Each Mind Matters: California’s Mental Health Movement

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Today’s Objectives

Background
- What we set out to do

Programs
- What we did

Evaluation
- How it worked

Future
- Where the movement is going
How Did We Get There?

• 1999 U.S. Surgeon General identified the stigma of mental illness as the most formidable obstacle to progress in improving mental health

• 2001 U.S. Surgeon General calls for action to reduce mental health disparities due to culture, race and ethnicity

• 2003 President’s New Freedom Commission’s Achieving the Promise: Transforming Mental Health Care in America
California’s Response

• Prop. 63/ The Mental Health Services Act (MHSA)

• 2004 Voter-Approved Initiative that provides an average of $1 Billion in annual funds to support community-based mental health services

• Seeks transformation from a system driven by crisis to one that focuses on prevention, early intervention, wellness and recovery, and reducing disparities
The California Mental Health Services Authority developed a plan to implement statewide strategies for California’s population.
Social Marketing

- Marketing that affects positive social change and creates movements out of common interests
- Utilize formative research to better understand consumers
  - Uncover the unique approaches that will effectively motivate behavior change
- Continually evaluate campaign effectiveness
  - Quantitative research helps guide the evolution of messaging and campaign development over time
Each Mind Matters

- EMM is a platform for building a movement and provides a simple way to tell the story about increasing mental wellness in California

- Highlights the collective work to increase mental wellness
• Community of individuals and organizations dedicated to a shared vision of mental wellness and equality
Lifespan Approach

Parent & Caregivers (Age 0-8)
- Educate parents and caregivers to provide stigma-free environment
- Outreach to local parent bloggers with customized SDR messaging in English and Spanish
- Latino family forums to encourage open dialogue

Tweens (Age 9-13)
- Early intervention with adolescents to prevent formation of stigma
- Fill key gaps in knowledge and debunk myths through website, school-based performances, take-home materials and advertising/education campaigns

Transition-Age Youth (Age 14-24)
- Mobilize age group to seek and provide online support within their peer group
- ReachOutHere.com (English-language) and BuscaApoyo.com (Spanish-language) to access online forums for peer support and to engage as peer-supporters

Adults/Influencers (Age 25+)
- Targeted messaging to adults with influence over people with mental health challenges
- Provide credible, local, targeted and continuous contact with people with mental health challenges
- Reinforce hope, recovery and resilience
Diverse Audiences

African American
- Faith-based initiative that creates Mental Health Friendly Communities through training and outreach

Asian & Pacific Islander
- Grassroots PR outreach activities to reach Hmong, Cambodian, Laotian, and Mien adults

Latino
- Bring together key influencers to network, raise awareness and collaborate as change agents on the issue of SDR

LGBTQ
- Partner with Gay-Straight Alliance (GSA) Network to introduce and extend SDR messages to LGBTQI youth and allies

Native American
- Develop a culturally relevant outreach campaign guided by input from Native American Advisory Committee and community leaders
Initial Planning Research

• Advertising concept development research for the 9-13 & 14-24 year old campaigns

• Hour-long documentary, *A New State of Mind: Ending the Stigma of Mental Illness* focus group research (adults/influencers 25+ audience)

• Baseline audience surveys for the 9-13 and 25+ campaigns
Advertising Concept Development Research
Tween Campaign

• Goal: Test potential advertising concepts
• Assessed for ability to attract attention, clearly convey messages, believability, relevance and persuasive power
• Call to action: Seek information/learn
• Simulated online and radio ads for each concept on laptop
• 25 one-on-one interviews
• Goal: Test potential advertising concepts
• Assessed for ability to attract attention, clearly convey messages, believability, relevance and persuasive power
• Call to action: Visit ReachOutHere.com website
• Simulated online and radio ads for each concept on laptop
• 25 one-on-one interviews
Development Research
Adults/Influencers

• Focus group interviews in Los Angeles and San Francisco
  – Adult influencers, regular PBS viewers

• Learnings
  – Portray daily lives of people from range of socio-economic and race/ethnic backgrounds, their progress through treatment/recovery
  – Tone should be positive but less positive outcomes should be included (e.g. relapses, failure to continue treatment)
  – Show strong anti-discrimination activism but do not make prominent
Findings from Baseline Survey
Tween Audience

Mall Convenience Samples
- Low knowledge levels about mental illness and what it means for those experience it
- Majority: People are more likely to hurt others
- 76% believe that people are more likely to act in unexpected ways
- Only 50% agree that people often get better after going to the doctor
Findings from Baseline Survey
Adults/Influencers 25 and Older Audience

