

2009-2010
SOCIAL MARKETING PLAN



I. Introduction:

Five County Mental Health Authority (FCMHA) is a local political subdivision of state government responsible for the mental health, developmental disability and substance abuse (MH/DD/SA) system of care in Franklin, Granville, Halifax, Vance and Warren counties of North Carolina. The social marketing goal is to implement marketing and public relations strategies aimed at increasing the awareness of the general public regarding MH/DD/SA issues. Media, newspapers, brochures and the web will be the core of that effort. Other activities include advertising and in-service/education events, community events and making the public aware of the Five County Mental Health Authority Helpline telephone number.

The main purpose of this plan is to provide proactive initiatives to enhance the agency's public image and provide a positive community relations environment. One of the primary thrusts of this plan will be to provide consistent internal and external information about prevention and education, types of services, and how to access these services.

As part of our commitment to enhancing quality throughout our public mental health system, Five County Mental Health Authority promotes mental health through education and advocacy for all citizens. Five County will increase the general public's awareness and understanding of MH/DD/SA by developing and distributing information about the nature and impact of each disability, effective treatments and services, useful preventive and coping strategies, and accessing assistance when it is needed. The agency's information dissemination strategies are designed to reach as many citizens as possible, with a particular focus on high-risk groups. As public awareness of the scale and scope of the impact of MH/DD/SA issues has increased, a corresponding increase in societal desire and expectations for an effective mental health system is emerging. In addition, accurate information will go far in challenging the myths and unveiling the mysteries that so often surround these issues.

Outreach efforts that are multidimensional and address the needs of the entire person have the greatest potential for positive impact. FCMHA will address meeting the needs of citizens by approaching public mental health efforts in partnership with colleagues and counterparts in other governmental and community-based health, social and family service agencies.

Consultation, prevention and intervention services will be provided to the general population of Franklin, Granville, Halifax, Vance and Warren counties, along with human service organizations, other private or public mental health agencies, community planning and development organizations, judicial systems, health agencies, individual practitioners, colleges, schools and other organizations.

The mission of FCMHA is to serve all citizens and community partners collaboratively through a comprehensive Mental Health, Developmental Disability and Substance Abuse System of Care, which promotes health, safety, and well being.

Marketing strategies provide the public with information aimed at influencing social behaviors to benefit the target audience and society in general. This plan is intended to inform the public about mental health issues and services, provides information about the importance of education and raises awareness in order to reduce stigma. FCMHA intends to raise awareness and involvement of citizens in the five county area.

Social Marketing is a process for influencing human behavior on a large scale, using marketing principals for the purpose of societal benefit rather than for commercial benefit. One frequently quoted definition of social marketing is the "application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society" (Andreasen, 1995).

This Plan provides recommended marketing, image building and community relation's initiatives, which utilize specific marketing goals and strategies supported by designing and implementing community-based multi-media tools.

I. Goals of the Marketing Plan:

- Increase citizen awareness in regards to access and location of mental health, developmental disability and substance abuse services within the five county area.
- Increase public awareness of the causes and treatment for mental illness, developmental disabilities and substance abuse.
- Reduce or eliminate stigma associated with mental illness, developmental disabilities and substance use.
- Promote early intervention and prevention strategies, through media and education.
- Enhance the image of the agency.
- Increase partnerships with consumers/families, advocacy groups, communities, service providers and natural community supports.

II. MARKET RESEARCH

The Public Information Officer will conduct a market research for the five county area. The purpose of market research is to help FCMHA make better business decisions about the development and marketing of its services, learn what consumers want or need and determine how to satisfy those wants or needs . It can be used to determine which portion of the population will use our service, based on variables like age, gender, location and income level.

The benefits of Market Research include:

- Learn who your consumers are and what they want.
- Learn how to reach your consumers and which communication strategies work best.
- Learn which advertising is most effective.
- Learn the relative success of different marketing strategies.

The Public Information Officer will collect information using the following Research Methods:

1. Literature searches-Review all relevant material to conduct research on the industry.
2. Satisfaction Surveys-Customer satisfaction surveys can have an immediate impact on the direction of our agency by reflecting consumers needs and identifying gaps in services. Obtaining customer feedback in a timely and useable format helps ensure that FCMHA is meeting and exceeding consumer expectations and gives insight on where changes should be made to increase satisfaction and overall success.
3. GAP Analysis/Prevalence data- Gap analysis is a very useful tool for helping the agency decide upon marketing strategies and tactics. It helps to answer two questions? Where are we now and where do we want to be. The difference between the two is the GAP. This helps provide FCMHA with insight into areas that have room for improvement. The gap analysis process involves determining, documenting and approving the variance between business requirements and current capabilities.

