



UNIVERSITY OF MARYLAND, BALTIMORE
TRAINING INSTITUTES

JULY 25-28, 2018 | WASHINGTON, D.C.

Social Marketing for Systems Change:

How Effective Marketing and Communications Can Change Knowledge,
Attitudes, Beliefs, and Behaviors to Create Lasting Transformation

CARING FOR EVERY CHILD'S MENTAL HEALTH CAMPAIGN

Social Marketing TA Team

Presenters

- **Jackie Chatmon, MA**
System of Care Project Director of the Mississippi Department of Health, MS
- **Rebecca Kinley, AASDT**
Youth Leadership Manager and Social Marketing Coordinator, Lummi System of Care Expansion
- **Julia Ortiz, MSW**
Project Director, Lummi System of Care Expansion
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- **Carolyn Fearing, MA**
Social Marketing TA Provider, Caring for Every Child's Mental Health Campaign
- **Leah Holmes-Bonilla, M.Ed.**
Social Marketing TA Provider, Caring for Every Child's Mental Health Campaign
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Social Marketing TA Provider, Caring for Every Child's Mental Health Campaign

Learning Objectives

- Learn about the social marketing approach and the steps of the social marketing planning process.
- Understand how social marketing can be leveraged to contribute to systems change.
- Learn how social marketing has supported systems change in various systems of care.
- Gain hands-on experience in audience analysis and message development.

What is Social Marketing?

Social marketing is the marketing of behavior change that benefits society as well as the audience.

(No, really. That's it.)



Social Marketing Myths

- It's only to raise awareness with families and youth.
- It's all about media outreach, advertising, and social media.
- It's all about big, flashy campaigns and catchphrases/slogans.
- If we tell people what to do, they will do it/we know what's good for them.



Social Marketing for Systems Change



**Change
Attitudes/Beliefs and
Behaviors**



**Create
Buy-In**



**Increase Number of
Families & Youth Who
Seek and Receive Services**

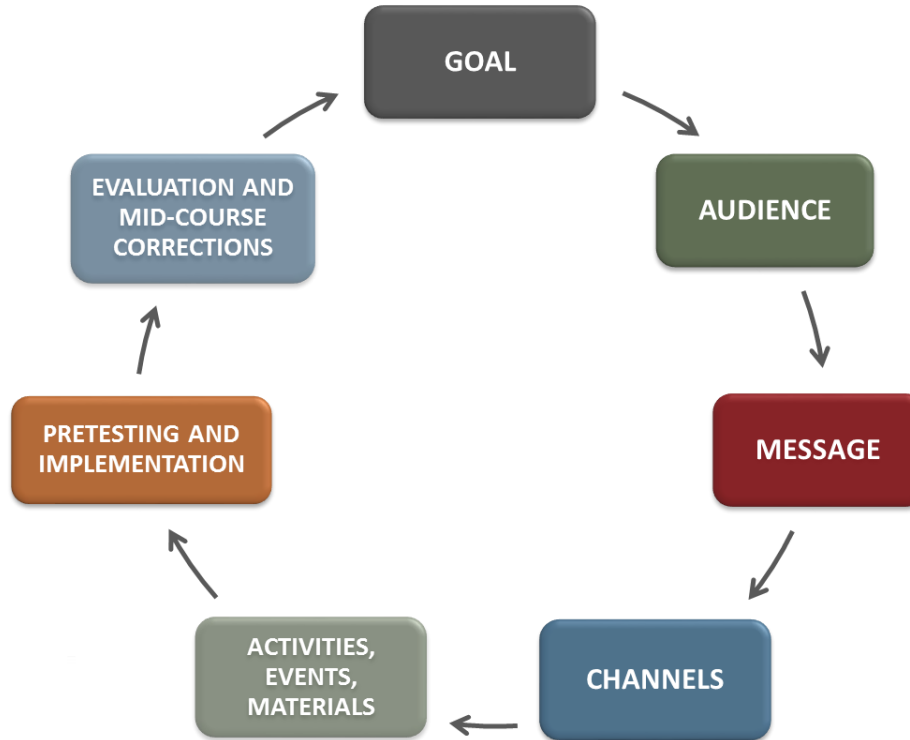
Social Marketing Sustains

Sustainability strategies that benefit from social marketing include:

- Cultivating strong interagency relationships;
- Involving stakeholders;
- Generating support among high-level decision makers in child-serving agencies;
- Establishing a strong family organization; and
- Using evaluation results.

Source: Stroul, B., & Blau, G. B. (2008). *The system of care handbook: Transforming mental health services for children, youth, and families*. Baltimore, MD: Paul H. Brookes Publishing Co.

