

SHIP Strategy 4

Increase Awareness of Mental Health and Substance Abuse Issues

Group Members

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Objective 4.1

Develop and Implement anti-stigma awareness program

Objective 4.1 Continued

- Activity: Develop consistent message to be used by all participating organizations
 - 2015-2016
- Activity: Implement awareness message through program partners, social media, etc.
 - 2016-2018

Objective 4.1 Continued

- Responsible organizations:
 - DSAMH & DPBHS
 - Stakeholders (Advocacy Organizations, Provider Organizations)

Objective 4.1 Continued

- Evaluation Measures
 - Development: identified awareness materials, distribution sites, and methods
 - Implementation: # of materials distributed, change in # of calls received by resources, website hits, social media reach

Objective 4.2

Develop and Implement social & emotional wellness promotion initiative targeting groups across the lifespan

Objective 4.2 Continued

- Activity: Develop consistent message to be used by all participating organizations
 - 2015-2016
- Activity: Implement awareness message through program partners, social media, etc.
 - 2016-2018

Objective 4.2 Continued

- Responsible organizations:
 - DSAMH & DPBHS
 - Stakeholders (Advocacy Organizations, Provider Organizations)

Objective 4.2 Continued

- Evaluation Measures
 - Development: identified awareness materials, distribution sites, and methods
 - Implementation: # of materials distributed, change in # of calls received by resources, website hits, social media reach