GfK KnowledgePanel
- Stereotypes are common
- Ambivalence is more common than hardened negative views
- Only bare majority accept that discrimination exists
- 2/3 unwilling to accept a person experiencing schizophrenia in any social role
- Most willing to accept people experience mental illness (generally) in some roles
- Evenly split on people experiencing substance abuse
  - Half willing to accept in some roles
  - Almost half unwilling to accept in any
• California responds to national call of addressing the unintended consequences of the stigma associated with mental illness by passing Prop. 63/ The Mental Health Services Act (MHSA)

• Research informs the unique approaches that would effectively motivate behavior change and sets the foundation for statewide social marketing strategies
Background
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Parents and Caregivers

• Educate parents and caregivers to provide stigma-free environment
• Outreach to local parent bloggers with customized SDR messaging in English and Spanish
• Latino family forums to encourage open dialogue
Performance
Statewide school-based performance tour

Website
Educational, interactive website (English and Spanish)

Media
Targeted mass media (radio, digital, cable TV)

Comprehensive campaign targeting 9-13 year olds
- Early intervention with adolescents to prevent formation of stigma
- Fill key gaps in knowledge and debunk myths through website, school performances, take-home materials and advertising/education campaigns
Transition-Age Youth

– Campaign links youth and young adults ages 14-24 to tools, resources and a series of interactive forums

– Forums provide safe, anonymous community to discuss range of social and mental health related issues with trained peer leaders
Quotes from the ReachOutHere Forums

- This is one of the greatest websites I know of, a whole community where people can come to support one another is just what this world needs. Personally I have tried other places…but they just don’t have the same feeling of community Reach Out seems to have.

- I feel like I’m not judged here so much and this is safe ground for me to talk about my issues. I feel better knowing that people are there to support and I’m not the only one in this.

*Actual quotes from the forum - have not been edited for spelling or grammar.*
Adults

• Targeted messaging to adults with influence over people with mental health challenges
• Provide credible, local, targeted and continuous contact with people with mental health challenges
• Reinforce hope, recovery and resilience
Suicide Prevention

Statewide suicide prevention social marketing campaign with the overarching goal to increase Californians’ capacity to prevent suicide by encouraging individuals to know the signs, find the words to talk to someone they are concerned about, and to reach out to resources.
Key findings from the state population survey showed that a person’s confidence in the ability to discuss suicide significantly increased with knowledge about the warning signs for suicide and resources such as a crisis line.

(KTS Situational Analysis, 2011)
The media campaign is focused on reaching “helpers”, those in a position to recognize warning signs and offer support, with special emphasis on helpers of middle-aged men and young Latinas.
Know the Signs Reach

90,143,581 people reached; Approx 40-45% of households in each county were reached an average of 8-12 times.

36 million total completed views for online video ads

767,961 visits to the campaign websites (September 2011- April 2014)

53% value added for approximately $3,125,645.32 in pro bono media.
The Know the Signs campaign aims to support local suicide prevention efforts.
Know the Signs

Directing Change Program
& Student Film Contest
86.7% had seen any of the Know the Signs suicide prevention social marketing campaign materials in their county.

65.6% agreed that the Know the Signs campaign positively impacted suicide prevention efforts in their county.

Findings from the Know the Signs County Feedback Survey, February 2014. (64 participants representing 39 counties.)
“Individuals from the Task Force, who were presented with the Know the Signs information and provided with resources, used that information to ‘have the talk’ with a person who they were worried about. In both cases, after a referral and a lot more discussion, the suicidal person got the help they needed from a professional. They did not complete the attempt.”

Amy Machin-Ward, Tahoe Truckee Youth Suicide Prevention Task Force serving Nevada & Placer Counties
“I had a consumer tell me that she had been waiting to get her medications filled so she could use them to end her life. She said that she read the pharmacy bag and thought about what she was going to do and contacted our local crisis number. I cannot think of a better way to get the information out!”

Roxann Baillergeon, Glenn County Behavioral Health
Suicide Prevention Materials

• All materials can be viewed, downloaded, and in many instances customized, by visiting the “Resource Center” at www.yourvoicecounts.org
Diverse Audiences: California Reducing Disparities Project

- African American
- Asian & Pacific Islander
- Latino
- LGBTQ
- Native American
Diverse Audiences: African American

MENTAL HEALTH

friendly COMMUNITIES

Building Mental Health Friendly Communities: one congregation at a time
Diverse Audiences: Asian & Pacific Islander
Diverse Audiences: Latino
Diverse Audiences: LGBTQ

Reach Out to Local Resources: Call the Trevor Lifeline 24/7: 866.488.7386 | Get Help from the Trevor Project!