III. Media Mix

One of the most important reasons to design and implement Marketing and Image Building initiatives is the need to favorably change what people say and think about Five County Mental Health Authority. It is important to the success of outreach to provide appropriate Media Mix support. Media Mix simply defined is placement of advertising and/or Public Service Announcements on as many different media types as funding and time will allow. Media Mix is essential to build an adequate number of actual and psychosomatic impressions to sustain a marketing initiative. Proper Media Mix ensures the strongest thematic impact possible for the marketing funds spent. Experience indicates that if an organization spends a majority of its advertising/marketing funds purchasing one type of media the impact/outcomes of the marketing campaign are not as great as when the same marketing dollars are used to purchase a minimum of three different media types.

An extensive list of media contacts has been developed. The Media Contact List will be invaluable in future campaigns as a resource to assist nurturing positive relationships with all media representatives.

Significant progress will need to be made to establish Five County Mental Health Authority and its service delivery system as a source of newsworthy Mental Health, Developmental Disabilities and Substance Abuse information. Continuing to provide the media regular and informative news releases and phone contacts will reinforce the importance of the work that is being accomplished at FCMHA.

A critical part of the Community Information and Marketing Plan is regular contact with media representatives either through personal visits, personal calls and/or mailing news releases. The Public Information officer will maintain the Contact Lists with current information including name of contact, title, mailing address, phone number, fax number and public service opportunities.

The Public Relations Officer will collaborate with community agencies and other agency positions to ensure support for a proper media mix.

This focus shall include:

- Providing consistent information that will help reduce stigma associated with receiving mental illness, developmental disabilities and substance abuse treatment services
- Promoting inter-agency collaboration to enhance services that are needed for a complete continuum of care.

- Promote the public's understanding of how services are positively affected in a managed care environment.
- Provide a forum for county officials, social services, public health and local hospital stakeholders, that will facilitate development of a better understanding of mental health reform. These forums will initiate further collaborative efforts with stakeholders.
- Collaborate with existing organizations to either develop new or enhance existing services and establish benchmarks for new services that are needed.

The public Information Officer will contact Media Representatives on at least a monthly basis either through sending regular news releases, phone calls and/or personal visits. Based on experience, when regular contact is maintained by the agency staff, Media Representatives will begin to initiate contact with the agency regarding other feature articles or news story needs.

Marketing Plan Goals	Strategies To Support Goals	Anticipated Results
<p>1. Implement marketing plan to increase public awareness of how to access services, including involvement of stakeholder groups.</p>	<p>Provide information material on Accessing services to community stakeholders each month</p> <p>Write newspaper articles on how to assess the helpline number</p> <p>Participate in local radio station programs related to accessing the helpline number.</p> <p>Assist with formatting of quarterly public service announcements on services, resources and community events relevant to mental health and substance abuse</p> <p>Identify culturally-specific marketing and public relations strategies to reach targeted populations, including non-English speaking.</p> <p>Publicize information through existing newsletters, listservs and media outlets</p> <p>Create/maintain brochures and posters on accessing services</p> <p>Develop and implement media campaigns</p>	<p>Increased citizens awareness of the Five County Mental Health Authority access to services helpline number.</p>
<p>2. Dispel myths about the agency and the provision of community health services.</p>	<p>Provide public information about Mental Health and the role of the agency, services & where they are provided through TV; radio; newspapers/magazines articles/ads; video presentations; and the agencies Speakers Bureau.</p>	<p>Should increase market penetration of MH/DD/SA services in the five county area and increase awareness of need for services.</p> <p>Increase citizens knowledge of MH/DD/SA services</p>
<p>3. Reduce or eliminate stigma associated with the disease of mental illness, developmental disabilities and the disease of alcohol and drug dependency/addiction.</p> <p>*See attached Anti Stigma Plan</p>	<p>Provide articles on Mental Health issues to county news agencies and to encourage the CFAC to provide personal stories from people who are willing to share that they have been treated for a mental illness, developmental disability and/or substance abuse need with the outcome being an improved quality of life.</p>	<p>Should encourage residents who need services to ask for help based on better understanding of the disease model of treatment and the need for early intervention. Provide knowledge to decrease stigma surrounding Mental Health diagnoses.</p>
<p>4. Increase citizen awareness about availability and</p>	<p>The Public Information Officer will coordinate TV</p>	<p>Increase public awareness of agency service</p>

