

CONNECTING SOCIAL MARKETING & COMMUNICATIONS LOGIC MODEL (LAST UPDATED 11/22/17)

Vision: The CONNECTing to Care communications strategy increases awareness of the Network of Care and its principles as well as increasing awareness of behavioral health needs and services.

Goal: Implement social marketing strategies to increase knowledge of system of care philosophy, increase awareness of services array and promote stigma reduction.

CONTEXT	ACTIVITIES/STRATEGIES	OUTPUTS	OUTCOMES
<p>There is a need to build awareness and understanding about mental health to reduce stigma and to increase knowledge about existing resources in Connecticut.</p>	<p>Systems Organization, Financing & Accountability Develop & disseminate social marketing materials Develop Facebook page & disseminate materials/brand through Facebook medium Website redesign: Move CONNECT information from wrapct.org to Plan4Children.org; add meetings minutes, data collection & calendar events to Plan4Children.org Support other CONNECT workgroups through social media strategies & assistance with creation of marketing materials Letter of agreement developed to facilitate cooperation & collaboration between stakeholders in children's behavioral health Network of Care development</p> <p>Health Promotion, Prevention and Early Identification Expand scope of statewide Mental Health Awareness activities</p> <p>Access to a Comprehensive Array of Services & Supports Collaborate with 211, United Way, DCF & other state agencies on creating Healthy Lives CT website Collaborate & integrate with CT Strong and IMPACCT grant initiatives</p> <p>Disparities in Access to Culturally Appropriate Care Develop & disseminate culturally responsive & linguistically competent materials that promote Network of Care development & System of Care values and principles</p> <p>Family & Youth Engagement Youth & Family members lead mental health awareness activities Provide marketing materials to CONNECTING Youth and Families to Care Staff</p>	<p>Systems Organization, Financing & Accountability # of people reached via social media & websites # of people reached via marketing materials # of individuals/agencies signed LOA # of social marketing materials created for other workgroups</p> <p>Health Promotion, Prevention and Early Identification # of materials disseminated during mental health awareness month # of events held during mental health awareness month # of people reached during mental health awareness month</p> <p>Access to a Comprehensive Array of Services & Supports # of materials created to advertise Healthy Lives CT # of meetings held for Healthy Lives CT # of members from other grants to attend workgroup meeting</p> <p>Disparities in Access to Culturally Appropriate Care # of CLAS materials distributed</p> <p>Family & Youth Engagement # of youth/family led mental health awareness activities</p>	<p>Short-term Increased number of marketing materials created Increased number of marketing materials distributed Increased number of events held Increased number of people reached during Mental Health Awareness month Increased awareness of NOC values and activities</p> <p>Intermediate Increased # of hits to Plan4Children.org Increased # of downloaded reports on Plan4Children.org Increased hits to wrapct.org Increased hits to HealthyLivesCT.com Increased hits on CONNECT's Facebook page</p> <p>Long-term Decreased stigma and discrimination around mental health problems</p>
INPUTS			
<p>Family & Youth Leadership & Voice Favor, Inc. Beacon Health Options Child Health and Development Institute Public Act 13-178 Advisory Board Department of Children and Families Yale Consultation Center SAMHSA Community-based Resources</p>			