

SHIP Strategy 4 Mental Health Awareness Work Group

October 14, 2015 Summary Update

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Approach

- ▶ Research on existing efforts to create awareness of mental health challenges, opportunities for collaboration, and resources
 - Talked with many stakeholders
- ▶ Build on existing programs
 - Concluded that existing efforts are fragmented
 - Foster connections among existing programs
 - Selected two programs to focus on initially
- ▶ Leverage existing resources for efficiency and sustainability
- ▶ Facilitate connection between SHIP and Mental Health to foster integration

4.1 Objective

- ▶ **Utilize CORE (Community Outreach, Referral and Early Intervention) program to raise awareness among providers and boarder community.**
 - Focus on recognizing the signs of psychotic disorders among adolescents and treatment resources available
 - Build a referral pipeline
 - Statewide with special emphasis on Northern New Castle County and Sussex reaching diverse populations
 - Partner Agencies: DSAMH, DPBH (lead)
 - Evaluation Measures:
 - # of inquiries & referrals for evaluation and services
 - Working with DBPH to identify any other potential data sources to measure awareness

4.1 Objective Continued

- ▶ Utilize the trained first level interventionists (educators, community members, MH providers, etc) to raise awareness of psychotic illnesses and resources for intervention.
 - Status – Training has started
 - Evaluation Measures:
 - Track number of inquiries and referrals that were made by first level interventionists

4.1 Objective Continued

- ▶ Utilize marketing resources and social media to raise awareness of CORE.
 - Evaluation Measures:
 - Track referral source for all inquires to CORE and which methods were most frequently mentioned as the referral source

4.2 Objective

- ▶ **Utilize HelpsHereDE.org (online resource) to raise awareness of substance use and addictive disorders assessment and treatment resources.**
 - Partner Agencies: DSAMH, DPBH (lead)
 - Focus on youth and young adults
 - Evaluation Measures:
 - Quarterly reporting on number of times site is accessed

4.2 Objective Continued

- ▶ **Utilize marketing resources, social media and exhibiting to raise awareness of this resource.**
 - Status – Billboards are being put up
 - Evaluation Measures:
 - Quarterly reporting on marketing efforts, exhibit events, and number of social media posts.
 - Work group is investigating whether it's possible to track if website referral was successful & was the info helpful.

Focus for 2015

- ▶ Focus for the rest of the year – refining data resources
 - Meeting with DHSS personnel responsible for Help Is Here website and social media management
 - Meeting with DPBH CORE program director to finalize data to be collected and methodology to be used

Beyond 2016 – tracking data quarterly and reporting