

CONNECTING SOCIAL MARKETING & COMMUNICATIONS LOGIC MODEL (LAST UPDATED 4/21/2021)

Vision: To support the sustainability of state-wide infrastructure of the Network of Care (NOC), and its principles, through the promotion of: available behavioral health (BH) services in CT, youth and family engagement practices, and behavioral health service system needs, using social marketing and communications strategies.

Goal: Implement social marketing and communication strategies to increase *knowledge of*: availability of BH services across the state for youth who are at risk or currently experience serious emotional disturbance, while promoting stigma reduction system of care development, principles, and philosophy.

CONTEXT	ACTIVITIES/STRATEGIES	OUTPUTS	OUTCOMES
<p>There is a state-wide need to enhance the <i>promotion of</i>:</p> <ul style="list-style-type: none"> • available BH services in CT; • youth-guided, family-driven and culturally responsive approaches to BH care; and • efforts focused on stigma reduction, health promotion, prevention and early identification (including: prevention of early psychosis and suicide). 	<p style="text-align: center;">Create and disseminate materials in Health Promotion, Prevention & Early Identification and Culturally Responsive Care</p> <ul style="list-style-type: none"> -Create and disseminate videos to promote system of care development geared towards family members, stakeholders, and the larger public -Disseminate culturally responsive & linguistically competent materials that promote NOC development & System of Care values and principles through social media platforms and website contents -Collaborate with the Yale STEP Program, CT Children’s Injury Prevention Center, and the CT Suicide Advisory Board to disseminate information and resources to families and providers <p style="text-align: center;">Engage Family & Youth as Full Partners</p> <ul style="list-style-type: none"> -Seeking input and feedback from youth and families in the development of communication and social marketing strategies -Provide marketing materials to Connecting to Care Staff. - Highlight family & youth voice through social media platforms and website content -Distributing communication conversation results to youth/families/providers, etc. <p style="text-align: center;">Develop Social marketing strategies and facilitate website optimization</p> <ul style="list-style-type: none"> -Develop various social media platforms (e.g. Twitter, Instagram) & disseminate content through these mediums. -Support CONNECT workgroups through technical assistance (i.e. creating social media strategies, assistance in the creation of marketing materials) -Ensure website alignment between Plan4Children and Connecting to Care websites; move CONNECT information from connectingtocarect.org to Plan4Children.org (I’m not sure what this means) -Add meetings minutes, project data and reports, calendar events to Plan4Children.org. -Collaborate with 211, United Way, DCF & other state agencies on updating Healthy Lives CT website to ensure alignment with Connecting to Care 	<p style="text-align: center;">Create and disseminate materials in Health Promotion, Prevention & Early Identification and Culturally Responsive Care</p> <ul style="list-style-type: none"> # of Connect videos viewed from Connecting to Care websites # of people reached during mental health awareness month # of families/providers receiving electronic CONNECT-related newsletters # of community stakeholders that clicked on “Join the Mission”/Letter of Agreement (LOA) # of CLAS materials distributed <p style="text-align: center;">Engage Family & Youth As Full Partners</p> <ul style="list-style-type: none"> # of youth/families that participate in Social Marketing and Communications workgroup # of youth/family led mental health awareness activities <p style="text-align: center;">Develop Social marketing and facilitating website optimization</p> <ul style="list-style-type: none"> # of people reached CONNECT affiliated websites # of followers on CONNECT social media platforms # of CONNECT outreach/promotional materials created and distributed 	<p style="text-align: center;">Short-term</p> <ul style="list-style-type: none"> Increased number of social marketing and communications materials disseminated. Increased number of people reached through social marketing and communications materials. Increased attendance at CONNECT-affiliated events held as a result of social marketing. Increased number of people reached via social media accounts and websites. Increased number of people reached during Mental Health Awareness month. <p style="text-align: center;">Intermediate</p> <p style="text-align: center;">Increase awareness...</p> <ul style="list-style-type: none"> Increased awareness of NOC purpose, values and activities. Increased NOC collaboration. <p style="text-align: center;">Long-term</p> <ul style="list-style-type: none"> Increased sustainability of state-wide infrastructure of the NOC (and its principles). Decreased stigma and discrimination around mental health problems
<p style="text-align: center;">INPUTS</p> <ul style="list-style-type: none"> -Family & Youth Leadership & Voice -Favor, Inc. -Beacon Health Options -Child Health and Development Institute -Public Act 13-178 -Advisory Board -Department of Children and Families -Yale STEP program -Yale Consultation Center -SAMHSA -DMHAS -CT Children’s Injury Prevention -CT Suicide Advisory Board -United Way -AFCAMP 			

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