

# SHIP Strategy 4 Mental Health Awareness Work Group

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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
  - Statewide with special emphasis on Northern New Castle County and Sussex reaching diverse populations
  - Partner Agencies: DSAMH, DPBH (lead)
  - Strategy 4 will focus on anti-stigma efforts which are parallel to the early intervention and treatment efforts.
    - We will capture number of anti-stigma presentations and number of participants reached.

## 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.

# 4.3 Objective

- ▶ **Utilize Crisis Intervention Team (CIT) Training program for law enforcement to measure awareness efforts.**
  - Status – CIT training is in it's third year.
  - Evaluation Measures:
    - Quarterly reports on updated numbers of LE personnel trained.
    - Quarterly reports on number of community based resources participating in community resource fairs.

# 4.4 Objective

- ▶ **Utilize efforts of MH advocacy organizations to measure efforts at awareness and stigma reduction. Encourage collaboration.**
  - Status – Organizations have worked at this for years.
  - Evaluation Measures:
    - Quarterly reports on efforts of advocacy efforts to raise awareness (number of events).

# Focus for 2016

- ▶ 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
  - Working with CIT committee to report data
  - Work with and encouraging advocacy groups on awareness efforts

Beyond 2016 – tracking data quarterly and reporting