How Do You Do It?





Encouraging Trauma-Informed Practices Across Systems in Mississippi

JACKIE CHATMON, MA
Crossover Xpand System of Care, Mississippi

Crossover Xpand System of Care Project

ABOUT US

- Four Year Grant (funded in 2017)
- Previous grant projects: MTOP (2009–2014) and Project XPand (2013–2017)
- MTOP grant started the NFusion concept that others SOC sites in Mississippi have modeled
- Children and youth (ages 3–21) in Jones, Forrest, Marion, and Lauderdale 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 outpatient and inpatient clinics and hospitals)



Behavior Change

Learn to identify trauma and incorporate understanding of trauma into how services are provided to youth and families.



Understanding the Audience: Leaders in Child-Serving Agencies

Barriers

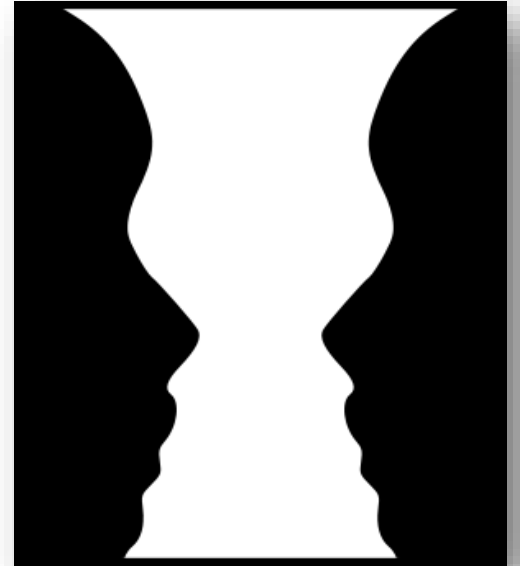
- Lack of awareness of the prevalence of trauma and its impact
- Lack of knowledge of trauma-informed care
- Lack of skills in responding
- Concern about cost
- Concern about extra work

Benefits

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

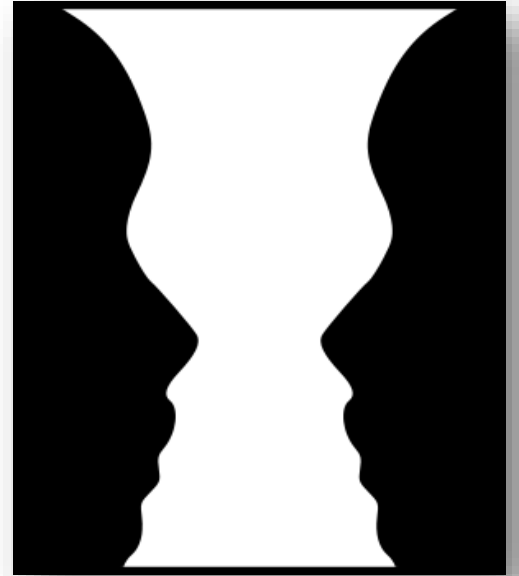
Messages

- 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 help.
- Trauma exposure can increase the risk of a range of vulnerabilities.



Messages (cont.)

- Trauma-informed care is not more work, but rather a new approach to the work you are already doing.
- Trauma-informed care will lead to better outcomes at home, at school, and in the community.
- 55 to 90 percent of people have experienced at least one traumatic event.



Channels

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



Activities and Events

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



2017 Trauma-informed Care Conference—550 participants

Tailored Messaging and Trainings

Mississippi Child Welfare Institute

“The Importance of Collaboration in a Trauma
Informed System of Care”

Childhood Trauma in the Foster Care System

DHS Social Workers Regional Training

June 11, 2013

2017 Trauma Informed Care Conference - "Standing in the Eye of the Storm"
First Responders Track



September 26, 2017 at 8:15am – 4:45pm
Jackson Convention Complex

105 E. Pascagoula Street
Jackson, MS 39201

Topics Include:

*The Neurobiology of Stress, Trauma & Victimization * QPR - Suicide Interventions for
First Responders * Partnering with your Local Community Mental Health Center *
Trauma Informed Care and the Criminal Justice Center * Self-Care for Law
Enforcement: Protecting your Own Mental Wellness*

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.

| Trauma History | Name | Page 1 of 2 | |
|---|-----------|-------------|------------------|
| | ID Number | Time In: | Time Out: Total: |
| <i>Please indicate if any of the following have happened to you and how it may have affected you.</i> | | | |
| Have you ever served in the military, law enforcement or as a first responder? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, indicate the capacity in which you served. | | | |
| | | | |
| Have you ever seen or been in a really bad accident? | | | |
| | | | |
| Has someone close to you ever been so badly injured or sick that s/he almost died? | | | |
| | | | |
| Has someone close to you ever died? | | | |
| | | | |
| Have you ever been so sick that you or the doctor thought you might die? | | | |
| | | | |
| Have you ever been unexpectedly separated from someone who you depend on for love or security for more than a few days? | | | |
| | | | |
| Has someone close to you ever tried to kill or hurt him/herself? | | | |
| | | | |
| Has someone ever physically hurt you or threatened to hurt you? | | | |
| | | | |
| | | | |



Outcomes (cont.)

