



Research & Strategic Planning

UCC Awareness Campaign | May 2026





Who We Are

Behavioral health isn't a vertical we serve — it's who we are.

We understand the nuances of sensitive topics like mental health and suicide prevention, and the importance of culturally responsive messaging.



We are the **first** certified Recovery Friendly Workplace in the Marketing sector in CT.



Our Senior Account Director led marketing efforts for 988 Suicide & Crisis Lifeline at SAMHSA.



Our CEO is a board member for NAMI Southwest and sits on the CT Adult Behavioral Health Planning Council.



We are currently working with the CT Behavioral Health Advocate.

The Situation



Problem

Urgent Crisis Centers are needed but underutilized for youth behavioral health crises

Goal

Increase awareness and utilization of UCCs as an alternative to ERs

Solution

A researched-based public awareness campaign

What We Did

Stakeholder Research

Research Overview

- February – March 2026
- Purpose: assess awareness perceptions, motivators, barriers
- Two primary audiences: parents and caregivers, and referrers

Parents & Caregivers

- Discussion groups (English and Spanish)
- Survey (28 qualified respondents)

Referrers

- Survey (93 respondents)
- Stakeholder interview with pediatric ER physician

Stakeholder Research

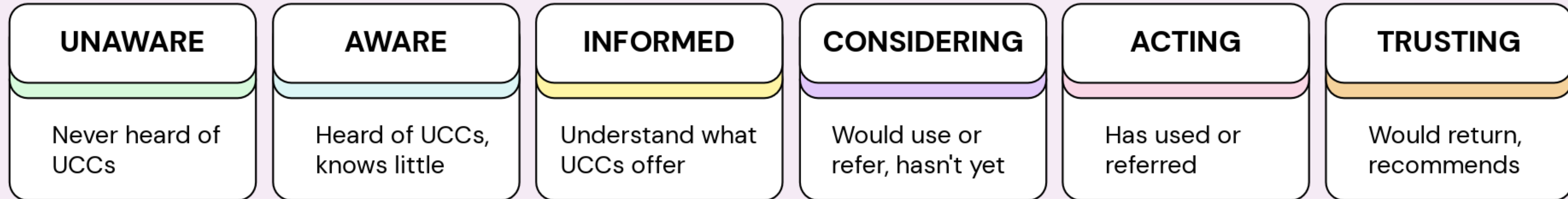
What We Found



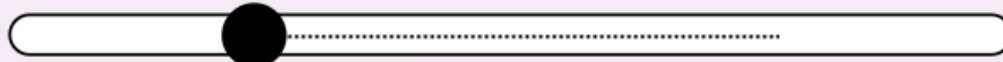
Awareness is Low, Interest is High

- **63% of parents** in the survey had never heard of UCCs; most in both discussion groups were similarly unfamiliar
- **59% of law enforcement referrers** had never heard of UCCs; medical and behavioral health providers are more aware but many lack confidence to refer
- **Low awareness is the barrier – not resistance.** When people learn what UCCs are, they respond positively.

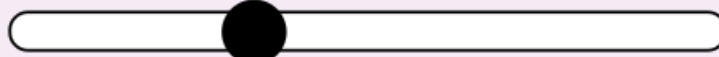
Awareness to Action Spectrum



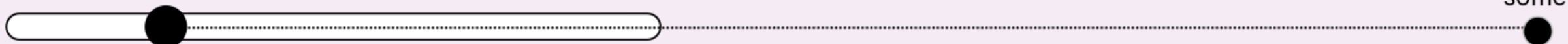
English-speaking



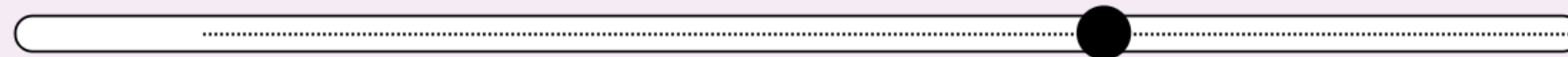
Spanish-speaking



Law enforcement



Medical, behavioral health, school staff



LEGEND

● = majority = range

Stakeholder Research

What We Found



Parents

- **Top motivator:** qualified staff who specialize in youth mental health
- **Key barriers:** not knowing what to expect, uncertainty about insurance, and distance
- **Spanish-speaking parents have distinct needs:** bilingual staff, concerns about being separated from their children, can those who are undocumented safety utilize the service

Referrers

- **Clear criteria** for when a UCC is the right call (top factor across all referrer groups)
- Understanding what happens once a referral is made
- Referrers primarily learn through institutional channels – professional training and workplace protocols

Planning a Campaign



Focus on Parents and Caregivers

- Awareness building through paid digital advertising
- July – Dec 2026
- Geographic targeting within one-hour drive of Connecticut's three community-based UCCs
- Include distinct content for Hispanic parents

Support Referrers

- Provide resources that partners can use and distribute
- Broader referrer adoption requires institutional change – embedding UCC awareness into professional training, continuing education, and workplace protocols

Planning a Campaign

Parents & Caregivers

What We're Saying

- In a mental health crisis, your child deserves specialized, compassionate care. Find this at Urgent Crisis Centers.

Key Themes

Specialized staff who know how to help children and teens

Compassionate care

Walk-in, no appointment needed

You'll know what to expect before you arrive

You'll be kept informed and involved in your child's care plan

Hispanic parents: safe space, bilingual staff

What's Next

**Creative
Concepts**

**Developing 2 to 3
creative directions**

**Paid Media
Plan**

**Channel strategy, budget
allocation, and targeting**

**Production &
Launch**

July 2026