Many LGBTQ youth face adversity at home, school, and their community. Y-CARE! Suicide can be prevented. You can help. Learn how here.

FACT SHEETS
- Anxiety
- Depression
- Drugs and Alcohol
- Eating issues
- Family Relationships
- Friends and Peer Relationships
- Health and Well-being
- LGBT, Sexuality, and Gender Identity
- Boys and Girls
- Mental Health
- Substance Abuse
- Stress and Anxiety
- Suicide
- Violence, Sexual Assault, and

Coming Out Conversation Starters

Starting a conversation around coming out can be hard. You might not know exactly what to say, be worried about how the other person will react, or have had a bad experience in the past telling someone who didn’t react well.

While you won’t know everything about how the conversation will go and each person (friends, family, teachers, etc.) is likely to have a slightly different response depending on your relationship, you can think about what you want to say before to start the conversation in a certain direction. A few tips for considering what to say in common scenarios:

Coming out to your friends:

- Before you come out to friends, you may want to consider:
  - There is no right order. You may want to start by coming out to a best friend or a small group of your closest friends. You should not feel pressured to come out to ALL of your friends at one time. The most important thing is that you feel like you can trust and confide in the person or people you are telling. You might also want to choose a time when you’re able to talk through things without interruptions.
  - Tell them why you chose to come out to them and how much their support meant to you. If you don’t feel comfortable with other people in your friend group knowing, be direct about wanting your friend to respect your privacy. It’s your information to them and a good friend will respect that.

Latest Forum Posts
Share your story & hear from others who made it through:
- Am I doing the right thing?
- Confused?
- Biased?
Diverse Audiences: Native American
• Tailored statewide stigma and discrimination reduction programs reach parents and caregivers, tweens, transition-age youth and adults/influencers

• Statewide social marketing campaigns increase suicide prevention by encouraging individuals to know the signs, find the words to talk to someone they are concerned about and reach out for resources

• Culturally adapted messaging, tools and resources are created with and for diverse audiences identified by the CRDP
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Evaluation: Walk in Our Shoes

• Components
  – Surveys of website users and non-users to compare the groups
  – RAND survey of school performance participants
  – Small survey of school teachers and administrators
Comparison Surveys:
Tween Campaign - Walk in Our Shoes

• Comparison of WiOS website users with baseline convenience sample of non-users

• Users driven to site through use of California household survey panel
  – Did not capture users driven by media and school performances
Comparison Surveys Outcomes: Tween Campaign - Walk in Our Shoes

- Youth exposed to website were significantly more knowledgeable than those on earlier baseline survey
  - True of 23 of 28 knowledge measures

- Measures addressed prevalence of mental illness, recovery, stigma and discrimination, types and causes of mental illness

76,500+ PEOPLE VISITED WalkInOurShoes.org, 2,500+
VIRTUAL SHOES were created to “stomp out stigma.”
TAY Campaign - ReachOutHere

- **Method**
  - Comparison of ReachOut.com (and ReachOutHere forum) users with sample of 14-24 year olds in general population
Outcomes:
TAY Campaign - ReachOutHere

• Significant differences between website users and general population of 14-24 year olds on many outcome measures
  – Almost all of the knowledge measures (e.g. recovery, danger)
  – All of the attitudinal measures (e.g. desire to know more, discomfort, discrimination)
  – All of the behavioral measures (e.g. help seeking, knowledge seeking, provision of support)
  – All of the willingness to engage measures (e.g. write letter, respectfully challenge friend)
Outcomes continued:
TAY Campaign - ReachOutHere

- Results suggest intervention effectiveness
  - Users far more likely to report that they were experiencing mental illness, in contact with those experiencing mental illness
  - Users may have come to site with higher knowledge, more positive attitudes/behaviors so value may lie in reinforcement
  - User survey respondents may be unrepresentative of site users in these regards
Evaluation:
Adults/Influencers Campaign - A New State of Mind

• Methods
  – Pre-test survey followed by in-person viewing of documentary with post-test survey and group discussion
  – Moment-to-moment reactions collected during documentary viewing

