



Youth Behavioral Health Crisis Continuum



Crisis System Project Overview

GOAL:

Develop a statewide marketing communications strategy for Connecticut's **Youth Behavioral Health Crisis Continuum**

1.

Increase awareness, understanding of the services in the continuum

2.

Ensure residents know when and how to access the full range of the state-funded crisis services when experiencing a mental health need

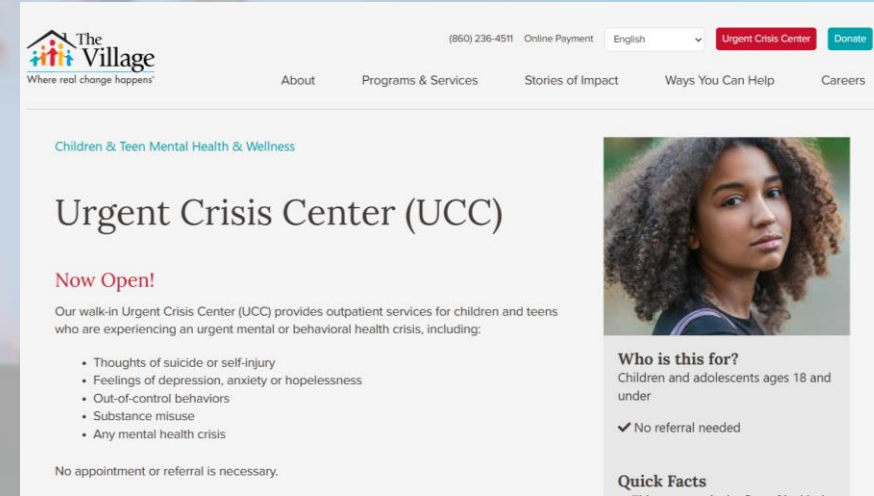
Crisis System Project Overview

Step One:

We researched other youth-related websites.

CORE SITES

- 211 CT
- CFA
- CHDI
- Child and Family Agency
- Child and Family Guidance Center
- CHR
- Clifford Beers
- Connecting to Care CT
- CrisisTalk
- CT GOV
- CT Libraries
- CT Schools
- CT Towns
- DMHAS
- Gizmo
- Mobile Crisis EMPS
- Network of Care
- Prevent Suicide CT
- The Village
- UCFS
- We Are CT
- Wellmore
- Wheeler



Together, We Can Prevent Suicide

Find suicide prevention services and resources for yourself or a loved one.

[I need help now](#) [I'm looking for resources](#)

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➤ And Campaigns:

- Big Y Carts
- Church Bulletins
- College Bookstores
- Convenience Stores
- DMV
- Email Blast to Freshmen
- Email Blast to Physicians
- Gaming Ads
- Gas Station Audio Ads
- Geo Fencing
- Library Banners
- Mailing to Principals and Superintendents
- Mall Ads
- Movie Ads
- Placemat Ads
- Postcard Mailing
- School Athletic Posters
- School Psychologists, Social Workers, School Nurses Mailing
- Shop Rite Carts
- Social Media
- School Based Health Conference
- Town Directories
- TV Screens in Doctors' Offices
- Yard Goats
- Youth Rec Banners



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Step Two:

By June 30, create a youth crisis continuum marketing toolkit for Connecticut to use agency-wide that:

1. Is based on SAMSHA's crisis response framework

A crisis response framework created by the Substance Abuse and Mental Health Services Administration (SAMHSA) recommends communities build infrastructure that provides **someone to talk to (crisis lines), someone to respond (mobile crisis teams) and somewhere to go (crisis triage centers).**



2. Creates consistency in messaging and marketing



3. Includes the following elements:

- Social media posts
- Email blasts
- Flyers
- Web messaging

Project Update

+ Designs and key messaging options in the final stages of development

- Youthful in appearance
- Targeted to children → but appeal to parents, caregivers and referrers
- Scaled for different uses: small promotional products vs. large billboards, TV ads, etc.

+ Mini focus groups to test options and obtain feedback begin this week with:

- Internal 211 Staff
- Community Voices Workgroup
- Overall project workgroup



+ Analyzing marketing and promotional methods that include but are not limited to:

- Promotional Products
- Advertisements:
 - On Tik Tok, YouTube, SnapChat, gaming and dating sites, Discord, etc.
 - In malls, nail salons, coffee shops,
- Media Buys



QUESTIONS? THANK YOU.

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