



# CASE STUDY

## NEW HEALTHCARE FACILITY CAMPAIGN

Insight Behavioral Health Centers wanted to open a new facility for 24-hour residential eating disorders care in Chicago's Streeterville neighborhood to meet the healthcare needs of patients and families in the region.



**INSIGHT** Behavioral Health Centers  
Partnering with Eating Recovery Center

### CHALLENGE

Local residents quickly began to organize against the proposed facility as a result of rumors that it was a drug treatment center and concerns that it posed a threat to the neighborhood. Outreach Experts was brought on board to build strong community relationships and earn public permission for the facility.

### SERVICES



Action Center Development



Public Meeting Facilitation



Communications



Letter Writing & Phone Call Campaign



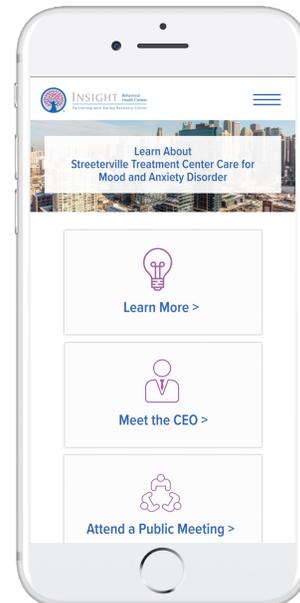
Community Engagement Program

### INSIGHTS

Building a strong relationships with SOAR (the Streeterville Organization of Active Residents) and partnering with them to educate the community about the facility would be key to earning public support. Creating an educational advocacy program would also allow us to dispel rumors and demonstrate the value of the facility to the community.

Developing a transparent process with informal and formal listening sessions and providing stakeholders with access to the CEO of Behavioral Health Centers would build additional trust.

Mobilizing supporters to advocate for the facility to their Alderman would be essential to earn approval for the City of Chicago's Bureau of Planning and Zoning.



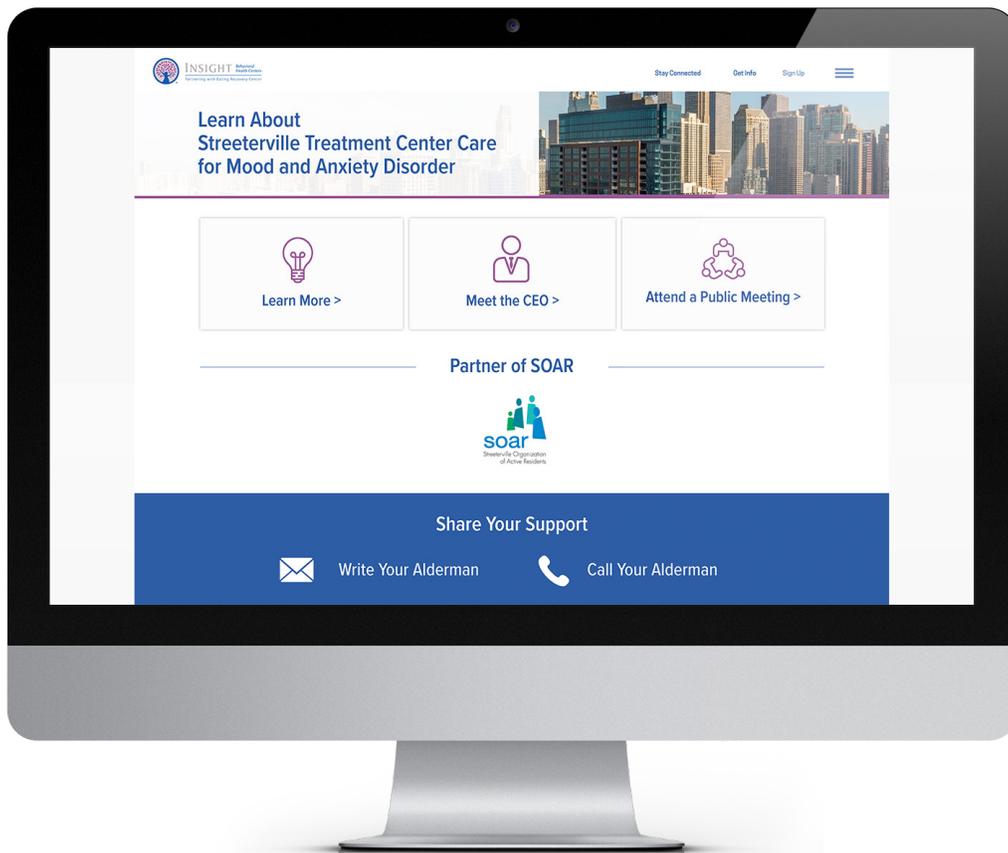
# OUTCOME



Earned **unanimous approval** from local groups and City of Chicago's Bureau of Planning and Zoning for the facility.

## STRATEGY

1. Design and launch an online Action Center, or project website, where stakeholders could learn more and find out how to get involved.
2. Build a relationship with SOAR and incorporate their organization into the public participation process and advocacy campaign.
3. Develop educational presentations and materials to share with the community about the project and Insight Behavioral Health Centers.
4. Organize public meetings with listening sessions for community members to express their concerns and aspirations for the treatment center.
5. Coordinate opportunities for community stakeholders to meet with the CEO of Behavioral Health Center.
6. Mobilize members of SOAR and stakeholders in the community to write letters to the Alderman and call the Alderman's office in support of the project.



**CONTACT JAY VINCENT**  
Founder & Chief Engagement Officer

 312-523-6893  [jay@outreachexperts.com](mailto:jay@outreachexperts.com)



WE TRANSFORM ALLIES INTO ADVOCATES.™

[WWW.OUTREACHEXPERTS.COM](http://WWW.OUTREACHEXPERTS.COM)