

May 2018

Behavioral Health Advisory Board + Civilian



CAMPAIGN OVERVIEW VIDEO



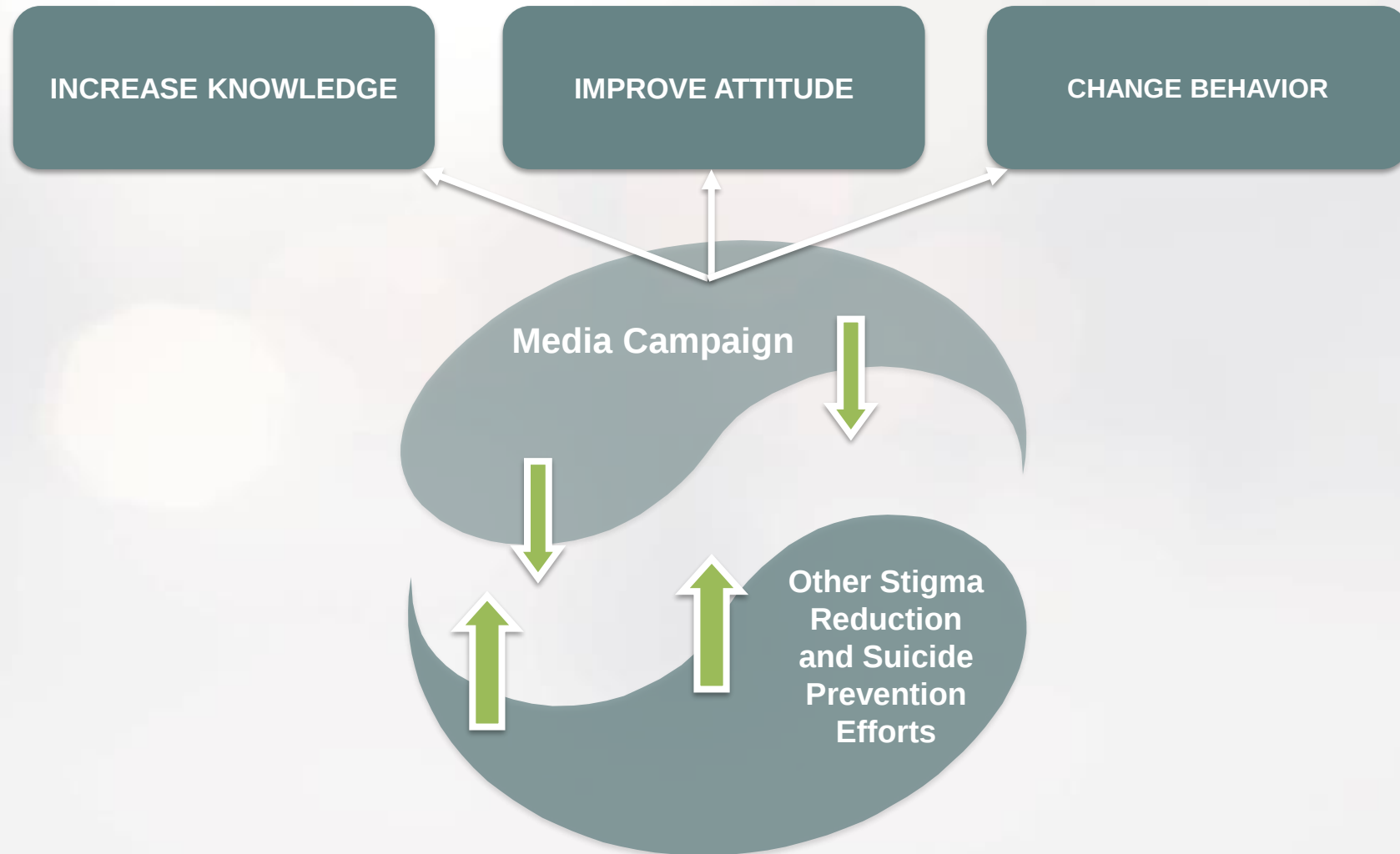
Up2SD.org[®]

The background is a solid blue color. A large, white, semi-transparent 'X' shape is centered on the page, formed by two intersecting diagonal lines. The text 'CAMPAIGN OVERVIEW' is positioned to the right of the center of the 'X'.

