



# Kansas System of Care Social Marketing Strategy

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# Kansas System of Care Social Marketing Strategy

## Executive Summary

### KS SOC Goals

1. Strengthened trauma-informed practices and organized culture.
2. Increased quantity and quality of peer support services for parents/caregivers and youth.
3. Strengthened culturally and linguistically competent practices.
4. Improved integration of community-based services and resources.
5. Programs, practices, and policies that reflect the expressed needs of Kansas youth and families.

### KS SOC Social Marketing Strategy Goals

1. To highlight youth and parent support services to increase utilization so they receive the support and resources necessary to be sustainable.
2. To educate young people, families, and care providers about health and wellness in a way that highlights commonality so they can affect change in their communities.
3. To activate and provide resources for community building and inclusivity in a way that connects community members and enables them to use the many resources available to them.

### Audiences

- Youth
- Families
- Care Providers

The KS SOC Social Marketing Strategy is a living document that will evolve with time, evaluation, and input from the Social Marketing Committee and SOC Advisory Council.

### Channels

- Website
- Newsletter
- Social Media
- YouTube Videos
- Printed and Digital Materials
- Toolkits
- Formal and Informal Training
- More!



## ★ Kansas System of Care Social Marketing Strategy

The Kansas System of Care (SOC) Social Marketing Committee put in many hours of research, brainstorming, and revision to come up with a social marketing strategy to serve the state of Kansas. It is our goal to support Kansas SOC with a strong, evolving social marketing strategy.

## ★ Kansas System of Care Goals

The goals of Kansas SOC are as follows:

1. Strengthened trauma-informed practices and organizational culture
2. Increased quantity and quality of peer support services for parents/caregivers and youth
3. Strengthened culturally and linguistically competent practices
4. Improved integration of community-based services and resources
5. Programs, practices, and policies that reflect the expressed needs of youth and families

The apex of this social marketing strategy is to support these goals.

## ★ Strategy Goals

- To highlight youth and parent support services to increase utilization so they receive the support and resources necessary to be sustainable.
  - This supports Kansas SOC goals 1, 2, 4, and 5
- To educate youth, families, and care providers about health and wellness in a way that highlights commonality so they can affect change in their communities.
  - This supports Kansas SOC goals 1, 3, 4, and 5
- To activate and provide resources for community building and inclusivity in a way that connects community members and enables them to use the many resources available to them.
  - This supports Kansas SOC goals 1, 3, 4, and 5

## ★ Evaluation

The goals of this social marketing strategy will be evaluated alongside the other goals of Kansas SOC. The evaluation team monitors referrals, enrollments, strain perceptions, impairment perceptions, symptom severity perceptions, reports of suicide attempts, and trauma informed care.

Evaluation will also take place by tracking social media, website views, and email analytics, as well as contact forms. These numbers will provide insight as to what information is useful and easy to use and how people access this information.

For outcomes that are more difficult to measure, there will be satisfaction surveys and questionnaires vetted by the SOC Advisory Council and the Kansas SOC evaluation team. These will be useful when evaluating the effectiveness of webinars, toolkits, media kits, and peer support groups.

## Audience Benefits and Barriers

### Youth

The first identified audience for this social marketing strategy is youth. Potential benefits for youth include:

- increased support from peers and care providers
- more avenues by which to make their voice heard
- increased access to education regarding health and wellness

Potential barriers for youth include:

- limited access to resources, including internet in rural areas
- uninteresting/clinical language that does not engage youth
- too much information, not enough connection
- discrimination and prejudice

We are addressing these barriers by focusing on channels used by youth, including Instagram and YouTube. These channels will allow for both public and private use. We are also identifying those with limited internet access and ensuring that our audience receives hardcopy versions of the resources and are aware of places they can get online in their community, like public libraries. Regarding language and content, youth are an important part of both the SOC Social Marketing Committee and the SOC Advisory Council and will guide the messages that are shared. The language used will be inclusive and allow for self-identification.

### Families

Potential benefits for families include:

- increased support from peers and care providers
- community education and involvement
- more and increased access to resources

Potential barriers for families include:

- resources delivered on channels they do not use
- lack of engagement or excitement
- discrimination and prejudice

We are addressing these barriers by ensuring that the channels used are ones that suit this audience and there are opportunities to learn how to use other channels and tools. These channels will allow for both public and private use. With the guidance of the SOC Social Marketing Committee and the SOC Advisory Council, the content and resources will be relevant and engaging for the audience. The language used will be inclusive and allow for self-identification.

