

SHIP Strategy 4 Mental Health Awareness Work Group

April, 2017 Summary Update

Josh Thomas, Ph.D., Chair

General Note

- ▶ Committee meetings have not been held in 2017.
- ▶ Additional committee meetings (semiannual) will be scheduled once committee members updated

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

- ▶ 2016:
 - Reached over 366 participants in over 25 awareness activities
- ▶ First Half of 2017 – Changing to Semiannual
 - Pending reports

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:
 - Semiannual 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
- ▶ End of 2017: 274,791 visits to the site.
 - 74,120 Unique Visitors

Objective 4.2 Data

Top Content	
Page Title	Pageviews
/Here-for-someone-I-know/Underage-drinking	44,150
/Here-for-me/Binge-Drinking	41,169
Homepage	26,363
/Here-for-me/Binge-Drinking#am-i-a-binge-drinker-quiz	10,644
/#what-you-need-to-know	9,053
/Here-for-someone-I-know/Underage-drinking#what-to-look-for	8,610
/Resource-Guide	7,063
/#what-you-can-do	5,448
/Resource-Guide#things-to-know	5,248
/Here-for-me/Binge-Drinking#what-is-binge-drinking	4,899

4.3 Objective

- ▶ **Utilize Crisis Intervention Team (CIT) Training program for law enforcement to measure awareness efforts.**
 - Status – CIT training is in it's Fourth year (pilot class in 2014), 6 classes completed to date.
 - Evaluation Measures:
 - Semiannual reports on updated numbers of LE personnel trained.
 - Semiannual reports on number of community based resources participating in community resource fairs.

4.3 Objective

- ▶ March 2017 – 40 Graduates
 - 17 community resources featured at Resource Fair
- ▶ October 2017 – TBD
 - Pending