CAMPAIGN OVERVIEW

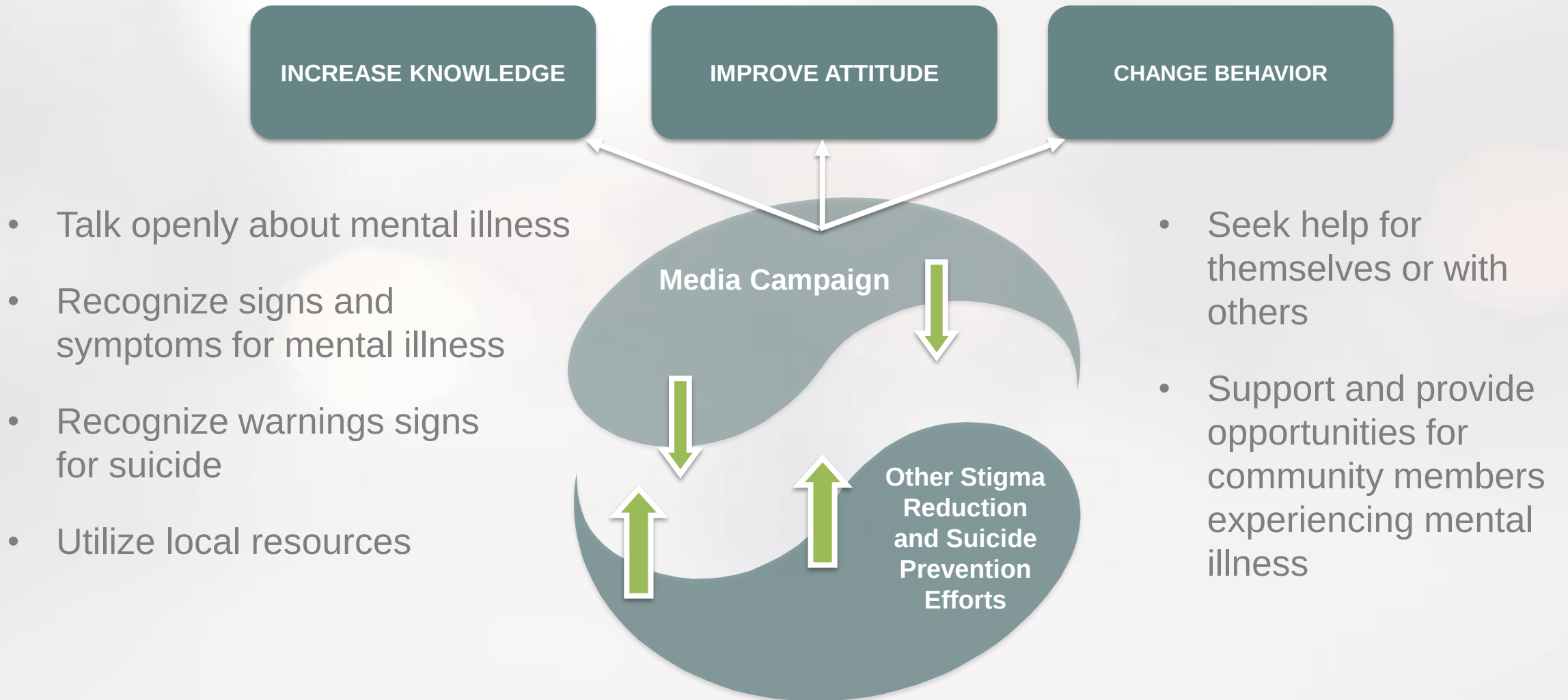
CAMPAIGN MODEL

CAMPAIGN GOAL: To reduce stigma and prevent suicide in San Diego County.



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TARGET AUDIENCES

San Diego Audiences

- General Market
- Hispanic Market

Targeted Outreach

- Older Adults
- Veterans
- LGBTQIA+
- Middle-aged White Men
- Transition Age Youth
- Primary Care Physicians
- Vietnamese
- Filipino
- African American



HIGH IMPACT MONTH PROMOTIONS

It's UP to US

Up2SD.org | Young Adults | Men | Physicians | Español

Learn Help Others Resources About

Crisis Line (888) 724-7240

Search

Speak up and spread the word

Support Mental Health Awareness!

