

Proposed Plan
8/24/2009

**Public Rollout
Of
Hamilton County – City of Chattanooga Crisis Intervention Team Program**

Plan Producers: Judi Byrd, Mike Dunne, Dan Saieed, Gino Bennett, Assistant Chief Mike Williams

Event: September 25, 2009 Graduation of the First Class of CIT Law Enforcement Officers Subsequent to the completion of the 40 Hour CIT Training, September 21 -25

Message: Crisis Intervention Team training will change how law enforcement will interact with people with mental illness by the implementation of the Memphis Model.

Goal: To achieve maximum publicity about the implementation of the Hamilton County – City of Chattanooga Crisis Intervention Team Program

Approach: A three pronged approach

- 9/21, Monday - Contact of Jacqueline Koch, reporter, Times News Free-Press, by Chattanooga Police Department Communications person who will provide opportunities to Jacqueline Koch to observe the training sessions and de-escalation techniques and interview trainers and officers as arranged by CPD. This will afford an opportunity for an in depth approach regarding CIT. There have been previous stories on CIT and interest by Jacqueline.
- 9/23, 10:30 a.m., Wednesday - Press Conference (location TBD) of Sheriff Jim Hammond and Chief Freeman Cooper (Major Cochran will be available on the sidelines if the need arises). The Media Alert announcing the press conference will be issued on Tuesday, 9/22 by Sheriff Hammond's office.
- 9/25, Friday, 3:00 – 5:00 PM,

Graduation Ceremony and Reception, West Annex Sheriff's Department.

(Refreshments will be nutritional and modest in recognition of current economic times. Invitation list for reception—Officers and families, County Commission, City Council, volunteers who functioned as trainers, CIT Leadership Committee, others identified, media.)

3:00 – 4:00 p.m., Graduation Ceremony

Opening Speakers in the order of appearance:

Mayor Claude Ramsey
Mayor Ron Littlefield

Sheriff Jim Hammond
Chief of Police Freeman Cooper

Graduation Speaker Ronald S. Honberg,
National Director for Policy and Legal Affairs
National Alliance of Mental Illness

Pin Presentation and Certificate Ceremony
(a photograph of each presentation will be taken to provide each officer a memento of the event), photographer supplied by the Sheriff's Department.

Sheriff Jim Hammond
Chief Freeman Cooper

4:00 – 5:00 p.m., Reception Honoring First CIT Graduating Class

Sponsors: University of Memphis CIT Consultants, Volunteer Behavioral Health's Johnson Mental Health Center