

DSS – DIVISION OF BEHAVIORAL HEALTH **marketing update**

Behavioral Health Advisory Council Meeting // August 2023

HERE'S WHAT'S TO COME.

agenda

Behavioral Health Campaign

988 Campaign

Suicide Prevention Efforts

Website Redesign

Research Update

Discussion

behavioral health campaign

messaging goals

primary

Build awareness and eliminate stigmas around behavioral health issues, while emphasizing prevention and early intervention.

secondary

Educate South Dakota residents and promote the resources available.

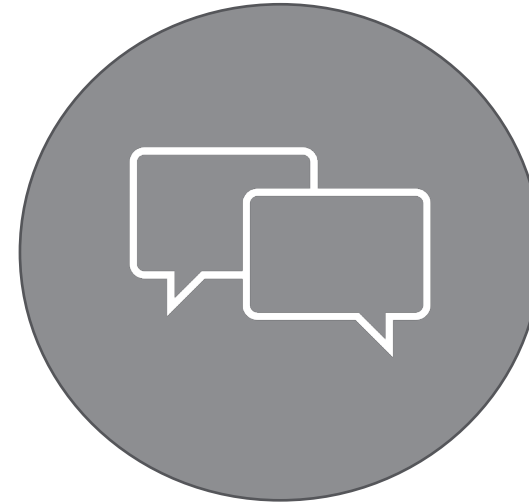


research recap

audience research recap



Statewide Online Survey



Discussion Groups & Interviews

mental health perceptions

Perceptions may be softening, but there is still mistrust of individuals with mental health concerns.

comparing perceptions

Substance Misuse

More likely for the individual to be blamed for their misuse, but less likely to be considered dangerous or unpredictable

Mental Health Disorders

Far less likely for the individual to be blamed for their disorder, but more likely to be considered unpredictable because of their disorder

what should we be saying?

“I just think that's really important for people to know that you're not alone and you're not going to be judged.”

“I think sometimes people with mental illness, so many of us carry a lot of shame and embarrassment with some of the symptoms we have...it's all going to be accepted here and that people are here to help.”

“You should be able to name it (the disorder). If you want to address depression, address it, don't sugarcoat it with an umbrella term.”

messaging

messaging considerations

- Grow awareness + acceptance; eliminate stigma
- Emphasize prevention while speaking to multiple audiences
 - General public + support people
 - People living with a disorder
 - People in crisis
- Tone: inclusive, open, honest and understanding
- Address feelings of isolation, lack of belonging and diminished self-worth that individuals can feel

NOTES
TO
SELF

**everyone has someone
who cares about them.**

**sometimes, we just
need a reminder:**

offering support

- Your support and actions matter
- Letting people know you care and can help when they may not be able to help themselves
- Make an impact in small ways, each day

living with a disorder

- Positive affirmations that your life and happiness matter
- You are important to the world and to other people
- You have value