MENTAL HEALTH MONTH

Mental health challenges are very common. In fact, one in five adults experiences a mental illness in any given year. But with treatment and support, recovery is possible. Open Up and talk openly about mental illness. Watch this video!

Talk Openly



Mental Health Matters!

Throughout the month of May, people from San Diego County and across California will come together to spread awareness about the importance of mental health. Learn how you can show your support and join the movement!

Read Up:

What is mental health?

A variety of factors contribute to our feelings of wellness, including our physical, mental and emotional health. When we are in a good state of mental health, we are productive and adapt well to change and adversity. We might not feel blissfully happy, but we are able to handle life's ups and downs with reasonable ease. When we lose the ability to handle life's challenges effectively and with good perspective, a mental health disorder might be the root of the problem and needs attention. There are many kinds of mental health disorders, including depression, anxiety disorders, schizophrenia, bipolar and others. While we don't know all the causes, we do know that they are real and treatable medical conditions, equally as important to address as physical ailments.

Speak Up:

Together we can make a difference.

Lime green is building momentum as the national color for mental health awareness. Wearing the lime green ribbon is a great way to open an honest dialogue with friends, family, classmates and coworkers about mental health. And it's an easy way to show your support.

Link Up:

Help is available.

If you or someone you care about is in an emotional crisis or needs immediate help, call the San Diego Access and Crisis Line at (888) 724-7240

Up2SD.org | Men | Young Adults | Physicians | Español

It's UP to US

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Speak up and spread the word

Support Suicide Prevention Awareness!

PAIN ISN'T ALWAYS OBVIOUS.

Share this page to encourage others to **Read Up** on the warning signs for suicide and **Reach Out** to someone they care about.

Suicide Prevention Awareness - Know the Signs



Even surrounded by friends and family, someone experiencing emotional pain can feel isolated. You may sense something is wrong, but not realize how serious it is. Trust your instincts.

Know the Signs >> Find the Words >> Reach Out

In September, people in San Diego and across the globe will come together to spread awareness about the warning signs and offer support to those who have lost someone to suicide.

KNOW THE SIGNS

The warning signs for suicide— withdrawal, depression and hopelessness—are there, but not always obvious. It's up to us to learn to recognize the warning signs and offer support to someone we care about.

FIND THE WORDS

"Are you thinking of ending your life?" Few phrases are as difficult to say to a loved one. But when it comes to suicide prevention, none are more important. [Click here](#) for suggestions on how to find the words to start the conversation.

REACH OUT

For more information and local resources [click here](#). If you or someone you care about is in an emotional crisis and needs immediate help, call the San Diego Access & Crisis Line: (888) 724-7240

Get Up and Participate:

You can take your own steps towards supporting fellow San Diegans. Walk in memory of a loved one, show your support, and participate in a free walk/run to learn the warning signs of suicide.

It's UP to US

Up2SD.org | Young Adults | Men | Physicians | Español

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Search

Speak up and spread the word

Recovery IS POSSIBLE!

National Recovery Month honors individuals on their journey of recovery. Each September, people in San Diego and across the nation celebrate the importance of recovery and highlight the successes of millions of Americans in overcoming substance abuse and co-occurring disorders. Their stories communicate a powerful message: that prevention works, treatment is effective and recovery is possible! Whether someone is experiencing a mental illness, substance use disorder or both, they need your help and support. Learn how to support someone on their road to recovery or link up for resources.

Important Tips!