- Reduced use of potentially harmful practices like seclusion and restraint.
- New partnership development.
- Increased ability to identify treatment strategies consistent with trauma-informed care and strategies to reduce likelihood of re-traumatization.



What's the goal?

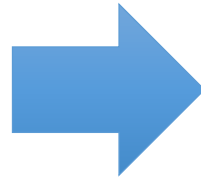


Formulating Social Marketing Goals

Your social marketing goals should help you achieve your program's goals.

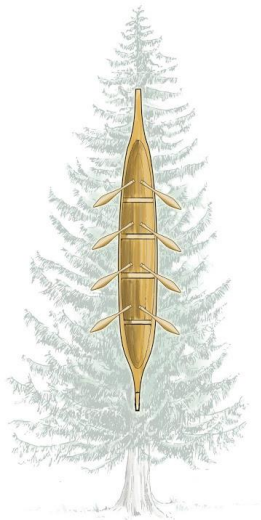
Program Goal:

- Enable more people to seek behavioral health services.



Social Marketing Goals:

- Reduce negativity associated with seeking services.
- Educate thought leaders about the importance of access to mental health services.



Che Ches Whe Wheleq-sen Siam Ena Tachel Nexwilenxw, Sileng KwenKwem

(My Indian people stand strong, for we are **survivors**)

Julia Ortiz, MSW, LSOCX Project Director
Rebecca Kinley, AASDT, Youth Leadership Manager
Lummi Nation, Ist-otel Initiative

IST-OTEL (Pulling Together Initiative)

ABOUT US

- Four Year Grant (funded in 2014)
- Previous grant projects: System of Care Grant (2008–2014)
- LSOCX entered the Lummi Community to create a Lummi Infrastructure for the community for receive a Lummi-ized framework to Behavioral Health Services.



South of Canadian Border in Whatcom County, Washington State (PNW)

Who You Are Matters



Lummi Youth Canoe Family; Henry Island Naming Ceremony, San Juan Island, Ancestral Land to the Lummi People.

- Who are we as Lummi and what does a healthy community look like for our people?
- What needs do you see in your community? *We followed a youth-guided, family-driven, and culturally-competent philosophy.*

Social Marketing Goals



To weave the resiliency of the Lummi culture into behavioral health practices among youth ages 0–21 in order to:

1. Help young people learn and develop a strong cultural identity and resiliency.
2. Build upon this identity and resiliency to improve outcomes later in life (post-high school graduation).
3. Raise awareness of and develop a strong community wraparound support.

Who do we want to reach?

Ist-otel is the Lummi word for “pulling together”—LSCOX created a visual of how that looks to the community, partners, and funders.

Audiences we’ve identified include:

- Tribal leaders
- Decision-makers/community leaders
- Native youth
- Program partners



Lummi in a Maori canoe: Kahakura, Auckland, NZ

Understanding the Audience: Tribal Leaders

- Barriers

- Lack of awareness of Systems of Care
- Lack of knowledge of community need for mental health services
- Concern about cost
- Concern about extra work
- Stigma surrounding mental health and substance use issues

Benefits

Improved access to services for the community
Better outcomes for youth and families
Cost savings for the community as a whole
Investment in the well-being of their community
Cultural shift around perceptions of mental health and substance use

Example: Video for Tribal Leaders



#LEADINGCHANGE

Messages: Journey to Healing and Wellness

- It is important to stay on the path to a healthy future that *the client* sees for themselves.
- Adverse experiences have helped us to grow.
- It is important to stay connected to culture and history.
- Culture has a positive impact that allows our youth and families to grow and heal from within.



Strong Lummi Boys Singing Nilh Tilh Ne—Schalengen in NZ

They say there is more than one way to the destination ...

How? We plan for the mountains and journey to the water.