digital billboards



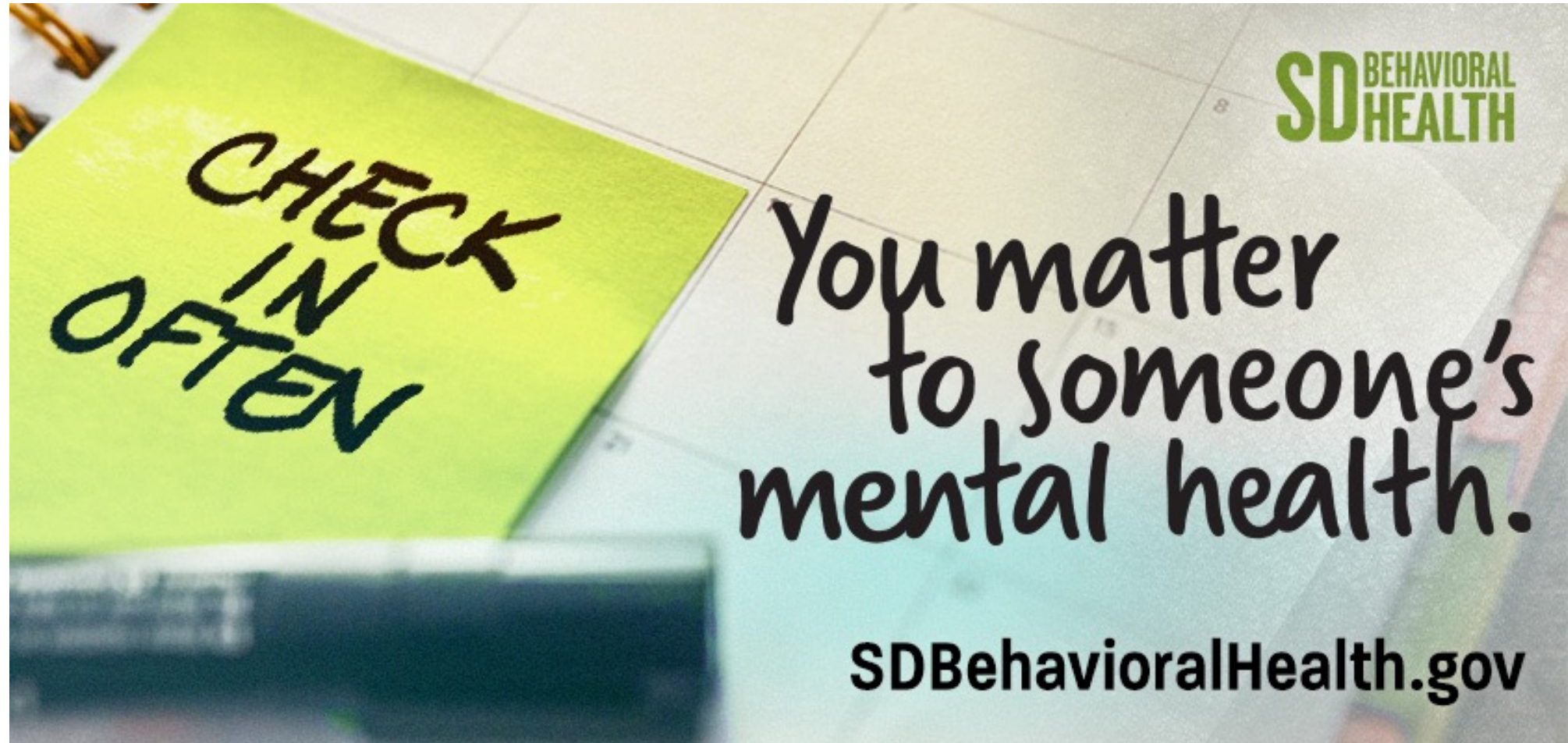
SD BEHAVIORAL HEALTH

NOTE TO SELF
**YOU
MATTER**

No matter what.
Support Your Mental Health.