- **Read up on symptoms and treatment options. Remember – help is available and recovery is possible.**
 - It's important to learn the symptoms for both mental health problems and substance use.
- **Don't mix your medications with alcohol or other drugs.**
 - Carefully read and follow labels on medicine containers. Warnings to avoid drinking alcohol or taking other drugs while using prescriptions are precautions to help keep you safe.
- **Don't share your medications.**
 - While your intention may be to help a friend with a headache or low mood, sharing medications can have unintended and even fatal consequences. Sharing prescriptions is never a good idea.
- **Support a friend and family member.**
 - Whether someone is experiencing a mental illness, substance use disorder or both, they need your support and help. For more information, visit: <http://www.up2sd.org/offer-support>
- **Stay healthy – exercise, eat right and get plenty of sleep.**
 - The simple and fundamental practices of good nutrition, adequate sleep and regular exercise are always helpful. To learn more about wellness, visit: <http://www.up2sd.org/learn/wellness>

Link Up: Help and support are available

Visit: www.Up2SD.org/offer-support

Call the San Diego Access and Crisis Line: (888) 724-7240

Join the Recovery Happens celebration!

Liberty Station
September 17, 2016

Recovery Happens Celebration in the Park is hosted annually by Behavioral Health Services and Substance Use Disorder providers to support and celebrate those on the journey of recovery. This free event will feature a recovery countdown, resource fair and fun family activities. The event is open to the



Bruce's Story

Watch Bruce's story of strength and perseverance.



Depende de Nosotros

crear un San Diego saludable y unido

Boletín especial que cubre temas de salud mental para los residentes de San Diego

Edición Noviembre

Cuando lo externo se convierte en interno:

El estrés comunitario y nuestra salud mental



Acerca de la campaña

La campaña "Depende de Nosotros" está diseñada para dar a los residentes de San Diego la oportunidad de hablar abiertamente sobre enfermedades mentales, reconocer los síntomas, usar los recursos locales disponibles y buscar ayuda. Al crear conciencia y poner acceso a los recursos locales, nuestro objetivo es inspirar al bienestar, reducir los estigmas y prevenir suicidios.

La recuperación es posible y hay ayuda a su disposición. Depende de Nosotros marcar la diferencia en la vida de los residentes de San Diego que experimentan el reto de problemas mentales afectando sus ajetos y proporcionando las oportunidades.

Esta campaña se ha creado a través de la Agencia de Salud y Servicios Humanos del Condado de San Diego y apoya la visión del plan del condado denominado "Vive Bien San Diego" de promover una comunidad saludable, segura y próspera.

It's UP to US

to Create a Healthy & Supportive San Diego

A special bulletin covering mental health topics for San Diegoans

Edición Noviembre

When the External Becomes Internal:

Community Stress and Our Mental Health

About the Campaign

The "It's Up to Us" campaign is designed to empower San Diegoans to talk openly about mental illness, recognize symptoms, utilize local resources, and seek help. By raising awareness and providing access to local resources, we aim to inspire wellness, reduce stigma, and prevent suicide.

Recovery is possible and help is available. It's up to us to make a difference in the lives of San Diegoans by experiencing mental health challenges by offering support and providing opportunities.

This campaign is developed through the County of San Diego Health and Human Services Agency, and supports the County's *Live Well San Diego* goal to promote a community that is healthy, safe and thriving.

Many San Diegoans find these to be challenging times. The political climate is charged, social media is full of rumors and disturbing events, and the news seems to reveal more trauma each day. Mentally raise your hand if you have experienced any of these: a harrowing commute, being stuck in a high demand/low control work situation, unaffordable housing, economic hardship, or concern of losing health care coverage. Now, in the spirit of walking in someone else's shoes, add limited access to jobs, services, and community intimidation; bullying; and fear of being arrested or deported to the list. Imagine the additional stress added for people who might be discriminated against for multiple reasons—their sexual orientation, skin color, religion, mental health status, and/or disability. And when a person must live in a state of prolonged adversity marked with fear and uncertainty it can deeply impact that person's health, both mentally and physically.

There is no easy solution to these complex problems, but a starting point is to strengthen human connections. When the community is severely stressed, all of us are affected. In times of elevated stress, we often withdraw—just when we need more connection. Social capital is the bond that builds trust, connection, and participation throughout a community. It gives people emotional, mental, and physical substance to engage in growing through good and bad times. Without social connections—whether in the form of a game of hoops at the community center, a coffee-break with a neighbor, after-school programs for kids, day programs for seniors, or volunteering efforts throughout one's life—humans will isolate. If we reach out to our neighbors with a smile, it can be the first step in changing the course of someone's life and your own. Empathy and compassion from others are what comfort our neighbors and bridge communities and cultures. As we help each other, we help lessen the stressors in our communities and help local neighborhoods and their residents.