- Media outreach—TV/news stations/newspapers/podcasts
- Trainings
- Training attendees
- Word of mouth
- Program partners
- Instagram, Facebook, and Twitter



Activities, Events, and Materials to Restore Our Culture Sacredness

- Speaking engagements
- Training opportunities
- Canoe journey



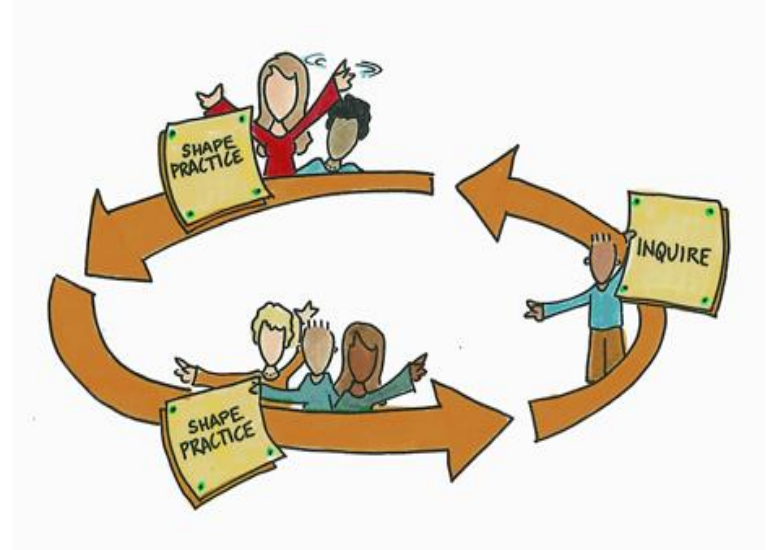
Capturing the Resiliency

We want our youth and families to connect with our tribal community and what it means to be resilient and culturally rooted while seeking mental health services!



Sustained Outcomes for Lummi

- Lummi-ized behavioral health treatment planning
- Weaved wraparound services into behavioral health and Lummi Nation program/services
- Youth and families are reconnecting to cultural practices and mental health stigmas are reduced (we see this in our data collection and services numbers over the years).



Stay Connected

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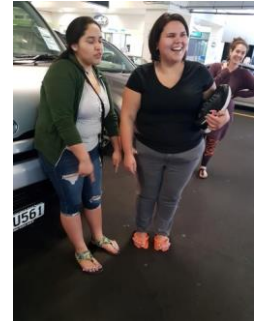
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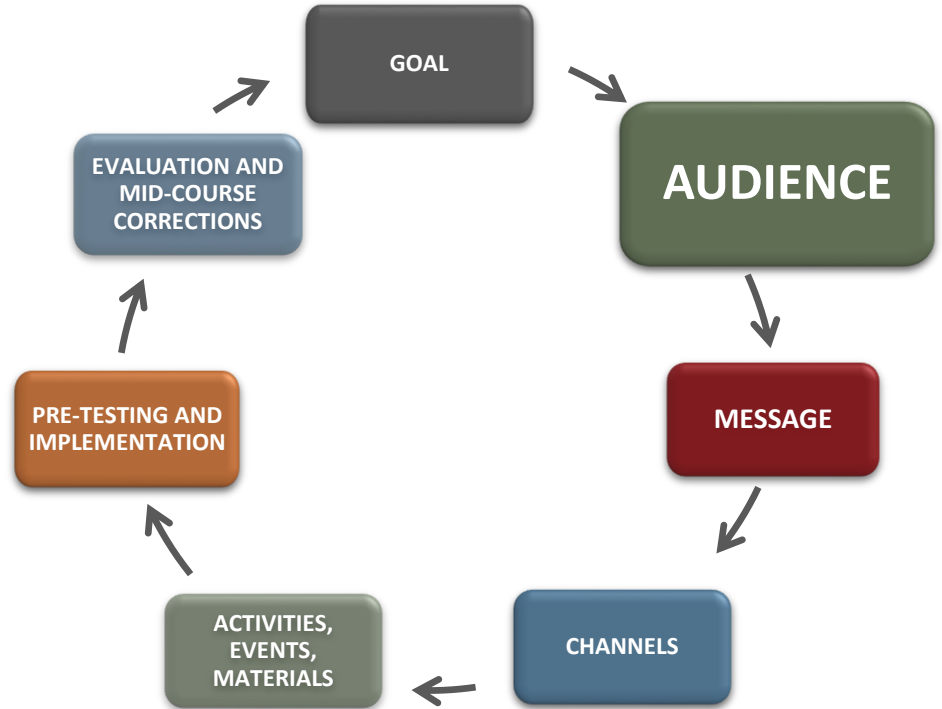
360-312-2019 X2403

RebeccaK@lummi-nsn.gov



Who do we need to reach...

...and what do we know about them?



Audience

Each audience that your system of care hopes to reach will have certain *barriers* and *benefits* to reaching them.

