Stigma and Discrimination Reduction Campaign Overview
Overview

• MHSA PEI Statewide Projects Stigma and Discrimination Reduction Background
• Logic Model and Development Research
• Statewide Campaign Tactics & Timeline
• Mobilization Campaign
  – Key Objectives
  – Media Reach
  – Creative Concepts and Testing Results
  – ReachOut.com
MHSA PEI Statewide Projects Stigma and Discrimination Reduction Background
Stigma and Discrimination Reduction

• Counties funded CalMHSA with MHSA funds to Implement Statewide PEI Project

• CalMHSA has 24 contract partners implementing 3 PEI Initiatives

• Stigma & Discrimination Reduction includes four programs (10 contracts)
  - Strategies for a Supportive Environment
  - Values, Practices and Policies
  - Promising Practices
  - Advancing Policy to Eliminate Discrimination

• Program partners have been identified for all four programs totaling roughly $45 million investment of county funds
SDR Strategies for a Supportive Environment

- RS&E Team recommended by review panel
- Valuable experience in social marketing and working statewide and local campaigns
- Strong team – collaboration with statewide organizations
- Emphasis on youth – synergies with county efforts
- Logic model steeped in research and reflective of CalMHSA values
Logic Model and Development Research
Logic Model Development Research

Sources

• Literature review producing 32 citations for program design including:
  – Multiple works by Ronald C. Kessler, PhD, and Patrick W. Corrigan, PsyD
  – Federal and state sources including CDC/BRFSS, IOM, CDMH, HHS
  – International stigma literature from Australia, New Zealand and U.K.

• Primary Research, including:
  – Quantitative surveys of pre-teens and adults on knowledge and attitudes/beliefs
  – Monitoring of teen/young adults website usage for online support-seeking
Logic Model Development Research

Topics

- Prevalence, subgroups (esp. age, culture/ethnicity, sexual orientation)
- Risks, outcomes, co-morbidity
- Public attitudes, knowledge, beliefs
- Stigma and discrimination forms, settings, impacts
- Strategies and campaigns to address stigma
- Help-seeking, mental health care
Logic Model Development Research

Key Findings

• 9-13: Key gaps in knowledge
• 14-24: Broadly receptive to peer support
• 25+: Respond well to contact that disconfirms adult stereotypes
  » Need enhanced knowledge, attitudes and beliefs to address mental health challenges among children 0-8
Lifespan - Stigma

14-24: Isolation

9-13: Misconception

8 and under: Denial/Blame

25+: Discrimination
Lifespan - Destigmatization

14-24: Support and Influence

9-13: Understanding

8 and under: Recognition and Guidance

25+: Acceptance and Inclusion
Logic Model

- Inputs
- Activities
- Targets
- Outcomes
Logic Model

**Inputs**
- Research & best practices
- Existing materials, research
- Funding
- Contractors
- Media partnerships
- Communications technology

**Activities**
- **Social influence of youth movement dramatized in statewide public television documentary & PR outreach campaign**
- **Broadcast, digital and print advertising drives young PWMI & empathizers to contact website (ReachOut.com)**
- **Tailored content at ReachOut.com promotes large-scale contact, disclosure and support; converts self-stigma to energy, empowerment, and social influence**
- **Broadcast and digital advertising drives pre-stigma tweens to inoculating online education, predisposing disclosure & support at next life-stage**

**Targets**
- **Educated**
- **Receptive**
- **Progressive**
- **Social**
- **Supportive**
- **Blooming**
- **Diverse**
- **Learning**
- **Growing**
- **Open**

- Decision Makers
  - Adults 25+:
    - Child care
    - Family/friends
    - Teachers
    - Employers
    - Healthcare, Law enf., Elder care
- (PWMI)
  - Self-Stigma
  - Youth 14-24
- Empathizer
  - Youth 14-24
- Pre-Stigma
  - Pre-Teens
  - 9-13
Logic Model

**Targets**

- **Educated**
  - Decision Makers
  - Adults 25+:
    - Child care
    - Family/friends
    - Teachers
    - Employers
    - Healthcare
    - Law enfr.
    - Elder care

- **Receptive**
  - (PWMI)
  - Self-Stigma
  - Youth 14-24
  - Empathizer
  - Youth 14-24

- **Progressive**
  - Learning
  - Growing
  - Open

- **Social**
  - Supportive
  - Blooming
  - Diverse

- **Receptive**
  - Decision Makers
  - Adults 25+:
    - Child care
    - Family/friends
    - Teachers
    - Employers
    - Healthcare
    - Law enfr.
    - Elder care

