Social Marketing for Systems Change Example
Mississippi: Crossover XPand System of Care Project

Background on System of Care

- Four-year grant funded in 2017
- 2 Prior grants (MTOP 2009-2014 and Project XPand 2013-2017)
- MTOP grant started the NFusion concept that other MS SOC sites have modeled.
- Target population is children and youth age 3-1 in 4 counties.

Social Marketing Goal

- To encourage trauma-informed practices among adults who support youth and young adults with mental health concerns.

Audiences

Leaders and other staff in the following child-serving agencies:

- Education
- Juvenile justice
- Child welfare
- Family groups
- The Department of Mental Health (including out-patient and in-patient clinics and hospitals)

Audience Analysis:

Barriers
- Lack of awareness of the prevalence of trauma and its impact
- Lack of knowledge of trauma-informed care
- Lack of skills in responding
- Concern about cost
- Concern about extra work

Benefits
- Improved safety for individuals receiving services and staff
- Better outcomes for individuals receiving services
- Reduced missed appointments
- Increased staff morale
- Increased staff productivity

Messages

- What is perceived as trauma/traumatic may vary from individual to individual.
- Adverse childhood experiences impact a child's development and can have long-term consequences.
- Trauma can influence the way people seek and use helpTrauma exposure can increase the risk of a range of vulnerabilities.

Channels

- Listserv
- Media outreach
- Trainings
- Training attendees
- Youth and families who benefited from trauma-informed care
- Peer providers
- Twitter and Facebook

Activities, Events and Materials

- Speaking engagements
- Conferences
- Trainings
- Mental Health Awareness Day

Pre-testing

- One on one conversations
- Feedback forms at meetings

Evaluation and Outcomes

- Wider recognition of the prevalence of trauma, its effects, and practices that are potentially traumatizing or
re-traumatizing.
- Increased ability to describe
trauma-informed care and identify appropriate treatments.
- Increased use of trauma intake screenings.