SHIP Strategy 4

Increase Awareness of Mental Health and Substance Abuse Issues
Group Members

Gwendoline Angalet, Ph.D., Nemours Health and Prevention Services
Lydia DeLeon, MS, Westside Health
Christopher DiSanto, Brandywine Counseling
Jerry Gallucci, M.D., Department of Health and Social Services
Bryan Gordon, Division of Substance Abuse and Mental Health
Tom Johnson, Division of Substance Abuse and Mental Health
Josh Thomas, Ph.D., National Alliance on Mental Illness in Delaware
Objective 4.1

Develop and Implement anti-stigma awareness program
Objective 4.1 Continued

• Activity: Develop consistent message to be used by all participating organizations
  • 2015-2016

• Activity: Implement awareness message through program partners, social media, etc.
  • 2016-2018
Objective 4.1 Continued

• Responsible organizations:
  • DSAMH & DPBHS
  • Stakeholders (Advocacy Organizations, Provider Organizations)
Objective 4.1 Continued

- Evaluation Measures
  - Development: identified awareness materials, distribution sites, and methods
  - Implementation: # of materials distributed, change in # of calls received by resources, website hits, social media reach
Objective 4.2
Develop and Implement social & emotional wellness promotion initiative targeting groups across the lifespan
Objective 4.2 Continued

• Activity: Develop consistent message to be used by all participating organizations
  • 2015-2016

• Activity: Implement awareness message through program partners, social media, etc.
  • 2016-2018
Objective 4.2 Continued

• Responsible organizations:
  • DSAMH & DPBHS
  • Stakeholders (Advocacy Organizations, Provider Organizations)
Objective 4.2 Continued

- Evaluation Measures
  - Development: identified awareness materials, distribution sites, and methods
  - Implementation: # of materials distributed, change in # of calls received by resources, website hits, social media reach