

## Outreach and Public Awareness Campaigns

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| <b>Examples of programs</b>                      | <ul style="list-style-type: none"> <li>• Social marketing/multimedia campaigns</li> <li>• Development and dissemination of informational resources</li> <li>• Website</li> <li>• Health fairs</li> <li>• Speakers' bureau</li> </ul>   |
| <b>Sample short-term outcomes and benchmarks</b> | <ul style="list-style-type: none"> <li>• Increased knowledge and more supportive attitudes about mental illness and mental health recovery</li> <li>• Increased help seeking among persons with MH issues</li> </ul>   |
| <b>Key evaluation questions</b>                  | <p><b>Program implementation questions:</b></p> <ul style="list-style-type: none"> <li>• How are resources disseminated?</li> <li>• How often and by whom were resources accessed?</li> </ul> <p><b>Outcome evaluation questions:</b></p> <ul style="list-style-type: none"> <li>• What proportion of individuals exposed to the materials and messages have improved knowledge, attitudes and skills?</li> <li>• To what degree did materials increase help seeking?</li> <li>• What proportion of consumers (individuals with mental health issues) experience reduced stigma?</li> <li>• Do improvements in outcomes meet your county benchmark goals?</li> </ul> |
| <b>Potential data sources</b>                    | <ul style="list-style-type: none"> <li>• Metrics for exposure to resources or media (e.g., Google Analytics)</li> <li>• Focus group of audience(s)</li> <li>• Key informant interviews</li> <li>• Surveys of audiences</li> </ul>  |
| <b>Sample measures and tools</b>                 | <ul style="list-style-type: none"> <li>• <b>Sample surveys:</b> CalMHSA SDR Knowledge and Attitudes Surveys (for statewide SDR initiatives)</li> <li>• Lubben Social Network Scale (LSNS-6)</li> <li>• Spreadsheets to track quantitative data from different sources (e.g., audience numbers and demographics attending outreach events, tracking of dissemination/reach)</li> <li>• Google Analytics/website traffic metrics</li> </ul>  |
| <b>Relevant analysis methods</b>                 | <ul style="list-style-type: none"> <li>• Basic descriptive statistics, including counts and demographics of individuals exposed to resources and campaigns</li> <li>• Inferential statistics: comparison of outcomes (e.g., experience of stigma, knowledge and attitudes) across different groups (audiences vs. non-target audiences) or across points in time for the same individuals (pre-post exposure to messages)</li> <li>• Examination of level and direction of change scores in comparison to benchmarks</li> </ul>  |