MenteSaludableSD.org

LÍNEA DE ACCESO Y CRISIS

(888) 724-7240

RECURSOS COMUNITARIOS

2-1-1




Up2SD.org

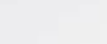
Join us for the journey and make REAL HEALTH REACHES YOU

Access & Crisis Line

(888) 724-7240

COMMUNITY RESOURCES

2-1-1




Tips and resources:

- Visit Up2SD.org for information about mental health, volunteer opportunities, and other ways to get involved.
- Enroll in a free Mental Health First Aid training at www.HHS.org/FirstAidPrograms.
- Foster an atmosphere of tolerance and respect with a yard sign or other public display.
- Seek out sites and organizations that foster tolerance and dialogue. Traditionally these include schools and universities, public libraries, bookstores, faith communities, and interfaith groups, and many of them offer activities open to the public.



Can we talk?

I AM —————
WORRIED
————— ABOUT YOU

It's Up to Us[®]

Warning Signs:

- Talking about wanting to die or suicide
- Feeling hopeless, desperate, trapped
- Putting affairs in order
- Giving away possessions
- Reckless behavior
- Sudden mood changes, or anger
- Increased drug or alcohol use
- Withdrawal
- Changes in sleep
- Looking for ways to kill oneself
- No sense of purpose
- Anxiety or agitation

CAMPAIGN MEDIA STRATEGY

FULL FUNNEL APPROACH

Designed to reach audiences at various stages of interest and intent.

Top-funnel tactics are designed to provide **reach, scale, and frequency** of messaging, whereas lower-funnel tactics become more **targeted** and **drive site visits**.

- Drive awareness, reach, and frequency
- Generate ad recognition with visual and audio messages

Cable TV, Network TV, Radio, Online Video

- Provide opportunities to learn more about mental health, symptoms of mental illness or warning signs of suicide with informative, text driven ads

Facebook, Native Ads, SEM, Email

- Prompt audience engagement with the ads and navigations to the site

Display, Facebook, Native

- Reach active researchers with strategic keyword search terms to drive site visits

Paid Search

- Retarget online video and TV viewers with display ads to prompt site visits
- Retarget site visitors to increase use of site resources

Website
Visits



CAMPAIGN FINDINGS

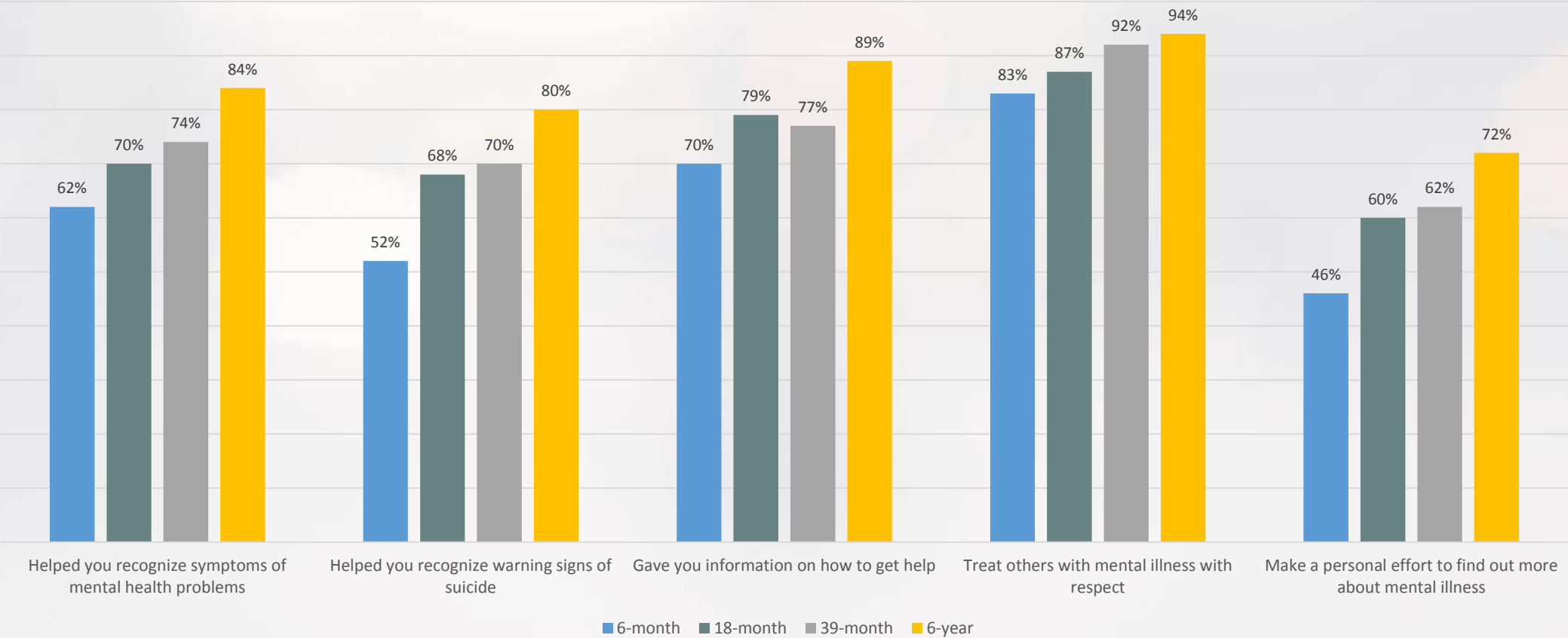
71% of **SAN DIEGO RESIDENTS**
are **AWARE OF** the
IT'S UP TO US campaign

