The Story Begins...

- Mental Health Services Act
- Prevention and Early Intervention
- Community Planning Process
Campaign Background

- Piloted in San Diego
- Tailored to Riverside
Research & Evaluation Framework

- Research & Best Practices
- Baseline Study
- Campaign Behavior Change Model & Logic Model
- Creative Testing
- Ongoing Community Resources
- Stakeholder Interviews

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Baseline Study Findings

• Nearly **50%** of respondents are not aware that the community has resources for mental health
• Over **44%** do not know how to recognize the warning signs of suicide
• Hispanics are more likely to agree that mental illness is an experience of the normal ups and downs of life
• Over **60%** of total respondents stated they would seek out the help of doctor if they thought they were suffering from a mental illness
Baseline Study Findings

Hispanics
More likely to mistake signs of mental illness as “experiencing the normal ups and downs of life.”

Parents
67% believe they know how to recognize emotional or behavioral health problems in children; 62% indicate knowing where to seek help.
Findings: Research & Best Practices

A campaign has the highest potential for success if it is...

- Research-based
- Multi-faceted
- Long-term
- Adequately funded

...and if it:

- Actively involves key stakeholders
- Delivers a focused message and clear call to action
- Uses evaluation results to inform future efforts
Findings: Research & Best Practices

Research and behavioral science suggest that...

• People model their own behavior on the behavior of others, and based on what happens to them when they engage in that behavior.

• Public awareness campaigns can raise awareness, but attitude and behavior changes are difficult to achieve.

• Messages should target those individuals that can make the greatest difference in quality of life (for people experiencing mental illness and those supporting them).

• Attitudes and behaviors are more likely to change when strategies target specific attitudes that directly correspond with the intended behavior change.
Stereotypes
Thoughts and attitudes that negatively describe others considered to be different
Often triggered by signals such as physical appearance, social skills, labels, misinformation, and/or a lack of knowledge

Emotional Response
Feelings of anger, fear, distrust, and pity
Feelings of empathy

Behavioral Response
Withholding help, avoidance/social distance, segregation, coercion
Help and support

Public Stigma
Public and self-stigma interact with and augment each other.

Mediating Factors
- Perception of control over onset and treatment of mental illness
- Ethnicity/race/culture
- Knowledge, mental health literacy
- Familiarity or contact with people experiencing mental illness
- Stereotypical portrayals in movies and the news media

Reinforcing Factors
- Awareness of available resources (tangible support)
- Information/training on how to provide emotional support

Mediating Factors
- Perception of effectiveness of treatment (recovery is possible)
- Ethnicity/race/culture
- Perceived public stigma

Reinforcing Factors
- Awareness of available resources (tangible support)
- Support of friends and family
- Available opportunities (work, housing, social)

Internalized Stereotypes
Change in self perception
Stereotype/Internalization
People with mental illness can’t get better/I have a mental illness, so there is no hope for me
Recovery is possible/There is hope for me

Emotional Response
Shame, anger, hopelessness, feeling devalued, low self esteem, loss of power
Hope, Empowerment

Behavioral Response
Avoidance of labels that trigger stigma
Not seeking treatment or adhering to treatment
Isolation and not pursuing life opportunities (job or hobbies), substance abuse, suicide
Seeking help, participating in treatment

Approaches
Education
Contact
Protest & Praise

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Campaign Model

Campaign Goal:
To reduce stigma and prevent suicide in Riverside County.

Increase Knowledge
Improve Attitude
Change Behavior

Community with less stigma and more support towards those experiencing mental illness or thoughts of suicide

E.g. Media advocacy, policy change, outreach, peer support, trainings and more.
PUTTING RESEARCH INTO PRACTICE
Campaign Snapshot

Designed to empower Riverside residents to:

• Talk openly about mental illness
• Recognize signs and symptoms for mental illness
• Recognize warnings signs for suicide
• Seek help for themselves or with others
• Utilize local resources
• Support and provide opportunities for community members experiencing mental illness
Creative Guidelines

Campaign creative and messaging to:

• Be positive and strength-based
• Communicate that recovery is possible and help is available
• Include messages combating both social and self-stigma
• Depict people with mental illness as responsible, and living productive lives
• Include clear calls to action
Campaign Approach

Campaign Approaches Adopted:

Social Inclusion:
The difference we can make as friends, family and as a community

Social Justice:
Highlight the individual’s ability and inherit right to live a life full of goals, dreams, a job, hobbies and a family

Whole-Self Wellness:
Mental health is part of our overall health and well-being
Campaign Concept

Focused around the word “UP”

- Up – being the opposite of feeling down
- Use of uplifting, positive messaging
- Calls to action include the theme: Read up, speak up, listen up, link up
- Logo depicts a hand lifting someone up
- Collective responsibility within the name: It’s Up to Us (every one of us) to...

If you think a friend or family member may be experiencing a mental health challenge, Step Up and remember to:

1. Read Up on signs and symptoms.
2. Speak Up and talk openly about what he/she is experiencing.
3. Listen Up and really hear what he/she is saying and feeling.
4. Link Up with local resources. Offer to get help together.
5. Follow Up and offer continued support.

Just one person reaching out can make a difference. It’s Up to Us.

