Outreach and Public Awareness Campaign and Evaluation Components

Example Program

What is developed?

Message(s) content and form
Community education materials
Distribution outlets

What is delivered, and to whom?

Outreach to target audience(s)
Exposure of target audience(s) to materials and messages

What changes are expected?

Increased knowledge and more supportive attitudes about mental illness and recovery
Increased utilization of services among persons with mental health issues

Are there public health benefits?

Reduced stigma and discrimination
Reduced suicide risk and completion
Improved social and emotional well-being
Decreased suffering
More supportive communities

Program implementation outcomes

Short-term or client outcomes

Multi-media campaign

Community outreach and engagement

Community education content and materials
Speakers' bureau
### Evaluation of Multi-Media Campaign

<table>
<thead>
<tr>
<th>What is developed?</th>
<th>What is delivered, and to whom?</th>
<th>What changes are expected?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Multi-media campaign</strong></td>
<td>Outreach to target audience(s) Exposure of target audience(s) to materials and messages</td>
<td>Increased knowledge and more supportive attitudes about mental illness and recovery Increased utilization of services among persons with mental health issues</td>
</tr>
<tr>
<td><strong>Message(s) content and form</strong></td>
<td>How often and by whom were resources accessed? Are targeted groups aware of information?</td>
<td>What proportion of audience increased their knowledge and improved their attitudes as a result of the materials? What proportion of audience sought services as a result? What proportion of persons with mental health issues experienced reduced stigma?</td>
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<tr>
<td>Community education materials Distribution outlets</td>
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<tr>
<td>To what degree are the message and materials of high quality and appropriate (e.g., culturally, linguistically)? Are there sufficient distribution resources?</td>
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<tr>
<td>Content review Key informant interviews Audience surveys</td>
<td>Demographics of audience Tracking of dissemination/reach Metrics for exposure (Google Analytics, etc.)</td>
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### How will it be evaluated?

- Audience survey
- Community survey
- Website survey

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Evaluation of Community Outreach and Engagement

**Example Program**

- Community outreach and engagement

**What is developed?**

- Community education content and audience
- Speakers’ bureau

**What is delivered, and to whom?**

- Outreach to target audience(s)
- Exposure of target audience(s) to materials and messages
- Participation in events/resource use

**What changes are expected?**

- Increased knowledge and more supportive attitudes about mental illness and recovery
- Increased utilization of services among persons with mental health issues

**What will be evaluated?**

- How often and by whom were resources accessed?
- Are targeted groups aware of information?

**How will it be evaluated?**

- Content review
- Key informant interviews
- Pre-post surveys

- Demographics of audience
- Tracking of dissemination/reach

- Audience survey
- Community survey

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Stigma Reduction Outcomes

**Awareness** of stigma and discrimination for people with MH issues

**Social distance**: people’s unwillingness to interact with people with MH issues

**Perceived dangerousness**: of people with various MH issues

**Recovery**: people’s belief that recovery from MH issues is possible

**Provision of support**: people’s desire to be as supportive as possible to people experiencing a mental illness

**Help seeking**: likelihood the respondent would seek help for a serious mental health issue

**Disclosure**: likelihood the respondent would disclose a mental health issue to family, friends, and/or co-workers
Sample Program Descriptions

**Multi-media Campaign**
Multi-media campaigns aim to increase community awareness about mental health issues and reduce stigma and discrimination toward individuals and families living with mental illness. These programs include culturally and linguistically appropriate multi-media community awareness campaigns with specific efforts toward educating and engaging unserved and underserved cultural and ethnic communities. The campaign also supports community agencies in including de-stigmatizing language in service planning, public documents, and engagement activities.

**Specific Services**
- Informational website
- Speaker's Bureau including consumers and family members
- Public service campaigns and social marketing campaigns

**Community Outreach and Engagement**
The community outreach and engagement efforts focus on various topics including, but not limited to: general mental health issues, early warning signs of mental illness, suicide prevention, and trauma. Information is disseminated and presentations are made in schools, community centers, faith-based settings, and other venues based upon request to reach as many community members.

**Specific Services**
- Outreach activities including cultural celebrations within the community and employment and health fairs targeting specific racial, cultural and ethnic groups
- Speaker's Bureau including consumers and family members