SDBehavioralHealth.gov

digital billboards



SD BEHAVIORAL HEALTH

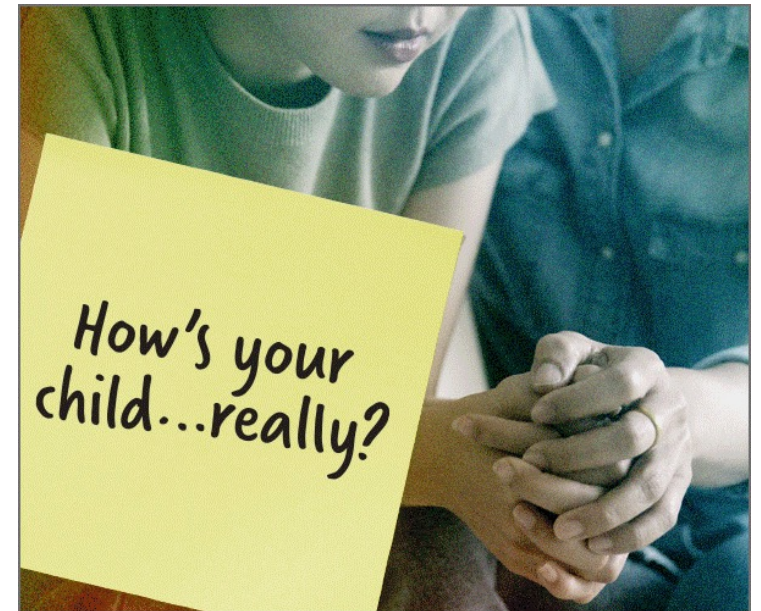
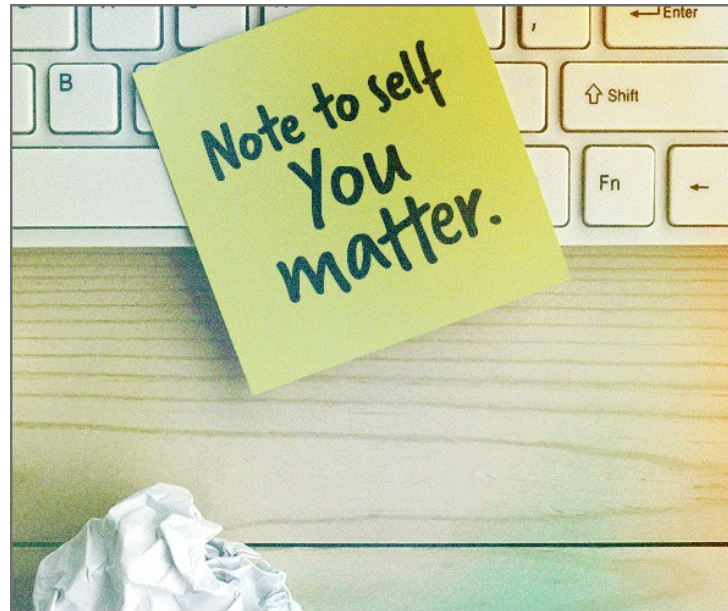
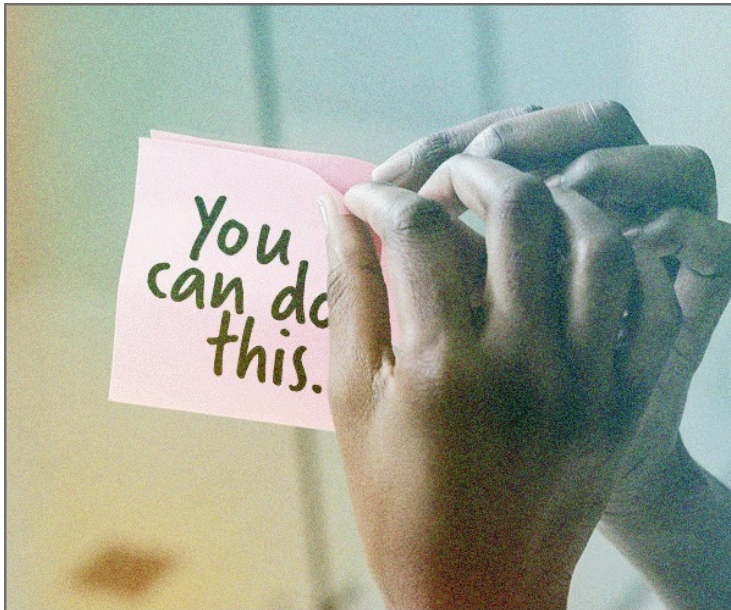
**CHECK
IN
OFTEN**

**You matter
to someone's
mental health.**

SDBehavioralHealth.gov

The image is a digital billboard advertisement. It features a background of a calendar grid. In the top right corner, the logo for 'SD BEHAVIORAL HEALTH' is displayed in green. On the left side, a yellow sticky note is attached to the calendar, with the words 'CHECK IN OFTEN' written in black marker. In the center-right, the text 'You matter to someone's mental health.' is written in a large, black, handwritten-style font. At the bottom right, the website 'SDBehavioralHealth.gov' is written in a bold, black, sans-serif font. A hand is visible on the right side, pointing towards the central text.

display banners



print

Addiction, depression, anxiety or any mental health concern can feel overwhelming. So when the world seems too big, remember this small note. ***See your worth. See your future. And when you're ready, see someone.***

You're worth the fight. Find help at **SDBehavioralHealth.gov**

SD BEHAVIORAL
HEALTH

You
belong
here.

