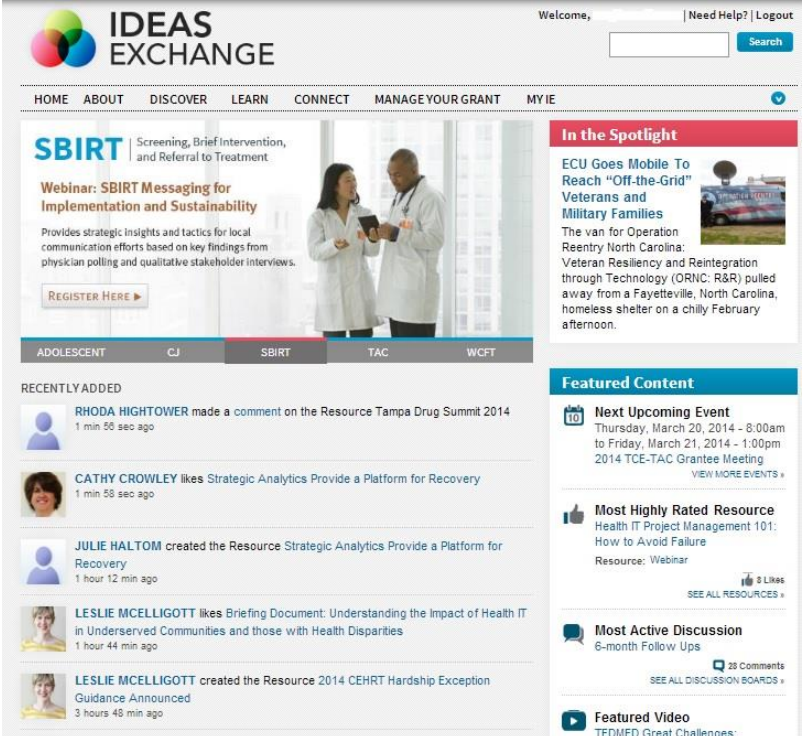


The Ideas Exchange and Journey Map

JBS developed the Ideas Exchange, an interactive Web portal, for Substance Abuse and Mental Health Services Administration (SAMHSA) grantees. Over many years of providing technical assistance under SAMHSA contracts, JBS often heard that grantees wanted a forum to communicate among themselves and with their Government Project Officers (GPOs). Many felt disconnected and wondered how they could connect with other grantees who were doing similar work and experiencing similar challenges. Conferences provided an avenue for collaboration, but grantees could rarely meet in person.

JBS developed a solution—a virtual learning community that provides a collaborative space for information sharing and cross-fertilization of innovative ideas, effective strategies, and promising practices. The purpose of the Ideas Exchange is to support and strengthen grantee organizations to serve their clients and share lessons learned with one another. The portal is password-protected and open only to grantee staff, GPOs, and JBS project staff. An advisory group of grantee representatives meets regularly to provide feedback on functionality and content and to offer ideas for enhancements.



The screenshot shows the homepage of the Ideas Exchange portal. At the top, there is a navigation bar with the logo and the text "IDEAS EXCHANGE". To the right of the logo, it says "Welcome," followed by "Need Help? | Logout" and a search box. Below the navigation bar, there are tabs for "HOME", "ABOUT", "DISCOVER", "LEARN", "CONNECT", "MANAGE YOUR GRANT", and "MY IE". The main content area features a large banner for "SBIRT" (Screening, Brief Intervention, and Referral to Treatment) with a sub-header "Webinar: SBIRT Messaging for Implementation and Sustainability". The banner includes a "REGISTER HERE" button and a photo of two healthcare professionals. Below the banner, there are tabs for "ADOLESCENT", "CJ", "SBIRT", "TAC", and "WCFT". The "RECENTLY ADDED" section lists several resources with user avatars and timestamps, such as "RHODA HIGHTOWER made a comment on the Resource Tampa Drug Summit 2014" and "CATHY CROWLEY likes Strategic Analytics Provide a Platform for Recovery". On the right side, there are three sections: "In the Spotlight" with a featured article about "ECU Goes Mobile To Reach 'Off-the-Grid' Veterans and Military Families", "Featured Content" with a "Next Upcoming Event" for "2014 TCE-TAC Grantee Meeting" and a "Most Highly Rated Resource" titled "Health IT Project Management 101: How to Avoid Failure", and a "Most Active Discussion" section for "6-month Follow Ups". At the bottom right, there is a "Featured Video" section for "TEDMED Great Challenges".

Members include grantees from five different SAMHSA grant program areas: Women, Children, and Family Treatment; Adolescents; Technology-Assisted Care; Criminal Justice; and Screening, Brief Intervention, and Referral to Treatment, along with their respective GPOs and JBS staff. The Ideas Exchange offers numerous interactive features, including a searchable resource map, interactive discussion sessions, an events calendar, a resource library, a grantee directory, and a customizable profile developer. Members share resources, network with their peers, offer peer-to-peer consultation, ask and answer questions, and work together to solve problems. Some sections of the site address the needs of specific grant program areas, while other sections (e.g., resources and discussions) may be of interest to all organizations. The site provides collaborative opportunities and offers a platform for grantees, GPOs, and JBS staff to communicate effectively and efficiently with one another. Ultimately, the portal draws its strength from active grantee participation in this ever-evolving community.

A recent addition is the interactive Journey Map, which serves as a roadmap for the path DSI grantees take from initial award to the end of the grant cycle. The roadmap is adaptable to the many types of grantees, each with its own different requirements, but also helps grantees address the overarching issues and challenges that are relevant to all program areas.

The Grantee Journey Map is divided into four sections: Orientation, Implementation, Reflection, and Sustainability. An avatar guides grantees through each section. Links to relevant resources are provided as are checklists to help grantees track their progress in meeting major milestones and identify when they need technical assistance.

The Journey Map launched the first two sections in January 2014; content for the Reflection and Sustainability phases will be completed and available to grantees by May 1. The Journey Map has already received positive responses from grantees. “The whole thing is right on target,” one grantee commented. “What really appeals to me is that everything is in one place.” Commented another: “It’s super helpful with me coming into the grant in the middle of year one. It’s an easier way to learn at your own pace and get up to speed rather than to bug people in your project team.”

Authors:

Deborah Lurie, Senior Social Marketing/Design Thinking Advisor, JBS International, Inc.

Jennifer J. Kasten, Ph.D., Vice President; Project Director, SAMHSA Clinical Technical Assistance, JBS International

Lynne MacArthur, Vice President, Chief Innovations Officer, Creative Services, JBS International

Meghan Johnson, Content Manager/Communications Officer, JBS International