

Naming of the New CBH Crisis Services Building

Background:

Over the course of the past six (6) months, CBH staff went through an inclusive process to develop a recommendation for the Board related to the name of the new facility that will house CBH Crisis Services programming.

Feedback was received from both CBH staff and community stakeholders at two (2) separate charette events. Over 150 votes were cast, and 45 possible names were suggested. The suggestions included several themes:

1. The terms “crisis” and “stabilization” were frequently suggested but received almost equal negative reviews. As a result, these were eliminated from consideration.
2. The most common favorably received groupings included the following words:
 - a. Center
 - b. Wellness
 - c. Recovery
 - d. Support
 - e. Resilience
 - f. Care
3. The highest ranked name suggestions included:
 - a. Cardinal Ridge Center
 - b. Community Resource Center
 - c. Community Resilience Center
 - d. Recovery & Resilience Wellness Center
 - e. Support Resource Center
 - f. Center for Support & Wellness

The first four (4) of these were declined due to

- A. Similarity to existing programs
- B. Potential naming rights, and/or
- C. Reading comprehension considerations

Therefore, staff recommends the new building be referred to as “The Colonial Behavioral Health Center for Support & Wellness.” The CBH logo would remain the primary emblem of identification, and “Center for Support & Wellness would exist on the campus in directional and identification signage.

Action Item A-1

A representative logo is provided below for illustrative purposes:



Recommended Motion:

That the Board of Directors designate the new crisis services building planned for construction to be named the “Colonial Behavioral Health Center for Support & Wellness”.