

Outreach and Public Awareness Campaigns

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