Begin this analysis by asking:

- What are the benefits of reaching a particular audience?
- What are the barriers that will have to be overcome to reach this audience?



Where does your audience stand?

Continuum of Understanding and Acceptance



Audience Segmentation

ACTIVITY





Addressing Mental Health Bias in Youth

Molly Lopez, Ph.D.
Texas System of Care
Austin, Texas

Achieving a Texas System of Care

ABOUT US



- Four Year Grant (funded in 2013)
- Focused on developing statewide infrastructure, such as expansion of 1915c and wraparound, building leadership buy-in
- Serving children and youth ages 3–18
- Support for four communities in Dallas, South Texas, San Antonio, and Coastal Region



Goal and Audience

Social Marketing Goal

To make it easier for youth:

- To speak about mental health and mental health challenges
- To turn to trusted resource persons (e.g., parents, teachers, coaches)

Audiences

- Adolescent males of color in two regions



A Tale of Two Cities: Understanding Audiences



Community 1: Houston

- Partnerships with child welfare, schools, barber shops
- Focus groups
- Youth survey
- Collaboration between youth council and marketing contractor

What We Learned

- Social media, especially Instagram and Snapchat
- Celebrate African-American community (don't comfort)
- Schools were a source of information
- Messages:
 - Connect through strengths and hobbies.
 - It's OK to talk about mental health.
 - Our problems are not who we are.

Houston Campaign

DROP TOPS
Our passions define us.
Our problems should not.

DROP MOVES
Our passions define us.
Our problems should not.

DROP THE MIC
Our passions define us.
Our problems should not.

#DROPTHESTIGMA
It's time to talk about mental health.
Visit DROPTHESTIGMA.ORG

Visit www.DROPTHESTIGMA.org
Seeking mental health services for yourself or another person?
If you need to talk or are concerned about someone, please call **1-800-273-TALK**. If someone is in immediate crisis, dial **911**.

Texas System of Care
Drop The Stigma would not have been possible without the passion, wisdom, and skills that the youth themselves have provided during the development of this campaign. We hope that Drop The Stigma speaks to those who may be struggling and to others who want to help.

About Us
Texas System of Care is a state collaboration designed to create a network of community-based services and supports to improve the lives of children and youth with mental health conditions.
Learn more at www.texasystemofcare.org

To Locate Mental Health Services:
Substance Abuse and Mental Health Services Administration (SAMHSA) Treatment Locator: treatmentlocator.samhsa.gov/treatmentlocator
Texas Department of State Health Services (DSHS) Local Mental Health Authority Locator: www.dhs.state.tx.us/hsr/hsrnewsearch
Nearby 911: Dial 911 from your phone or visit www.911texas.org

Other Resources:
Interested in talking to other youth about mental health? Check out:
Heck MONE National: www.youthonemoney.org
ACEPP Texas Chapter: www.facebook.com/acepp.texas
Support and educational resources for our families of young people at: **NAMI Texas**: www.namitexas.org

Drop The Stigma
Our passions define us.
Our problems should not.

Drop The Beat
Our passions define us.
Our problems should not.

Drop The Mic
Our passions define us.
Our problems should not.

#DROPTHESTIGMA

20% of youth ages 13-18 have or will have a mental health disorder
50% of all mental illnesses begin by age 14 and 75% by age 24
Suicide is the 2nd leading cause of death in youth ages 15-24
It takes an average of 8 to 10 years between the time when mental health symptoms first occur and when treatment is received

When you hear the words "mental health" what thoughts come to mind? How do you talk about your own mental health? Do you even talk about it at all?
Many young people struggle with this subject at times. Drop The Stigma is a campaign designed by and for youth of color. It seeks to make starting conversation about mental health easier.
It's likely that you or one of your friends have gone through tough times or may be struggling now. If so, reaching out to a family member, teacher, or friend is a great first step to turning things around. It's time to talk about mental health.

A Tale of Two Cities: Understanding Audiences



Community 2: South Texas

- Predominantly Hispanic/Latino
- Focus groups
- Partner with mental health and juvenile justice
- Planning group in local boot camp

What We Learned

- Don't focus on mental health
- Message must be personal
- Face-to-face with dialogue
- Needs to include parents
- Messages:
 - Your past doesn't define you.
 - You can have a good future.
 - Have hope!

South Texas Campaign



- Jason Wang, successful entrepreneur, previously incarcerated in region
- Story-based presentation and facilitated discussion
- 12 juvenile justice facilities (prison, boot camps, detention, halfway houses, community center)
- Two family events
- Simultaneous Spanish translation

Outcomes

He (Jason) was in my shoes. He gave me motivation. Everything he did, I did. He is the helping kind. If he can do it, I can do it.

