

# SHIP Strategy 4 Mental Health Awareness Work Group

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# Approach

- ▶ Research on existing efforts to create awareness of mental health challenges, opportunities for collaboration, and resources
  - Talked with many stakeholders
- ▶ Build on existing programs
  - Concluded that existing efforts are fragmented
  - Foster connections among existing programs
  - Selected two programs to focus on initially
- ▶ Leverage existing resources for efficiency and sustainability
- ▶ Facilitate connection between SHIP and Mental Health to foster integration

# 4.1 Objective

- ▶ **Utilize CORE (Community Outreach, Referral and Early Intervention) program to raise awareness among providers and boarder community.**
  - Focus on recognizing the signs of psychotic disorders among adolescents and treatment resources available
  - Statewide with special emphasis on Northern New Castle County and Sussex reaching diverse populations
  - Partner Agencies: DSAMH, DPBH (lead)
  - Strategy 4 will focus on anti-stigma efforts which are parallel to the early intervention and treatment efforts.
    - We will capture number of anti-stigma presentations and number of participants reached.

# 4.1 Data

- ▶ Quarter 1: 13 Presentations, 189 Participants
- ▶ Quarter 2: 9 Presentations, 127 Participants
- ▶ Quarter 3: 2 Presentations, 50 Participants

## 4.2 Objective

- ▶ **Utilize HelpsHereDE.org (online resource) to raise awareness of substance use and addictive disorders assessment and treatment resources.**
  - Partner Agencies: DSAMH, DPBH (lead)
  - Focus on youth and young adults
  - Evaluation Measures:
    - Quarterly reporting on number of times site is accessed

# 4.2 Objective Continued

- ▶ **Utilize marketing resources, social media and exhibiting to raise awareness of this resource.**
  - Evaluation Measures:
    - Quarterly reporting on marketing efforts, exhibit events, and number of social media posts.
    - Work group is investigating whether it's possible to track if website referral was successful & was the info helpful.

# Objective 4.2 Data

- ▶ Site Launched in 2014
  - At start of the year there had been a total of 115,198 visits to the site.
- ▶ 1<sup>st</sup> Quarter – 13,828 Page Views by 1,955 users.
- ▶ 2<sup>nd</sup> Quarter & 3<sup>rd</sup> Quarter – Results Pending
- ▶ Marketing in 2016
  - 23 Billboard Posters (28 days, over 7 Million Reached)
  - 30 second radio ads (28 days)
  - Web-banners on Radio Station Sites (190,000 reach)

# Objective 4.2 Data

- ▶ Marketing in 2016 Continued
  - Pre-Show Movie Theater Messaging
    - 30 second on-screen commercial
    - 28 day run
    - Reach of 23,000 – 32,000 movie-goers



# 4.3 Objective

- ▶ **Utilize Crisis Intervention Team (CIT) Training program for law enforcement to measure awareness efforts.**
  - Status – CIT training is in it's third year, 5 classes completed to date.
  - Evaluation Measures:
    - Quarterly reports on updated numbers of LE personnel trained.
    - Quarterly reports on number of community based resources participating in community resource fairs.

# 4.3 Objective

- ▶ March 2016 – 43 Graduates
  - 17 community resources featured at Resource Fair
- ▶ October 2016 – 35 Graduates
  - 14 community resources featured at Resource Fair

# 4.4 Objective

- ▶ **Utilize efforts of MH advocacy organizations to measure efforts at awareness and stigma reduction. Encourage collaboration.**
  - Status – Organizations have worked at this for years.
  - Evaluation Measures:
    - Yearly reports on efforts of advocacy efforts to raise awareness (number of events and reach).

# Focus for 2016

- ▶ Focus for the rest of the year – refining data resources
  - Refine reporting process and data

Beyond 2016 – tracking data and reporting

Encourage new awareness activities