

Access to Care Subcommittee: Marketing/Solutions Workgroup Recommendations

Workgroup Directive: Develop solutions to those obstacles such as marketing campaigns to promote the resources that are available including 988.

With the intensive marketing of 988 proposed herein, it will be critical to the success of the campaigns that the 988 call centers be staffed and trained to handle the increase in calls, and eventually texts and chats, that local, state, and national advertising will create.

Recommendation: Mass Media and Advertising Campaigns

- Behavioral health providers utilize local media to address behavioral health topics through interviews, op-eds, panel discussions, town halls, and webinars on social media platforms.
- National organizations like National Alliance on Mental Illness (NAMI) and Mental Health America (MHA) provide talking points and media education on behavioral health topics and breaking news situations.
- Utilize peer testimonials/stories from everyday individuals who have received mental health/substance use services and have had positive outcomes. This would include services with common fear and stigma like mobile response and receiving facilities to build trust and transparency. Incorporate messaging to de-stigmatize and de-criminalize mental health conditions and substance use challenges and educate brain health.
- Utilize the influence of celebrity and influencers to address behavioral health stigma, including stigma within various cultures/demographics. Celebrity would champion the cause of behavioral health in Florida or a local community. The ideal situation would be a celebrity/influencer who would volunteer their time/likeness (vs. paid endorsement).
- Utilize unique targeting abilities of digital advertising (social media, paid search, website ads, digital video ads) to deliver messages to various demographics.

Partners to Mobilize Recommendations: Florida Department of Children and Families, Florida Department of Health, NAMI (National) and Mental Health America (MHA) with information shared by Florida Mental Health Advocacy Coalition (FLMHAC), Florida Behavioral Health Association (FBHA), Florida Association of Managing Entities (FAME), recovery community organizations, Florida peer groups, NAMI Florida, local affiliates of both MHA and NAMI, lifeline centers, local health departments, rehab facilities, organizations providing mobile response, receiving facilities, local pro-sports teams, local/state/national celebrities, managing entities, and advocacy groups.

Impact of Recommendations: Public acknowledgement by peers and celebrities can humanize and normalize the topic of behavioral health. Educational initiatives through interviews, webinars, and town halls can create awareness, helping to demystify behavioral health conditions. Incorporating digital advertising, along with other forms of media, creates the opportunity for an individual to take action by learning more and immediately connecting to support by clicking through on the ad they are fed.

Recommendation: Awareness Campaign -- Direct Messaging to Individuals and Family Members:

- Lifeline call centers and county human services can utilize communication channels and local relationships to distribute messaging pertaining to availability of behavioral health resources.
- Managing Entities, with assistance from their providers, identify neighborhoods and/or groups in the community that could benefit from locally-delivered educational programs on behavioral health conditions and treatment.
- Work with Medicaid/Medicare HMO's to increase awareness of behavioral health resources like 988 and 211.
- Develop relationships with community organizations to both broaden and deepen resources/information in 211/988 resource databases.
- Promotion of existing virtual solutions as a means to partially help address transportation barriers in seeking treatment. (Encourage further development of virtual health solutions -- continued broadband expansion is a key factor in the implementation and adaptation of these resources.)
- Develop videos or an online course/webinar that people from the public could access to address topics like "How do I help someone who is struggling?" "How do I recognize symptoms of mental illness?" or "How do I talk with my child about mental health?"

Partners to Mobilize Recommendations: Florida Department of Children and Families, NAMI chapters, non-profit behavioral health centers, county human service departments, Individual Florida Managing Entities, Florida Association of Managing Entities, ME C-Level groups (CEO, COO, etc), Medicaid/Medicare HMO's, 988 & 211 providers, and state behavioral health associations.

Impact of Recommendations: Increased awareness of behavioral health resources, including 988 and 211 by consumers/potential consumers of services and also those in their household who often have the greatest ability and motivation to take action on behalf of a loved one.

Recommendation: Circle of Influence Engagement Campaign – Tailored Training to Empower Community Involvement:

- Create opportunities for primary care and pediatric care providers to be educated about behavioral health resources, receive behavioral health training, and even provide behavioral health services to patients at their facilities.
- Create opportunities for faith leaders to be educated about behavioral health resources and receive behavioral health training.
- Create opportunities for first responders, including dispatch and detention staff, to be educated about behavioral health resources and receive behavioral health training.
- Work with college, universities and school districts to be educated about behavioral health resources and receive behavioral health training.
- Identify local recreational centers, community centers, resource centers, and shelters to be educated about behavioral health resources and receive behavioral health training.
- Encourage behavioral health providers with innovative, proven solutions to share their success and best practices through professional associations and learning opportunities

Partners to Mobilize Recommendations: Florida Department of Children and Families, Florida Behavioral Health Association, NAMI local chapters, state psychiatric associations, state counseling associations, behavioral health providers, large medical practice groups, state and regional faith leaders, law enforcement agencies, fire departments, EMS providers, state and private colleges, school districts, private schools, local recreational centers, community centers, resource centers, and shelters.

Impact of Recommendations: Increased awareness of behavioral health resources by trusted individuals who have face-to-face contact with someone who might have a need. Training will help these individuals in identifying a need, communicating with the individual and taking action to help connect them to care.