

Humboldt BRIDGES Social Marketing Plan

Name of Community: Humboldt County

Vision and Mission: People helping people live better lives; To reduce poverty and connect people and communities to opportunities for health and wellness.

Program Goal: Adoption of SOC values and principles by all service providers in Humboldt County

Social Marketing Goal: Create awareness of Humboldt BRIDGES System of Care values and principles and to apply these to programs and services reaching children, youth and families in Humboldt County.

Audiences:

1. Internal DHHS staff
2. Community Partners
3. Families, children and youth accessing services in Humboldt County

Messages:

Humboldt BRIDGES is not a program. It's how we work together to provide services that are:

- Family driven
- Youth guided
- Culturally respectful
- Community/home/school-based.

Channels:

- Central Team meetings
- Community events
- Training and education
- Mini-grants
- Media
- Word-of-mouth

Tactics

(Activities, Events, and Materials)

Internal DHHS:

- Humboldt BRIDGES Logo
- Humboldt BRIDGES Statement of Purpose
- DHHS internal meetings
- SOC and CAPP partnership
- DHHS Newsletters
- DHHS participation in SOC aligned trainings.
- Cross-system training internal to DHHS

Community Partners:

- Humboldt BRIDGES Logo
- Humboldt BRIDGES Statement of Purpose
- Monthly Central Team Meetings
- Cross-system training within Community
- Partnership Agreements
- C&FS MH and Education partnerships
- Presentations at Community meetings including education, family resource centers, Tribes, and org providers
- Community presentation of Partnership Agreements
- Community participation in SOC aligned trainings

Families, Children & Youth accessing services in Humboldt County:

- Humboldt BRIDGES Logo
- Humboldt BRIDGES Statement of Purpose
- SWAG
- HCTAYC Activities
 - Wellness Week
 - Digital Storytelling
- MH Stigma Reduction events
- MH Awareness Activities
 - MH Walk
 - Suicide Prevention
 - LGBTQ events
 - Family BBQ
 - BOS Proclamation
- Radio Interviews
- Public Service Announcements
- Newspaper Articles

Key: Completed Activity or Event;
Ongoing Activity or Event; Planned Activity or Event