Houston

- Youth distributed about 1,000 print materials locally
- Additional materials distributed at conferences and downloaded from website
- Adolescent health coordinator distributed to clinics and other partners
- Communication with other communities planning to use materials

South Texas

- Reached 246 youth, 45 parents, 143 juvenile justice staff
- 92 percent reported their experience was “great”
- 86 percent reported Jason’s story gave them hope

Develop messages...

...that will resonate with the audience.



Create Messages for Specific Audiences

Messages should:

- Show the importance, urgency, or magnitude of the issue.
- Put a “face” on the issue.
- Be tied to specific values, beliefs, or interests of the audience.
- Be culturally competent.
- **Be pretested with your audience.**



Here are some examples...

For Families:

- Making sure everyone in the family gets help is an important part of helping young adults maintain positive mental health.

For Educators:

- Academic performance and attendance improve when students are connected to a supportive system of care.

For Practitioners:

- Positive mental health is essential to a child's healthy development from birth.

For Public Safety:

- Youth involved with systems of care are less likely to be arrested and have lower recidivism rates.



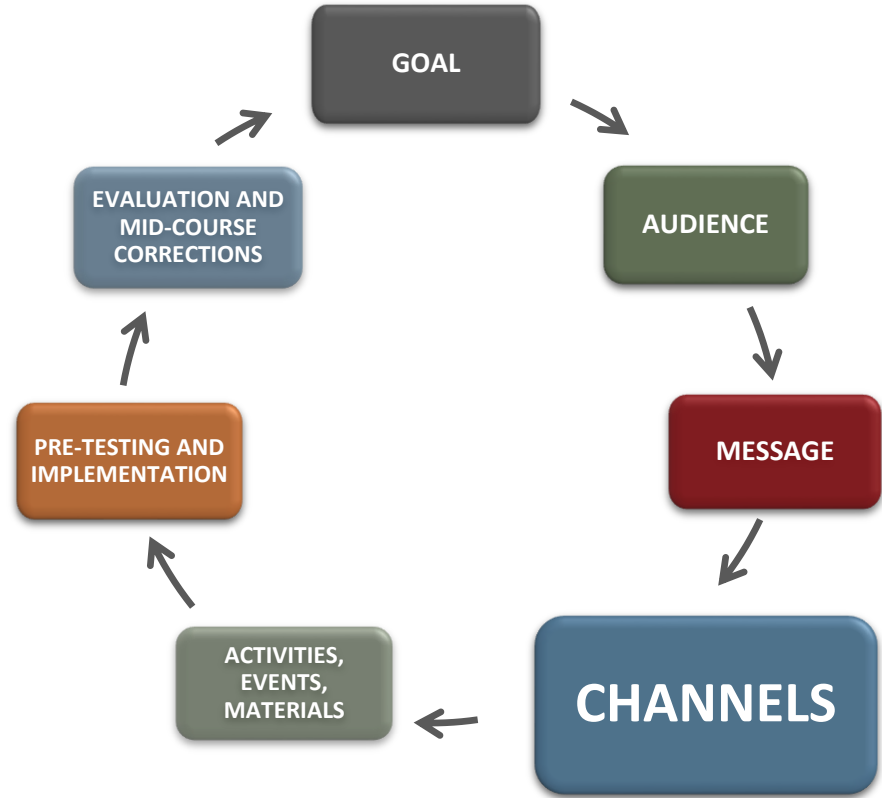
Message Development

ACTIVITY



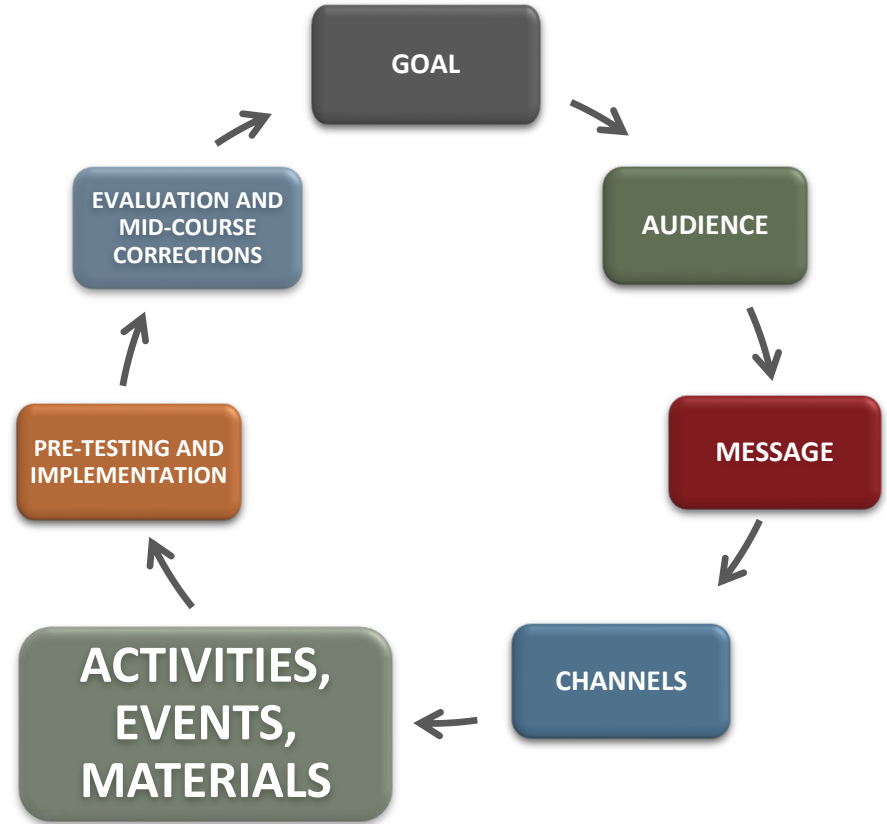
Channels...

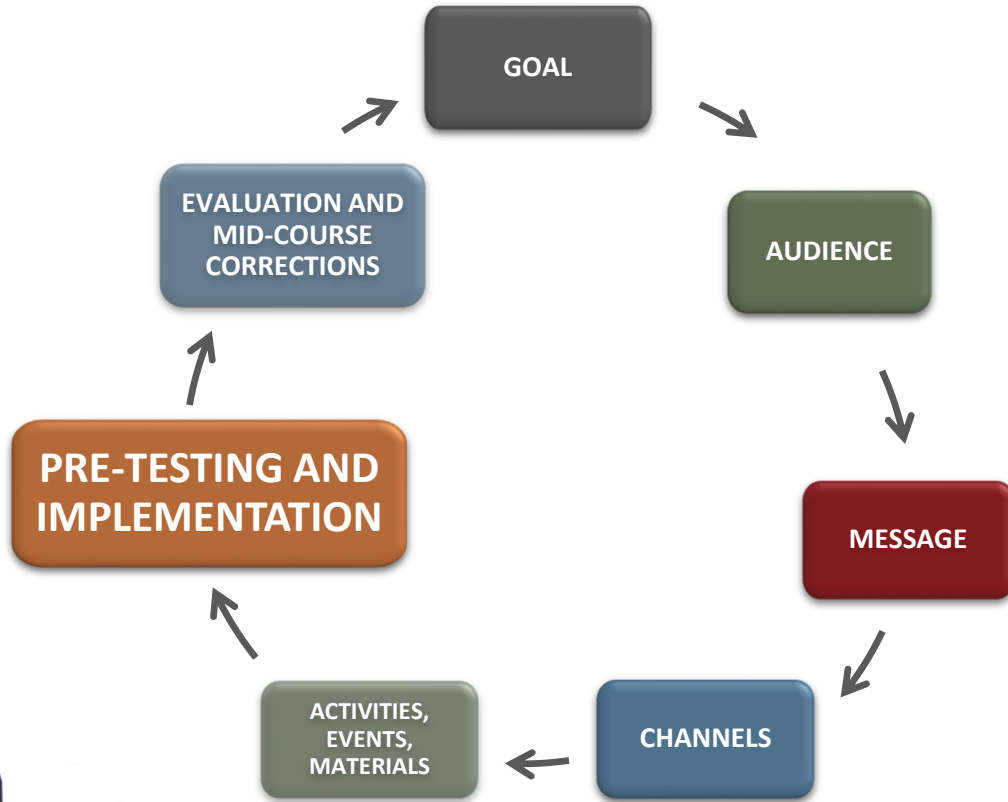
...are the means through which you will reach your audiences.



Activities, Events, and Materials...