**Outcomes**

- **Short** (Awareness) (web usage)
  - (+) Awareness of documentary
  - PR outreach

- **Medium** (Attitudes)
  - (-) Perceptions of stigmatizing
  - differences
  - (+) Perceptions of new norms

- **Long** (Behavior)
  - (+) “Yes” would socialize, hire or
  - live next to PWMI
  - (-) Instances of
  - discrimination

### INFLUENCED AGAINST STIGMA

- (+) Awareness of documentary
  - PR outreach

### MOBILIZED AGAINST STIGMA

- (+) Awareness of website
  - and advertising

- (-) Perceptions of stigmatizing
  - differences

- (+) Perception of power to
  - influence change

### INOCULATED/PREDISPOSED AGAINST STIGMA

- (+) Awareness of education
  - campaign

- (+) Knowledge of de-
  - stigmatizing facts

- (+) Mature into teens who
  - disclose and support
Statewide Campaign Tactics & Timeline
Statewide Campaign Support 2012

- May: ReachOut Forums, Celebrity PSAs, high school outreach, streaming radio, social media game
- June: LA Youth Editorials, online banner, and print ads targeting 14-24 year olds
- July: Outreach to parent bloggers
- August: Radio and Online banner ads targeting 9-13 year olds, Social media campaign for 14-24 year olds, Rural community outreach
- September: Online games for 9-13 year olds, Media outreach and social media campaign, Bloggers promote documentary
- October: PBS Documentary, API, Latino Outreach, Celebrity PSAs, contests, giveaways, Community Screenings
- November: Celebtrity PSAs, contests, giveaways, Community Screenings
- December: Anti-Stigma Arts Network
Mobilization Campaign
Mobilization Campaign

Key Objectives

• Target 14 – 24 year olds (multicultural youth)
• Drive them to ReachOut.com website
• Encourage support seeking & support giving around mental health
• Mobilize youth to change norms and influence inclusion and acceptance
Media Reach – Mobilization Campaign

• Media will reach an estimated 80% of people 14-24 in California
• The paid advertising campaign will:
  – Reach 74% of General Market 14-24
  – Reach 84% of Hispanic 14-24
  – Reach 71% of African Americans 14-24
  – Reach Asian/Pacific Islanders 14-24 through General Market media efforts

*Media coverage and ethnic deliverables based on data for people 12-24 years of age*
Media Reach – Mobilization Campaign

Paid Media Tactics

Online/Mobile
Statewide

Radio
Los Angeles – Riverside/San Bernardino, San Francisco – San Jose, San Diego
Sacramento – Stockton – Modesto, Fresno – Visalia, Bakersfield

Alternative Print
Los Angeles, San Francisco, San Diego, Sacramento
## Media Reach – Mobilization Campaign

### Paid Media Rationale

<table>
<thead>
<tr>
<th>Feature</th>
<th>Radio</th>
<th>Print</th>
<th>Digital</th>
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<tr>
<td>Cost efficient</td>
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<td></td>
<td>✓</td>
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<tr>
<td>Dramatize message</td>
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<td>✓</td>
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<td>High target reach</td>
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<td>Time spent with medium</td>
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<td>Communicate detail</td>
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<td>Provide resources</td>
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<td>✓</td>
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<tr>
<td>Ability to tailor messages</td>
<td>✓</td>
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<td>✓</td>
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<tr>
<td>New use of traditional tactics</td>
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<td>✓</td>
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<tr>
<td>Can reach anywhere (mobile)</td>
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Media Reach – Mobilization Campaign

- Added Value opportunities will extend the value of paid media efforts by approximately $1 million and include:
  - Editorial in alternative press
  - High school outreach
  - Celebrity PSAs
  - 30-minute program created specifically for CalMHSA
  - Gay Pride streaming radio
  - Social media game
  - Promotion to grow Facebook community
Mobilization Campaign
Formative Research
Evaluation of creative concepts for the CalMHSA mobilization campaign

- Creative concepts are initial ideas for ads
- They are typically tested with target audiences prior to an approach being finalized
- They are assessed for their ability to command attention, clearly convey intended messages, believability, relevance and persuasive power
Mobilization Campaign
Formative Research

Methodology

• One-on-one interviews (20% conducted in Spanish)

• Fresno, Los Angeles, and San Francisco

• A mix of 14-24 year olds consisting of 52% female, 48% male with a racial/ethnic make-up of: 24% African American, 16% Asian, 36% Latino, 12% White, 12% Other
Mobilization Campaign
Formative Research

Concepts

Whatever’s Going On in Your Head

Don’t Deal With Heavy Issues Alone

Everybody’s Got Problems

Deflated

Don’t deal with heavy issues ALONE.
Mobilization Campaign
Formative Research

Whatever’s Going On in Your Head

- Respondent’s felt the message of this concept was the most confusing and least connected to mental health
- Received lowest quantitative ratings

“Confused. I look at the visual, I would be confused. It would take me time to digest it. It doesn't speak loud enough.”