## Care Providers

Potential benefits for care providers include:

- increased connection to and support from other care providers
- increased access to resources for themselves and for the people they serve

Potential barriers for care providers include:

- resources delivered on channels they do not use or cannot pass on to others
- lack of engagement, no buy-in as to the value of these resources
- time consuming

We are addressing these barriers by ensuring that the proper channels and formats are used so it is easy for care providers to access and pass on all resources. As with the other audiences, we are cultivating engagement and buy-in by listening to their needs and preferences and incorporating them into our current strategy. By making things easily accessible, we hope to help care providers be able to use these resources and find connections with the time they have.

## Social Marketing Strategy - Youth

GOAL	MESSAGES	CALL TO ACTION	CHANNELS
To highlight youth and parent support so it is used by more youth and parents and receives the resources necessary to be sustainable.	<ol style="list-style-type: none"> <li>1. You have the power to support others and shape the way your peers talk about health and wellness.</li> <li>2. Your voice and your experience matter.</li> <li>3. You are not alone and there are resources available.</li> </ol>	Use your voice and tell your story.	<ul style="list-style-type: none"> <li>-Website</li> <li>-Instagram/Facebook (SOC)</li> <li>-Facebook Group</li> <li>-Text Messages</li> <li>-Printed Materials (Digital Files Available)</li> <li>-Youth Groups/Ylink</li> <li>-Partnerships with Schools via CMHCs</li> <li>-Trainings</li> </ul>
To educate youth, families, and care providers about health and wellness in a way that highlights commonality so they can affect change in their communities.	<ol style="list-style-type: none"> <li>1. Difference is common. Here's what that looks like and what strengths come from those differences.</li> <li>2. Mental health and physical health are interconnected and affect one another.</li> </ol>	<p>Use your differences to find your strengths.</p> <p>Recognize the value of self-care and learn to practice it in every part of your life.</p>	<ul style="list-style-type: none"> <li>-Website</li> <li>-Instagram/Facebook</li> <li>-YouTube Videos</li> <li>-Printed Materials</li> </ul>
To activate and provide resources for community building and inclusivity in a way that connects community members and enables them to use the many resources available to them.	<ol style="list-style-type: none"> <li>1. Your voice can have a positive impact on your community.</li> <li>2. Your story is valuable and you get to share it as you choose.</li> <li>3. You are a vital part of your community.</li> </ol>	Strengthen your community through participation.	<ul style="list-style-type: none"> <li>-Website</li> <li>-Instagram</li> <li>-Printed Materials</li> <li>-Peer Support</li> <li>-Awareness Campaigns</li> </ul>

## Social Marketing Strategy – Families

GOAL	MESSAGES	CALL TO ACTION	CHANNELS
<p>To highlight youth and parent support so it is used by more youth and parents and receives the resources necessary to be sustainable.</p>	<ol style="list-style-type: none"> <li>1. You are not alone and there are resources available for you.</li> <li>2. Your voice and your experience matter.</li> <li>3. You have the power to support others and shape the way we talk about health and wellness in our communities.</li> </ol>	<p>Use your voice to find support and shape your community.</p>	<ul style="list-style-type: none"> <li>-Website</li> <li>-Newsletter</li> <li>-Instagram/Facebook (SOC)</li> <li>-Facebook Groups</li> <li>-Phone Calls/Email</li> <li>-Printed Materials</li> <li>-Parent Groups</li> <li>-Trainings</li> </ul>
<p>To educate youth, families, and care providers about health and wellness in a way that highlights commonality so they can affect change in their communities.</p>	<ol style="list-style-type: none"> <li>1. Some people will experience secondary trauma. Accept where you are; seek better.</li> <li>2. You see the worst because you are the safe place.</li> <li>3. Difference is common. Here's what that looks like and what strengths come from those differences.</li> </ol>	<p>Recognize the value of self-care and learn to practice it in every part of your life.</p> <p>Use your story to give others hope, find common ground, and make connections.</p>	<ul style="list-style-type: none"> <li>-Website</li> <li>-Facebook</li> <li>-YouTube Videos</li> <li>-Printed Materials</li> </ul>
<p>To activate and provide resources for community building and inclusivity in a way that connects community members and enables them to use the many resources available to them.</p>	<ol style="list-style-type: none"> <li>1. Your story is valuable and you get to share it as you choose.</li> <li>2. You are a vital part of your community and you can use your experience to support others.</li> </ol>	<p>Use your voice and story to increase the access to and availability of resources in your community.</p>	<ul style="list-style-type: none"> <li>-Website</li> <li>-Facebook</li> <li>-Printed Materials</li> <li>-Peer Support</li> <li>-Awareness Campaigns</li> </ul>