2,300+ PEOPLE ATTENDED
community dialogue events and discussed the documentary, A New State of Mind: Ending the Stigma of Mental Illness.
Outcomes:
Adults/Influencers Campaign - A New State of Mind

• Significant increases
  – Pre to post on one knowledge measure: Universal experience
  – One attitudinal measure: Importance of giving support
  – Three measures of “willingness to engage on the issue” (e.g. respectfully challenge friend/coworker)
  – Willingness to accept someone with
    • Mental illness (1 of 11 roles)
    • Schizophrenia (7 of 11 roles)
    • Substance abuse (all 11 roles)
• Developed evaluation approaches for statewide programs
  – Social marketing campaigns
  – Trainings
  – Policies, protocols and practices
• Evaluation criteria
  – Reach – are enough of targeted people being reached?
  – Quality – are programs adhering to best practices?
  – Outcomes – do programs show desired change?
Key RAND Evaluation Activities

- Statewide telephone survey of CA adults
  - Exposure to campaigns
  - Key program outcomes – attitudes, behavior intentions
- On site evaluation of school-based performances
- Expert panels to develop best practices and evaluate programs in relation to them
Social Marketing Campaign - Evaluation

- Based on state wide survey results in June, 2013
  - Modest levels of exposure to EMM at end of 1st month after roll out
    - 11 percent reported had seen or heard of EMM
    - 1 percent visited EMM website
    - 8-9 percent reported had heard or seen ad for ReachOut.com and suicideispreventable.org
  - More exposure for suicide prevention (after longer outreach period)
    - 31 percent reported saw or heard ad about suicide warning signs
    - 39 percent reported saw or heard ad from Know the Signs
Walk in Our Shoes – RAND Evaluation

- Focus on school based performance
- Pre-post evaluation design
- Measurement at time of performance
- Conducted in 1 school with 466 students
- Predominantly Latino students
Walk in Our Shoes – RAND Results

- Middle school students exposed to program showed less stigma
  - Greater willingness to interact with students who have mental health problem
  - More positive emotional responses to a student with mental health problems (less “feeling sorry” for them)
  - Would recommend presentation to others
Suicide Prevention - Evaluation

- Social Marketing Campaign: Know the Signs (KTS)
  - Expert panel determined KTS strongly aligned with best practices
  - Rated as one of the best media campaigns on the subject
Adults Exposed to KTS are More Confident Intervening with Those At Risk for Suicide (1 = low confidence, 7 = high confidence)
Evaluation Summary

- NORC survey finds significantly higher knowledge levels among youth exposed to tween campaign website while RAND pre/post evaluations find less stigma/greater willingness to interact with students who have mental health problems.

- For the adults/influencers campaign, NORC finds significant increases in measures of “willingness to engage on the issue”.

- RAND finds Know the Signs to be one of the best media campaigns on suicide prevention.
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Community Engagement - Building A Movement

Get Involved

We all have mental health, and our voices are amplified when we speak up together. California's Mental Health Movement grows stronger every day as millions of people and thousands of organizations are working to advance mental health. There are many ways to add your voice and strengthen the movement.

Speak Up
Share how you’re part of the movement by taking a pledge to advance mental health in your own way.

Spread the Word
Learn more about the movement and get tools to help inform others.

Share Your Story
We all have mental health, and we’re inspired by each other’s stories. Tell us why mental health matters to you by sharing your “true green story.”

Stories
California’s Mental Health Movement is made up of millions of people who believe that everyone experiencing a mental health challenge deserves the opportunity to live a healthy, happy and meaningful life. See what people are saying and sharing -- and add your voice to the movement with your own commitment to advancing mental health.
Community Engagement - Building A Movement

Volunteer With Us

Ready to dedicate your time and skills to California’s Mental Health Movement? We need people like you to keep the momentum going!

More
Events

Our goal is to build public understanding about the importance of mental health to overall health and wellness. By connecting people with events, we hope to provide community, tips and tools for taking positive actions and encourage people to leverage the support that is available through events like forums, screenings, awareness walks, and seminars.

You can also sign up for our monthly e-newsletter at www.eachmindmatters.org

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Community Engagement - Building A Movement

• Each Mind Matters
  – Community engagement
  – Speakers Bureaus mini-grants

• Lime Green Ribbon Partner Schools

• County Technical Assistance
Community Engagement - Building A Movement
Questions & Answers

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Funded by counties through the voter-approved Mental Health Services Act (Prop. 63).