Significant differences in knowledge and attitudes in the desired direction were seen in the individuals aware of the campaign versus those not aware of the campaign.

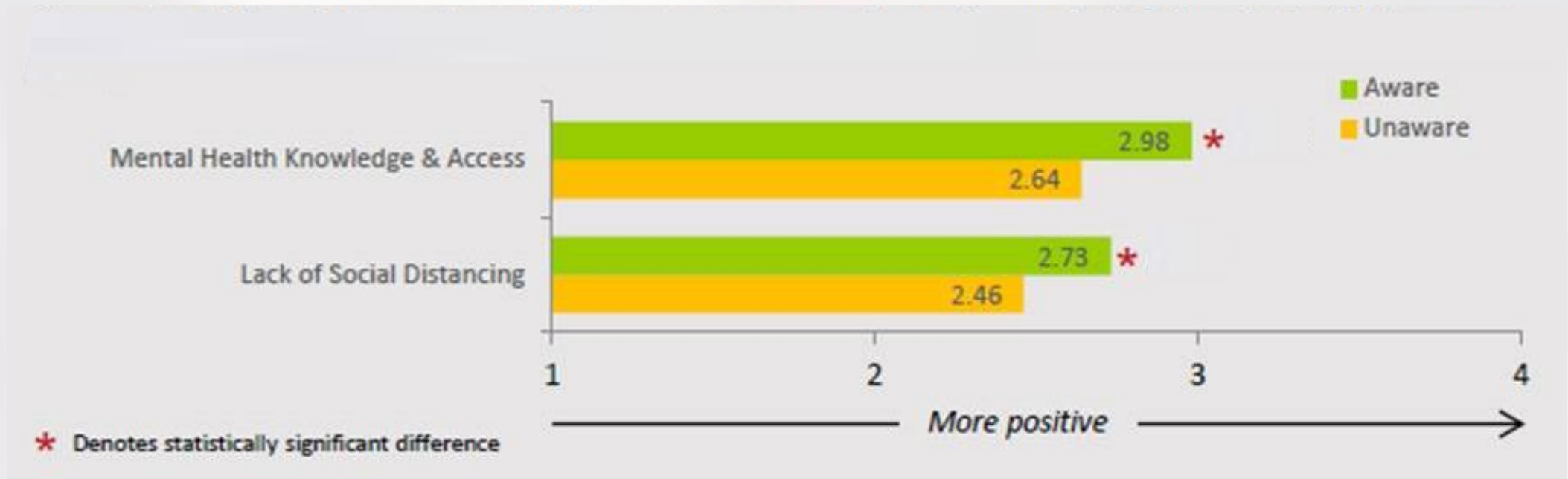
PEOPLE WHO HAD SEEN THE CAMPAIGN
were more likely to agree that the ads helped
them **KNOW WHERE TO SEEK HELP...**