“I didn't get the song at all. If the images went along with each sentence, it might make more sense.”

“I like it. You find out that other people may feel the same way as you.”

Average Quantitative Score
Mobilization Campaign
Formative Research

Deflated

- Respondents enjoyed the balloon metaphor but were confused by the “eat” sign
- Radio advertisement’s focus on drugs confused respondents

“I don’t like this ad. Doesn’t feel like it’s getting a particular message across. Just a balloon with text on it and a sign that says "eat."

“I was just inferring what the images meant…Doesn’t tell you to reach out if you're getting bullied. Not playful.”

“I liked that it mentioned that if you have the kind of problems as the boy in the ad, you can go to the website for help.”

Average Quantitative Score
Mobilization Campaign
Formative Research

Everybody’s Got Problems

• Chosen as the most effective concept by the most respondents
• Clear message and connection between advertisements

“I felt that this is the best ad out of all of them because it is giving the message clearly.”

"It's very descriptive on what ReachOut.com is… I know exactly what the website is."
Mobilization Campaign
Formative Research

Don’t Deal With Heavy Issues Alone

- Scored as well as “Everybody’s Got Problems” on quantitative measures and respondent choice
- Elicited positive feelings

“You clearly see what the message is. The animation gets the message across.”

“The message is there for both. Humor is there in the online…but it the radio sounds more like the opposite. Like he's dealing with it alone.”

Average Quantitative Score
Mobilization Campaign
Formative Research

Conclusion

• “Everybody’s Got Problems” and “Don’t Deal With Heavy Issues Alone” both scored highly on the quantitative ratings and in the overall choice given by respondents

• “Everybody’s Got Problems” garnered the most positive response during the qualitative interviews

• Respondents expressed significant doubts about the effectiveness of “Deflated” and “Whatever’s Going On in Your Head”
Everyone struggles with mental health issues at some time - even the people who seem perfect and together on the surface. When things aren’t going so well for you, or for a friend, it’s important to reach out. ReachOut.com is a great first stop for young adults who need hope and help.
Creative Concepts

Don’t Deal With Heavy Issues Alone

This is a message of hope, resilience and strength. It’s about opening up and seeking help if you need to. It’s about reaching out to a friend in trouble. The tone is upbeat – a reflection of the bright, positive and welcoming vibe at ReachOut.com.
Mobilization - Next Steps

• RS&E & CalMHSA to confer on recommended concept

• Development of recommended creative executions
  – Radio (English & Spanish)
  – Digital (English & Spanish)
  – Print
  – Social Media Messaging

• Gain final approval on executions from CalMHSA

• Campaign elements to begin week of May 14
Mobilization: ReachOut.com
ReachOut.com

Key Objectives

- De-stigmatize mental illness
  - Increase mental health literacy
  - Encourage help-seeking
  - Build resilience through improved coping skills
  - Increase social connectedness and social power

Reduced risk of suicide
Better mental health
Happier lives
Nearly 200 pages of information on mental health related issues and resources

Almost 1,000 audio and written stories by young people

Discussion forums

Blog entries

Regional resources

Mobile access

Text message campaign
ReachOut.com
Live Demo
ReachOut is multi-cultural and statewide.

95,759 California visitors

431% growth in California visitors in last 6 months

31,000+ California fans on the MyYearbook social networking site

27,000 California visitors in the month of February
CalMHSA Peer Leaders 2012
ReachOut.com
Peer Leaders

• 5 Latinos/ fluent Spanish speakers
• 1 LGBT out youth
• 2 Asian American youth
• 1 African American youth
• 1 American Indian youth
• 3 Caucasian youth
• Several people living with a mental health challenge
On the Horizon

- Developing Rural/Frontier County outreach campaign with tailored strategies
- Developing collaborative projects with contractors from Student Mental Health and Suicide Prevention
- PBS Documentary with community forums and other activities in collaboration with counties
- Statewide Speaker’s Bureau
Thank You

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