SHIP Strategy 4
Mental Health Awareness
Work Group

November, 2016 Summary Update

Josh Thomas, Ph.D., Chair
Lydia DeLeon, M.S., Tom Johnson, Gerald Gallucci, M.D.,
Nikole Papas, Gwen Angalet, Ph.D. – Members
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
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 HelpIsHereDE.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.
- 1st Quarter – 13,828 Page Views by 1,955 users.
- 2nd Quarter & 3rd 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 its 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