:30 radio









social videos

MENTAL NOTES

Lead people through breathwork and exercises – box breathing, etc.

Five senses exercise

Recognizing triggers

Nature sounds/scapes

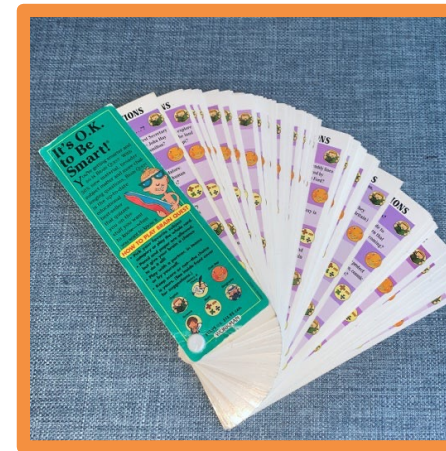
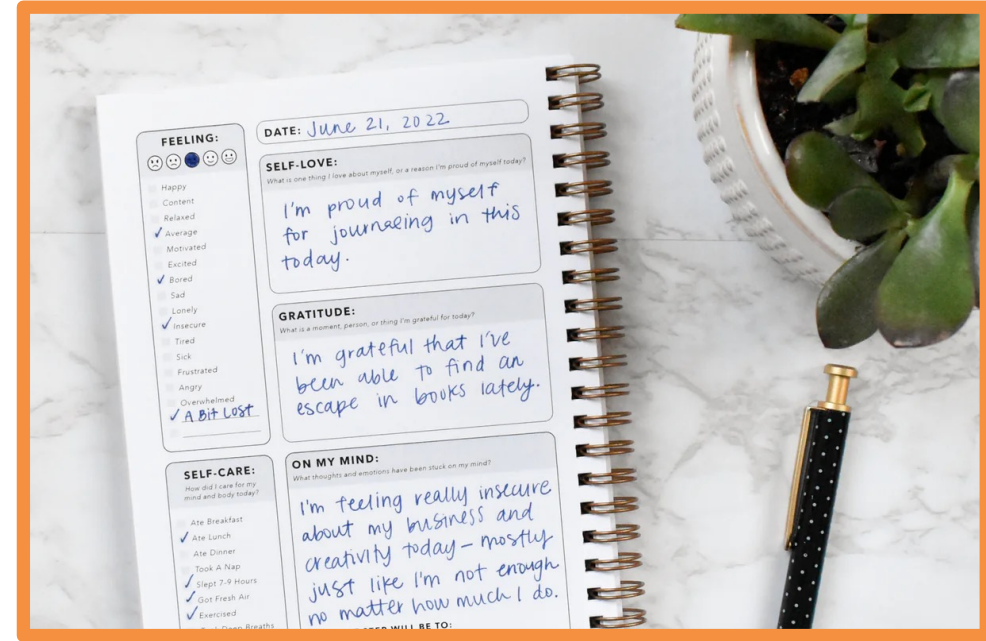
Gratefulness prompts

Celebrating something you did well or overcame today

Reframing negative self-talk

disruptive strategies

- Distribution of journals to 6th graders across the state
- Counselor resource cards for all schools in South Dakota
- Content collaboration with 605 Magazine during October to align with Indigenous Peoples' Day
- Vetting opportunities for murals and/or sidewalk chalk activations in college communities and tribal communities



media

media overview

TIER 1

Goal:

Eliminating stigmas

Channels:

Video
Audio
Out-of-Home
Print
Digital

KPIs:

Reach & Frequency
Impressions
Video Completions

TIER 2

Goal:

Provide information &
resources

Channels:

Digital
Sponsored Content
Social

KPIs:

Clicks
Engagements
Time Spent on Content

TIER 3

Goal:

Reach people who are actively
seeking resources

Channels:

Paid Search
Website Retargeting

KPIs:

