

ACBH DEPARTMENTAL INFORMATION NOTICE:

DATE: July 19, 2021

TO: All ACBH Staff and Partners

FROM: Mary Hogden, POCC Manager, ACBH Office of Consumer Empowerment

SUBJECT: POCC GETS A NEW NAME

On behalf of the Office of Consumer Empowerment, I am pleased to make the following announcement:

After a lengthy and extensive process of deliberation and collaboration with the Pool of Consumer Champions Steering Committee leadership, the Steering Committee voted to change the name of the Pool of Consumer Champions (POCC) to **Peers Organizing Community Change (POCC)**. This proposed name change was reviewed with the ACBH Operational Leadership, and supported and approved by the department's Executive Team.

The Pool of Consumer Champions name change concluded following nearly a *year-long* process involving brainstorming ideas, making recommendations, and uplifting those recommendations to the Steering Committee. The difficult conversation surrounding the need for a name change began with the recognition of the word "*consumer*" as being outdated – although originally meant to identify a person with lived experiences. The word has largely been eliminated from popular use, not only state-wide, but across the entire nation. Moreover, "*peers*" is a more accurate description of people with lived experiences and is widely used today in our communities. As a result, we are pleased to have made this noteworthy change to a very important, and ground-breaking component of our system: our POCC.

Although the Pool of Consumer Champions name has changed, **its mission, vision, values and acronym will remain the same**. The newly renamed POCC is still a program dedicated to transforming the mental health system to a recovery model, providing input to the county system; and providing training, outreach and engagement to many individuals who are current and future POCC members. For this, our POCC and the Office of Consumer Empowerment, remain committed to this work. *Please join me, our department, and our POCC and community stakeholders in celebrating this momentous occasion!*