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Media Strategy

- Cable/TV
- Radio
- Digital media
- Out of home
- Print

- Direct mail
- Outreach Materials
- Narrowcasting
- Website
- Physician’s Microsite
STIGMA REDUCTION
Phase 1: Stigma Reduction

Mental health challenges affect 1 in 4 adults.

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Creative Samples and Targeted Campaigns

Mental health challenges often emerge in the late teens or early 20s.

My mental health challenges caught me off guard.

Every day people in Riverside county recover from mental illness

READ UP
to recognize the signs.

SPEAK UP
and get the help you need.

Link up for more information and local resources:
Up2Riverside.org
Or Call (800) 706-7590

Depression can get better with help.
Recovery is possible.

Sponsored by the Riverside County Department of Mental Health in collaboration with the County of San Diego.
Suicide Prevention
Campaign Creative

(800) 706-7500
Up2Riverside.org

Learn the warning signs of suicide.
Up2Riverside.org

Up2Riverside.org
Campaign Creative

Even with friends and family around, someone experiencing emotional pain or suicidal thoughts can feel isolated. You may sense something is wrong, but not realize how serious it is. Trust your intuition. The warning signs—like withdrawal, depression, or hopelessness—are there, but not always obvious. Visit Up2Riverside.org to learn the signs, find the words, and ask if you can. You have the power to make a difference. The power to save a life.

Learn the signs at Up2Riverside.org

Up2Riverside.org
Targeted Campaigns

If you have been feeling:
SAD
WORRIED
DEPRESSED
TIRED
HOPELESS
GUILTY

Talk to your doctor or visit: Up2Riverside.org

Si Usted se ha estado sintiendo:
TRISTE
PREOCUPADO
DEPRIMIDO
CANSADO
SIN ESPERANZA
CULPABLE

Hable con su doctor o Visite: Up2Riverside.org/nosotros

Depression is not a normal part of aging, though symptoms can often be mistaken as you get older. It's important to recognize the signs so you, or a loved one, can get better. There is no shame in seeking help.

La Depresión no es parte normal de la edad avanzada, aunque por la edad muchas veces los síntomas se confunden. Es muy importante reconocer las señales, de tal manera de que usted, o un ser querido puedan sentirse mejor. No hay por qué avergonzarse en pedir ayuda.
Campaign Websites

Main Website:  
www.Up2Riverside.org

Two Micro-sites:  
www.Up2riverside.org/Nosotros  
(Hispanic)  
www.MDhelpRiverside.org  
(Physician Micro-site)
Riverside/LA Mobile Phone Users

- Mobile is the fastest growing medium in Riverside/LA
- 7.8 million people have a smart phone (44%)
- 43% of smart phone users are Hispanic
- 68% of mobile users browsed the internet in the past month for at least 30 minutes

Why go mobile?
Since beginning of 2012, 20% of web traffic for Up2Riverside.org comes via mobile.
18 Month Study Findings

- A little over 40% indicated that they had seen ads or messages related to mental health challenges, mental illness or suicide prevention.

- 77% of respondents recalled at least one of the *It’s Up to Us* specific messages or ads when they were described.
18 Month Study Findings

- **Knowledge of Resources**
  - Baseline: 2.64
  - 6-month: 2.51
  - 18-month-Ad Aware: 2.77
  - 18-month-Unaware: 2.73
  - Note: 2.77 > Baseline*
  - 2.77 < All others**

- **Mental Health Openness**
  - Baseline: 2.69
  - 6-month: 2.71
  - 18-month-Ad Aware: 2.62
  - 18-month-Unaware: 2.72
  - Note: 2.62 < 6 and 18 mo.**

- **Lack of Social Distancing**
  - Baseline: 2.51
  - 6-month: 2.56
  - 18-month-Ad Aware: 2.57
  - 18-month-Unaware: 2.44
  - Note: 2.44 < All others**

- **Mental Health Literacy**
  - Baseline: 2.82
  - 6-month: 2.87
  - 18-month-Ad Aware: 2.88
  - 18-month-Unaware: 2.72
  - Note: 2.72 < All others**

* indicates significant difference from baseline
** indicates significant difference from all others

Source: Up2Riverside.org
18 Month Study Findings

- Be as supportive as possible to someone experiencing mental illness: 91.9%
- Make a personal effort to find out more about mental illness: 66.1%
- Treat others who have mental illness with respect: 92.8%
- Feel comfortable talking to a friend or family member about mental illness: 85.1%
18 Month Study Findings

- Helped recognize symptoms of MH problems: 86% Hispanic, 78.6% African American, 97.2% White
- Helped recognize warning signs of suicide: 75% Hispanic, 65.6% African American, 85.7% White
- Gave information about how to get help: 77.5% Hispanic, 66% African American, 91.7% White

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18 Month Study Findings

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<th>Baseline (%)</th>
<th>18-month (%)</th>
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<td>Doctor or specialist</td>
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<td>Psychiatrist or Psychologist*</td>
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<td>Family or friend</td>
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Response to Campaign

- All campaign materials include the local hotline
- Websites include the local hotline as well as a way to email questions and concerns to the Department of Mental Health
Next Steps

• Focus of this year’s campaign: Transition Age Youth and Older Adults

• Choose mediums that have demonstrated having the highest rates of impact

• Spring 2015: Another follow-up phone survey

• Increase exposure during key times of year
Thank you
For information about implementing the *It’s Up to Us* campaign, please contact:

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