

CONNECT IV OUTREACH WORKGROUP LOGIC MODEL (DRAFT LAST UPDATED 10/8/2024)

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. *(Established in 2021)*

Goal: Implement outreach and social marketing strategies to expand the statewide Network of Care (NOC), encourage schools to use the SHAPE assessment tool, and strengthen connections among school personnel, behavioral health providers, pediatric primary care providers, and families as part of the Comprehensive School Mental Health Initiative (CONNECT IV).

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"> • Post-COVID-19 pandemic behavioral health resources for students. • School-based referrals to community-based mental health supports. • Efforts that reduce stigma, promote emotional health, and prevent, identify, and address serious emotional disturbances among students. • Alternatives to emergency department visits for treating serious emotional disturbances, such as Mobile Crisis & Urgent Care Centers. 	<p>Collaborate with Schools to Promote Youth and Family Connections to Community-Based Mental Health Supports</p> <ul style="list-style-type: none"> • Recruit schools to complete the SHAPE Assessment Tool • Disseminate culturally responsive and linguistically competent materials that promote NOC development and the values and principles of the System of Care through social media platforms and website content • Collaborate with 211, DCF, United Way ,CC, UCC and other partners to share youth-focused mental health information and resources with families and providers • Share CONNECT behavioral health resources with Connecticut schools <p>Engage Family and Youth as Full Partners</p> <ul style="list-style-type: none"> • Gather input and feedback from youth and families to inform the development of outreach strategies and marketing materials • Amplify the voices of families and youth through local and regional meetings across Connecticut. • Youth sharing ideas and strategies to improve our social media and website platforms. <p>Develop Outreach Strategies and Optimize Social Media Presence</p> <ul style="list-style-type: none"> • Facilitate outreach to Connecticut schools to promote enrollment and participation in the CONNECT IV comprehensive school mental health initiative • Support CONNECT IV workgroups by developing outreach strategies, including assistance with marketing materials and attending in person conferences, and school meetings. • Create content for various social media, and promote content with partner agencies. • Update the social media channels and the Plan4Children and Connecting to Care websites • Promote youth involvement content across social media platforms 	<p>Collaborate with Schools to Promote Youth and Family Connections to Community-Based Mental Health Supports</p> <p># of districts received the toolkit. (NOC Managers will share data on toolkit dissemination to schools end quarter) define the team either outreach or</p> <p># of schools enrolled</p> <p># of schools who complete SHAPE Assessment</p> <p># of community partners that clicked on “Join the Mission” via website(s)</p> <p># of people reached during Mental Health Awareness Month (May)</p> <p>Engage Family and Youth as Full Partners</p> <p># of youth/families who provide input on CONNECT marketing materials</p> <p># of youth/family engaged in local system of care meetings.</p> <p>Develop Outreach Strategies and Optimize Social Media Presence</p> <p># of people reached CONNECT-affiliated websites</p> <p># of followers on CONNECT social media platforms</p> <p># of CONNECT outreach/promotional materials disseminated to communities.</p> <p># of people reached through website and social media posts</p>	<p>Short-Term</p> <p>Increase in number of schools participating in the Comprehensive School Mental Health Initiative.</p> <p>Increase in number of people reached through outreach efforts, including social media marketing and website optimization</p> <p>Increase dissemination of behavioral health supports and services.</p> <p>Intermediate</p> <p>Enhanced Collaboration increased engagement in Mental Health Awareness month</p> <p>Increased awareness of Network of Care purpose, values, and activities</p> <p>Enhanced collaboration about NOC partners</p> <p>Long-Term</p> <p>Increased sustainability of state-wide infrastructure of the NOC (and its principles).</p> <p>Decreased stigma and discrimination around youth-based mental health concerns including serious emotional disturbances</p> <p>Increase the number of schools enrolled to connecting to behavioral and mental health services</p>
<p style="text-align: center;">INPUTS</p> <ul style="list-style-type: none"> -School Personnel -Families -Youth -Favor, Inc. -Carelton -Child Health and Development Institute -Department of Children and Families -Yale Consultation Center -SAMHSA -CONNECT Instagram and Facebook channels -Care/AIM Tool -Plan4Children website -Connectingtocare website 			