location of Mental Health, Developmental Disability and Substance Abuse services within the five county area.	and radio appearances, newspaper articles or features, phone book ads and produce News Releases featuring different types of agency MH/DD/SA services & their providers.	provision
5. Enhance the image of the agency.	Develop power point presentation for Speakers Bureau use, which introduces selected programs and staff and satisfied consumers and families; and feature selected staff on TV, radio and newspaper interviews/appearances.	Should make the service delivery staff more readily assessable to consumers and families and therefore increase visibility of the agency as the referral source for more quality, family focused services for people suffering with MH/DD/SA.
6. Develop stronger partnerships with consumers, advocacy groups, communities, service providers and natural community supports.	Develop focus groups to facilitate input by the collaborative, consumers, advocacy groups, partnering agencies, stakeholders and private service providers to address the needs of the five county area. To partner with Public Health to complete a needs assessment bi-annually which can provide the framework for partnerships to respond to the identified MH/DD/SA needs.	Should provide the agency, the collaborative and community Mental Health service providers an opportunity for community leadership to help mold the local service delivery system without a competitive posture and to enhance natural community supports.
7. To increase awareness of MH/DD/SA issues through universal prevention strategies.	To inform the community of upcoming best practice training models through the media, brochures, newspapers and flyers throughout the community.	To strengthen community and families. To reduce Substance Abuse and Mental Health problems.
8. Increase citizen's awareness of mental health services through community outreach.	To develop brochures, educational information, videos and other materials which provide education to the public through presentations, health fairs and other community events.	Increase public awareness of Mental Health services and educate the public on Mental Health topics.
9. Increase citizens awareness and knowledge of Mental Health, substance abuse and Developmental Disabilities through Universal Education and Intervention programs * See attached Prevention Plan	Conduct evidence based universal prevention curriculums at community sites such as social service agencies, businesses, faith-based groups, community college sites, hospitals, doctors offices, etc.	Educate citizens regarding the effects of alcohol, tobacco and other drugs: identify depression or mental illness, with the goal of reducing substance abuse, mental illness, depression, suicide and stigma: and utilize appropriate interventions to reduce substance use and mental health problems.

IV. Media Tool:

The recommended primary media tools are low and/or no-cost community-based marketing initiatives augmented by the use of TV, radio, website, quarterly newsletter, newspaper and Public Service Announcements (PSA). Due to public agency budgetary constraints, the agency needs to use promotional ingenuity to develop new partnerships with other stakeholders.

The Public Information Officer will negotiate for minimal monthly columns in newspapers, appearances in radio and TV to address universal prevention issues and highlight relevant MH/DD/SA issues. Information will be updated regularly on the agency website regarding news releases and agency information. A quarterly newsletter will be published and disseminated to all stakeholders, consumer advocacy groups and public agencies. The Public Information Officer will promote and assist the Henderson Daily Dispatch newspaper with publishing the annual "Positive Change" inserts sponsored by private providers, businesses and other stakeholders. All marketing materials such as the agency brochures will be created and updated by the Public Information Officer on a quarterly basis.

At a minimum, the Public Information officer will contact media representatives monthly via news releases and/or phone calls.

The recommended media tools to implement the Marketing Plan are:

Radio:

- Public Service Announcements: (PSA's) These spots will be utilized to present universal prevention best practices. "Update" on topics that are relevant to behavioral healthcare to the community. The Updates will provide a vehicle to present to the public specific information about MH/DD/SA service locations, availability and costs.
- PSA's on radio stations will be recorded at stations before airing time and will be either 30 seconds or 60 seconds depending on the format of the station.
- The agency will continue to sponsor the WIZS and WZRU promotional spots on a bi monthly basis.
- WIZS Radio Show- "The Doctor Is In", will provide timely information on the agencies health observances that are promoted by the Public Information Officer and the Outreach Team. The Public Information Officer will produce; coordinate and co-host the radio show with Dr. Al Mooney, focusing on the concept of Recovery.
- WZRU Radio: Halifax County: The Public Information Officer will air quarterly spotlights on MH/DD/SA issues as well as other wellness oriented topics. This will provide consistent information that will help reduce stigma associated with receiving MH/DD/SA treatment services
- Radio Websites: Will post monthly news releases provided by the Public Information Officer that highlights specific agency events, meetings and classes on WICE 98.3 community events, WZRU 90.1 and 90.5.
- UNC Radio: Will provide guest speakers

