberTime LIVE production
- ALL services are earned individually, and are independent of any other service performed

PAYMENT PROCESS



- Must fill out and return a W9 form
- Online payments made via Zelle, Venmo and PayPal only.
- Payments go out once per month. Day of the month depends on start date of the participating campaign.