## Social Marketing Strategy – Care Providers

GOAL	MESSAGES	CALL TO ACTION	CHANNELS
<p>To highlight youth and parent support so it is used by more youth and parents and receives the resources necessary to be sustainable.</p>	<ol style="list-style-type: none"> <li>1. You have access to the best resources to empower you to collaborate with youth and families and enable them to get the care they want.</li> <li>2. There is a community of care providers here to support you in your work.</li> </ol>	<p>Listen to youth and families and adapt your resources to fit their needs.</p> <p>Seek connections and share resources with other care providers.</p>	<ul style="list-style-type: none"> <li>-Website</li> <li>-Newsletter</li> <li>-Facebook Group</li> <li>-Emails</li> <li>-Printed Materials</li> <li>-Formal and Informal Trainings</li> <li>-Communities of Practice</li> </ul>
<p>To educate youth, families, and care providers about health and wellness in a way that highlights commonality so they can affect change in their communities.</p>	<ol style="list-style-type: none"> <li>1. Some people will experience secondary trauma. Accept where you are; seek better.</li> <li>2. What you do matters.</li> <li>3. Difference is common. Here’s what that looks like and what strengths come from those differences.</li> <li>4. Mental health and physical health are interconnected and affect one another.</li> </ol>	<p>Recognize the value of self-care and learn to practice it in every part of your life.</p> <p>Celebrate success and share struggles to offer hope and gain insight.</p>	<ul style="list-style-type: none"> <li>-Website</li> <li>-Facebook</li> <li>-Awareness Campaigns</li> </ul>
<p>To activate and provide resources for community building and inclusivity in a way that connects community members and enables them to use the many resources available to them.</p>	<ol style="list-style-type: none"> <li>1. Involve community stakeholders in conversations about health and wellness.</li> <li>2. Provide resources to help communities become more inclusive and supportive.</li> </ol>	<p>Identify community influencers and existing networks and join them in their work.</p>	<ul style="list-style-type: none"> <li>-Website</li> <li>-Printed Materials</li> <li>-Awareness Campaigns</li> <li>-Community Partnerships</li> </ul>

## Tasks

FREQUENCY	TASK	TASK LEAD(S)
Weekly	Facebook/Instagram Posts	Kaela Prall-Moore, Social Marketing Task Lead Kelsee Torrez, Project Director
Quarterly	Newsletter	Kaela Prall-Moore, Social Marketing Task Lead
Quarterly	Toolkit(s)	Janell Stang, Youth Engagement Specialist Sam Demel, Lead Family Contact Lael Ewy, Cultural & Linguistic Competence Task Lead Kaela Prall-Moore, Social Marketing Task Lead
Quarterly	Media Kit(s) for Awareness Campaigns	Janell Stang, Youth Engagement Specialist Lael Ewy, Cultural & Linguistic Competence Task Lead Kaela Prall-Moore, Social Marketing Task Lead
Quarterly	Webinar(s)	Lael Ewy, Cultural & Linguistic Competence Task Lead Kaela Prall-Moore, Social Marketing Task Lead
Quarterly	Video for YouTube	Kaela Prall-Moore, Social Marketing Task Lead
Quarterly	Events · Youth art competition · Informational table at local events	Janell Stang, Youth Engagement Specialist Lael Ewy, Cultural & Linguistic Competence Task Lead Simon Messmer, Project Coordinator Kaela Prall-Moore, Social Marketing Task Lead
Quarterly	Website · Ongoing project throughout FY2018	Kelsee Torrez, Project Director
Quarterly	Evaluate Outcomes · Using surveys, SOC evaluation data, & online/social media analytics	Nicole Freund, Evaluation Task Lead

## Process

The Kansas SOC Advisory Council, which is composed primarily of youth and family representatives, and its SOC Social Marketing Committee will collaborate with Kansas SOC partners to identify information, resources, events, and other opportunities to complete the identified tasks. The Task Lead(s) will be responsible for collecting, organizing, and ensuring that the task is completed in a timely manner. All tasks shall reflect the core values of Kansas SOC and must be approved by the Kansas Department for Aging and Disability Services' Communications Team.