Newspaper:

Articles will provide specific information to the public about the quality of services offered by FCMHA providers, operational hours, location of services, prevention/education opportunities, MH/DD/SA informational articles and other community related information. The Public Information Officer will provide

appropriate contact with all media representatives in the market area to facilitate on going positive media by:

- News releases: Promote the public's understanding of how services are positively changing due to mental health transformation initiatives.
- Five County Newspaper Column: Bi-Monthly column which provides information on prevention.
- PSA's and Community Events
- Advertisements

Television:

Television will provide an increased understanding in the Five County area of the types of services and locations where citizens can access services while also enhancing community image. The Public Information Officer will enhance the agencies image through television by:

- Public Service Announcements (PSA's): the PSA's for television will be video taped and edited in either 30 second or 60 second formats depending on the needs of the individual TV stations
- Area Chamber of Commerce Television Show: Provide television spot with the Vance Chamber of Commerce on a once a year basis to promote the Five County Mental Health Authority
- In addition, available no or low cost community-based resources can be utilized to provide the media tools (i.e., video taped interviews, short audio and video productions, power point presentation, etc.) necessary to promote the agencies mission and vision Sponsor at least one community event during National Awareness Months, i.e. Mental Health Month, Red Ribbon Month, Recovery Month.

Direct Mail Marketing:

Direct Mail Marketing comes in the form of brochures, flyers, and newsletters. The Public Information Officer will provide:

- A Five County Quarterly Newsletter that is distributed to area partners
- An Informational Insert into Chamber Newsletters once a year
- Local Church newsletters that provide awareness of services and events
- School Newsletters that provide awareness of services and events
- Local Publications
- Signage/ Information on billboards, Karts Vans, CPTA vans
- Agency Brochures that are produce and disseminated throughout the five county area. These brochures are updated quarterly.
- An Agency Press Kit that includes fact sheets about the agency, description of service areas, frequently asked questions, contact information and business cards and feature articles or information.
- Welcome Packets for Providers
- Welcome Packet for Consumers

Internet Advertising:

The Public Information Officer shall:

- Ensure that Five County Mental Health Authority outreach information on the website is updated monthly
- Submit monthly articles to Henderson's On Line Newspaper.
- Ensure that Five County is a link on community websites such as chamber of commerce, newspapers,

County government and other related sites.

- Market and expand the Network of Care through education of providers and community partners via seminars and trainings.

Other Marketing Tools

- **Networking:** A Five County employee having a booth at the local community health fairs, speaking at seminars (public speaking), participating in community groups, going to local chamber of commerce or other places where business people gather to provide informational brochures. Provide information (brochures) to the general public regarding MH/DD/SA through resource centers, libraries, schools, trainings, hospitals, doctor's offices etc. Provide access, via links to local agency resource directories.
- **Speakers Bureau:** Provides an opportunity for consumers, advocacy groups and staff to systematically provide MH/DD/SA services information to the community. In addition, expanding a local Speakers' Bureau whose membership includes agency staff, consumers and family members of consumers will provide an excellent resource when developing both electronic and printed media tools. This will provide stigma reduction regarding MH/DD/SA Services through first hand contact with residents of the county. Increased the public profile of the agency and its staff.
- **Off line advertising:** This is generally a long-term strategy that creates brand awareness. It is less expensive than traditional advertising; however it has less reach. This includes classified advertising, business cards, flyers and promotional items with FCMHA name and logo on them.
- **Community Partners:** Includes submitting articles to local church's, hospital community partner's newsletters, advertise the helpline in highly visible locations such as the Karts van, restaurant liners, flyers/grocery bags/prescription Bags, website links to ensure that Five County is listed as a link on community websites and new teacher orientation.
- **Provider Services Publication-**Development of publication describing names and types of provider services for each of the five counties.

