



# Social Marketing Plan

## VISION:

A community that connects all young children with the mental health supports they need to thrive in childhood and beyond.

## MISSION:

Through Mental Health Connection and its partners, Hand in Hand seeks to build an accessible, effective mental health system of care for children from birth through age 6 that is culturally competent, strengths-based, and family-driven.

## No Wrong Door to the Right Mental Health Resources

**GOAL: Educate key publics about stigma and early childhood behavioral disorders, including prevention, early recognition, and resources for treatment.**

### Objectives

- Publish two articles in area provider publications, such as the Tarrant County Medical Society Journal.
- Provide one Grand Rounds presentation at Cook Children's Medical Center.
- Distribute information to 250 physicians in the hospital's Physician Network.
- Leverage relationships with Medco and Care Options for Children to distribute information to 30 physicians in Hood County.
- Leverage relationships with the Department of Family and Protective Services and Camp Fire USA to distribute information to all registered day care providers in Hood County.
- Create materials for all parents using day cares in Hood County.
- Provide material to 50 families enrolling in Hand in Hand.
- Create Web site for families who have children with emotional and behavioral issues.
- Organize an event for National Children's Mental Health Awareness Day.

### Audiences

Mental health providers (psychiatrists, therapists, member agencies, front-line staff)

Primary care physicians (pediatricians, family physicians, internists, ob/gyns)

Day care providers

Families enrolled in Hand in Hand

### Messages

- Mental and emotional disturbances can occur in children from birth through age 6.
- All children are susceptible to mental illness.
- Emotional and behavioral issues respond best to early intervention and treatment, and can be prevented in many cases.
- The best care is provided in the community and is based on a family's strengths while being sensitive to each family's values and culture.
- Mental Health Connection is committed to bringing evidence-based practices to the region.
- Mental Health Connection is committed to creating a system of mental health care that is easy for families to navigate and find the services they need.

### Strategies

- Relationship building
- Focus groups
- Surveys
- Collateral
- Publication placement
- Speaking engagements
- Special event for National Children's Mental Health Awareness Day
- Online communication

### Tactics and Products

- Create Web pages for families.
- Update Hand in Hand Web page regularly, including posting the logic model and plan.
- Work with Camp Fire USA to survey day care providers on training and stigma.
- Create a "Frequently Asked Questions" sheet for families considering participation in wraparound.
- Hold a speaker training workshop with support from the Technical Assistance Partnership for facilitators, Hand in Hand leaders, parents and others who may be asked to speak publicly or conduct interviews with the media.
- Place article in Tarrant County Medical Society monthly magazine.
- Create talking points/speeches for speaking engagements.
- Work with Medco and Care Options for Children to create and distribute materials for primary care physicians.
- Create materials for physician offices, like brochures and posters on raising mentally healthy children.
- Place speakers at Grand Rounds and local primary care medical society meetings.
- Work with DFPS and Camp Fire USA to develop support materials for day care providers who receive the Camp Fire training.
- Conduct a follow-up survey with day care providers to determine effectiveness of training.
- Create materials for day care providers to educate parents, including magnets and a coloring book.
- Organize an event for National Children's Mental Health Awareness Day.

Continuous Quality Improvement