Website Conversions
Phone Calls
Appointments

campaign landing page

campaign landing page

- Interim solution to bridge gap between campaign launch and launch of new site
- Look and feel matches campaign theme
- Content will connect users with 988 info, education & resources either directly on the page or link to existing resources on current sites
- Functionality:
 - Interactive quiz to direct people to resources
 - Ability to leave a digital “note of support”
 - Quick exit functionality



988 campaign

messaging goals

primary

Build awareness of 988 lifeline while eliminating stigmas associated with using the resource

secondary

Educate South Dakotans about 988:

- 988 workers are located in South Dakota
 - More than just a crisis line
- What happens when you contact 988
 - Call/Text/Chat



research recap



correct selections

91%



83%



75%



62%



A majority of participants were able to identify 988 as the suicide and crisis number, but the frequency was far lower than other tested helplines.

messaging

messaging considerations

- Grow awareness + acceptance; eliminate stigma
- Educate South Dakotans on common misconceptions about 988:
 - 988 workers are located in South Dakota
 - More than just a crisis line
 - What happens when you contact 988
 - Call/Text/Chat
- Tone: inclusive, open, honest and understanding
- Encourage seeking support via 988
- Align messaging with Behavioral Health campaign for consistent campaign messaging

Take Note:
You Are
Not Alone

988 SUICIDE & CRISIS
LIFELINE

Call. Text. Chat.



social media | facebook + Instagram



display banners



Hope has
three numbers.


988 SUICIDE & CRISIS
LIFELINE

Call. Text. Chat.

SDSP
SOUTH DAKOTA
SUICIDE PREVENTION

helpline
center

Chat Now >



Take note:
Help is here.

SDSP
SOUTH DAKOTA
SUICIDE PREVENTION

helpline
center

Chat Now >

:30 radio
“Note to Self”



:30 radio
“Note to The Other Side”





media

media overview

TIER 1

Goal:

Awareness of 988

Channels:

Direct Mail

Video

Audio

Out-of-Home

Print

Digital

KPIs:

Reach & Frequency

Impressions

Video Completions

TIER 2

Goal:

Education about use of
988

Channels:

Digital

Sponsored Content

Social Media

KPIs:

Clicks

Engagements

Time Spent on Content

TIER 3

Goal:

Reach people who are actively
seeking help

Channels:

Paid Search

Website Retargeting

KPIs:

Website Conversions

988 Contacts

campaign landing page

campaign landing page

- Web traffic is directed to Behavioral Health interim campaign landing page until launch of new Behavioral Health website
- Landing page includes content on 988, including misconceptions about 988
- Addresses that 988 is staffed by local people to South Dakota
- Links to national 988 website for more information and direct access to chat feature



website redesign

website redesigns

CURRENT WEBSITES (6)

- SD Suicide Prevention
- On Track SD
- 605 Strong
- SD State Epidemiological Outcomes
- Anyone. Everyone.
- Avoid Opioid

FUTURE WEBSITES (3)

- SD Behavioral Health
 - <https://ontracksd.org>
 - <https://www.605strong.com>
 - <https://www.sdseow.org>
 - <https://onmeth.com>
- SD Suicide Prevention
- Avoid Opioid

suicide prevention efforts

suicide prevention



GOALS & SUCCESS METRICS

Increase awareness of 988 and suicide prevention resources among at risk populations, including Native Americans, Ag Producers and Veterans



TIMING

Fall 2023



KEY PERFORMANCE INDICATORS (KPIs)

Media impressions, website metrics & engagement

POTENTIAL MEDIA CHANNELS

- Paid & Organic Social Media
- 605 Magazine Partnership
- Disruptive Strategies & PR
- Direct Mail
- Radio PSAs
- Digital Video
- Partnerships

research update

research initiatives

988 PERCEPTION SURVEY

- Measure awareness of the 988 helpline with South Dakota residents
- Measure South Dakotans' understanding of the helpline's purpose
- Identify barriers for South Dakotans using the 988 helpline
- Established awareness benchmarks for measurement in future research efforts

NATIVE AMERICAN DISCUSSION GROUPS

- Better understand how Native Americans view behavioral health issues
- Identify key cultural factors that influence perceptions of behavioral health
- Gain feedback on creative and messaging needs

discussion