In any business, customers and community partner satisfaction is critical to long-term successful operation. Presentation of media tools requires quality programs. In large measure, the need to survive through consumer, community and partner satisfaction is directly related to and dependent upon the number and types of positive features that the agency possesses. Marketing is one method to enhance the relationship between Five County Mental Health Authority, consumers, community partners and citizens in the service area

Universal Prevention Programs

Incorporated into the Marketing plan is the Five County Mental Health Authority Prevention Plan which includes both Universal Prevention and Early Intervention. Universal Prevention strategies address the entire population with messages and programs aimed at preventing or delaying the abuse of alcohol, tobacco and other drugs. Universal prevention strategies also seek to prevent the progression of mental illness through education and early intervention, therefore improving the health of the community.

Anti Stigma Plan:

Elimination of Barriers Initiative (EBI) is aimed at identifying public education approaches that work to reduce the stigma and discrimination associated with mental illness. Five County care coordinators will coordinate and implement anti-stigma discrimination and recovery educational programs at community sites through the five county area. PSA's, radio shows and articles will be written on recovery and other anti stigma topics to educate citizens regarding the principals inherent in recovery and self advocacy and to promote action-oriented initiatives to change written and unwritten community standards and attitudes about MH/DD/SA.

Marketing Media:

MEDIA/INFORMATION MARKETING TOOL	ACTIVITY	CONTACT AGENCY	RESPONSIBLE PERSON	
Newspapers	Press Release	Daily Dispatch	PR	
	Monthly Column	Oxford Ledger	PR	
	Advertisements	Franklin times	PR	
	Feature Articles	Warren Record	PR	
	Community Event Sections		Butner/Creedmoor News	PR
			Wake Weekly	
			The Daily and Sunday Herald	
			Littleton Observer	
			Lake Gaston Gazette	
			Commonwealth Progress	
Newspaper	Positive Change Insert (Inserted in to all county papers)	Daily Dispatch	PR/Outreach	
Television	Press Release	CTV-10,11,22	PR	
	PSA's	WLFL 22	PR	
	Appearances	WNCN NBC 17	PR/Outreach	
	News release	WRAL 5	PR	
	Agency Outreach Activities	WRAZ 50	PR/Outreach	
	(Arrange seminar) PR	WNVN TV 20		
		WUNP-TV channel 36		
	WNVN-TV 20			
Chamber of Commerce	Newsletter	Vance	PR	
	1. Appearances on television 2. Chamber newsletter 3. Assist with community events		PR	
Radio Stations	PSA's	WZRU (90.1 and 90.3)	PR	
	News release	WPTM FM 102.3 WCBT AM 1230 WYAL AM 1280 (Roanoke Rapids) (No Web)	PR	
		Interviews on local shows	WSMY AM 1400 (No	PR/Staff

MEDIA/INFORMATION MARKETING TOOL	ACTIVITY	CONTACT AGENCY	RESPONSIBLE PERSON
		Web) Weldon NC	
	Monthly program-Second Tuesday 4:40		PR/Dr. Mooney and guest
Hospitals	Community news	Halifax Regional	PR/Outreach
	Posters	Maria Parham	
	Lunch And Learns	Granville Medical	
	Hospital News Letter	Franklin Regional	
		JUH	
		Cherry Hospital	
		Murdoch	
Five County Web Site	Network of Care	Trilogy	PR/Provider Service
	Staff Information		Agency
	STR Information		
	Events/Meetings		PR/Outreach
	Newsletter		PR
	Articles		PR/Staff
Community Magazines	Feature Articles/News releases		PR
KARTS	Advertisement/Van	Karts	PR
Speakers Bureau	Informational presentations		PR/providers/outreach
Community events	Health fairs/Community Events/Chamber events		PR/Outreach
Bulletin Inserts	Articles/activities and events	Schools, Civic Groups, Churches, Hospitals, community partners	PR/Outreach
Yellow Pages	Create new ad/suicide hotline	Phone Company	Agency
Quarterly Newsletter	Informational/news/events		PR
Direct Mail	Informational		PR
Universal Prevention	Education/Articles	Community groups	Prevention Specialist
Anti-Stigma Plan	Education/Articles	Community groups	Care Coordinator

Target Populations:

- MH/DD/SA Providers
- Hospitals
- Police/Sheriff/Emergency Services
- Long term Care Facilities
- Professional Organizations
- Consumers and families
- Home Health Agencies
- Public Officials
- Support groups

- Senior Center
- Physicians
- Pharmacies
- Chamber of Commerce
- Housing Authority
- DSS
- Recreation Centers
- Education System
- Social Security Administration
- Transit
- Faith Based
- Media