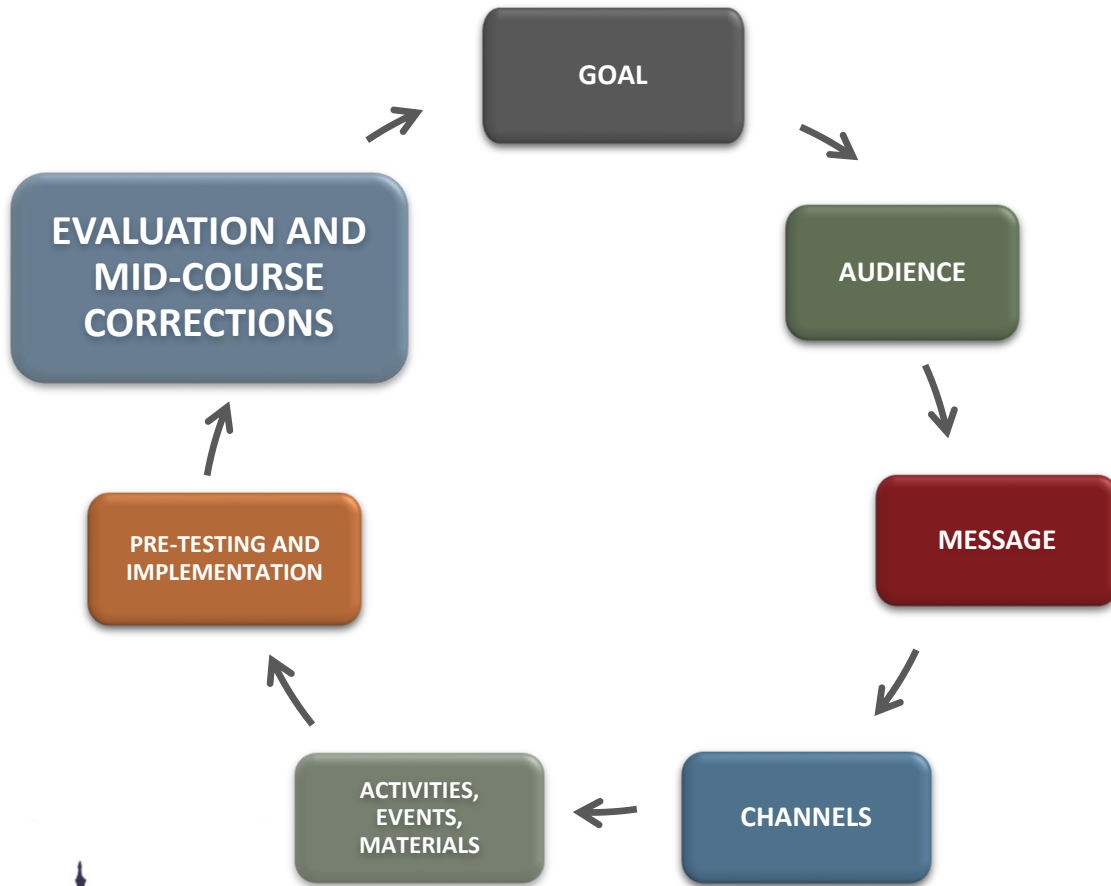
...are what you will HOST, PRODUCE, or CREATE to carry your messages to your intended audience.





Pretesting...

...with your intended audience, and implementation of your plan!



Evaluation and Mid-Course Corrections

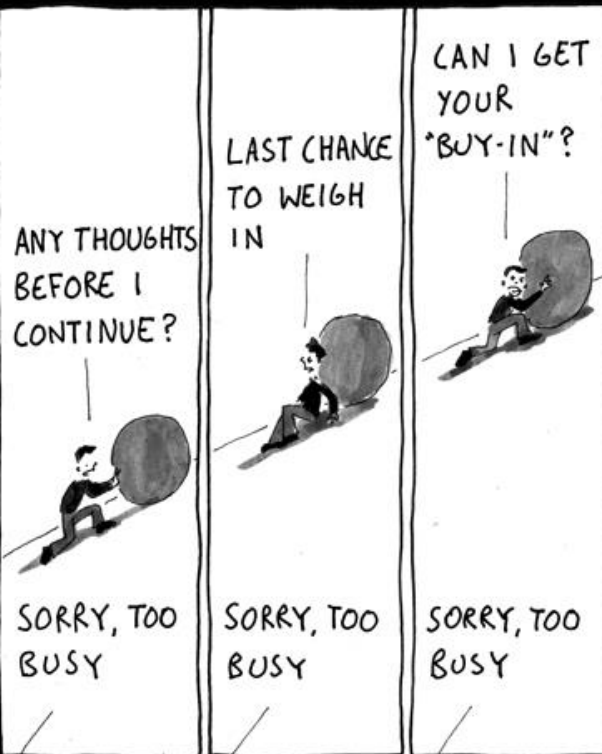
...ensure that your efforts are effective and allow you to adjust accordingly.

Buy-in Before Boulders

BRAND CAMP

by Tom Fishburne

SISYPHUS REVISITED



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**Inspiration?
Feedback?
Thoughts?
Questions?**



Thank you.

Please take a moment to fill out an evaluation. Your feedback is important to us! 😊

