SHIP Strategy 4
Mental Health Awareness
Work Group

October 14, 2015 Summary Update

Josh Thomas, Chair
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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
  - Build a referral pipeline
  - Statewide with special emphasis on Northern New Castle County and Sussex reaching diverse populations
  - Partner Agencies: DSAMH, DPH (lead)
  - Evaluation Measures:
    - # of inquiries & referrals for evaluation and services
    - Working with DBPH to identify any other potential data sources to measure awareness
4.1 Objective Continued

- Utilize the trained first level interventionists (educators, community members, MH providers, etc) to raise awareness of psychotic illnesses and resources for intervention.

  - Status – Training has started
  - Evaluation Measures:
    - Track number of inquiries and referrals that were made by first level interventionists
4.1 Objective Continued

- Utilize marketing resources and social media to raise awareness of CORE.

  ◦ Evaluation Measures:
    • Track referral source for all inquires to CORE and which methods were most frequently mentioned as the referral source
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
Utilize marketing resources, social media and exhibiting to raise awareness of this resource.

- Status – Billboards are being put up

- 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.
Focus for 2015

- Focus for the rest of the year – refining data resources
  - Meeting with DHSS personnel responsible for Help Is Here website and social media management
  - Meeting with DPBH CORE program director to finalize data to be collected and methodology to be used

Beyond 2016 – tracking data quarterly and reporting