- ☐ ... in their community for mental health problems
- ☐ ... if someone in their family was showing warning signs for suicide

Results of Campaign Over Time (Among Those Aware of Campaign)



Comparison of Domain Scores Across Ad Campaign Awareness Among Respondents Taking the English Language Survey



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CAMPAIGN MESSAGING

CAMPAIGN MESSAGING CONSIDERATIONS

TOPIC

→ Stigma Reduction | Suicide Prevention

TARGET

→ Helper | Person Experiencing Mental Illness | At-risk

LANGUAGE

→ English | Spanish | Other

AUDIENCE

→ Imagery | Cultural Adaptation | Media Selection

CAMPAIGN SERIES

CAMPAIGN INTRODUCTION

These spots were part of the original campaign launch with a local San Diego feel to them. Across the age span, all of them encourage help seeking and stress the importance of family and friends.

HOPEFUL

These spots show people with specific illnesses who explain that with treatment, they got better and are leading normal productive lives.

EMPOWERMENT

These spots show that mental illness is common, and can affect anyone. People who experience mental illness do not fit a stereotype – they are your friend, brother, co-worker or nurse. Encourages viewers to change their perceptions of mental illness.

26% of respondents have received or are currently receiving treatment

Of these, **55%** agreed it took them a long time to begin seeking help after they needed it.

Why?

- **50%** wanted to solve it on their own
- **31%** concerned about perception
- **31%** didn't know where or who to seek help from
- **26%** financial concern
- **21%** not effective
- **20%** reached out previously but treatment wasn't effective
- **19%** afraid to be hospitalized
- **12%** scheduling/transportation barriers

CAMPAIGN MESSAGING EVOLUTION

Promote Conversations → Reduce Barriers → Promote Help Seeking

TALK OPENLY

Encourages friends and family members to talk openly about someone who is experiencing a mental illness.

START THE CONVERSATION

Role models different ways a loved one can start the conversation with a loved they are concerned about and encourages help seeking. Targets the helper.

DON'T DELAY

Encourage people to not delay help seeking for mental health challenges. Will address the person at risk directly.

TALK OPENLY



COLLEGE GIRL



WIFE



BEST FRIENDS



IT'S UP TO US SOCIAL MEDIA & WEBSITE

Join the conversation!

- Facebook: www.Facebook.com/Up2SD
- YouTube: www.YouTube.com/Up2SD

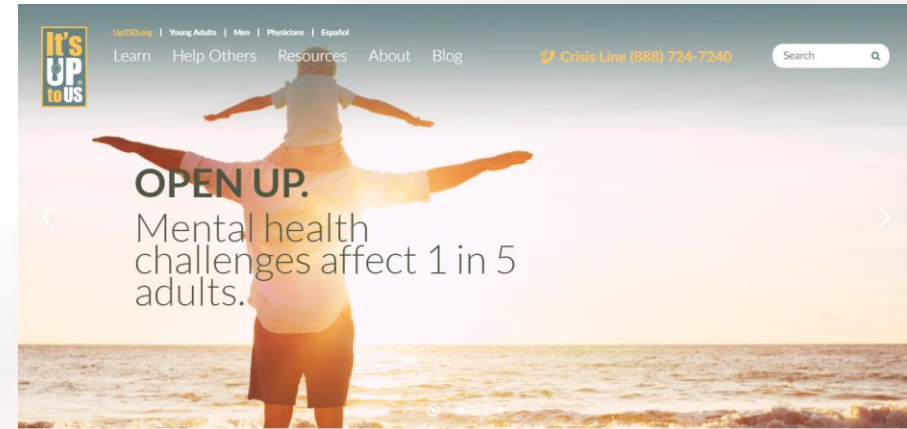
Visit the campaign website!

- English:

Up2SD.org

- Spanish:

MenteSaludableSD.org



THANK YOU





APPENDIX

JUAN



HEAD ON



BEST QUALITIES

