




OHIO CENTER
of **EXCELLENCE**
FOR BEHAVIORAL HEALTH
PREVENTION & PROMOTION

Promoting Mental, Emotional and Behavioral Health Through Community-led Media Campaigns

Grant PREVCOE-FY23-02
Final Report | December 2023

Cover photo depicts how the Clark County Partners in Prevention coalition utilized SAMHSA’s Talk. They Hear You. media campaign to increase family communication about substance use by placing messaging at area high school sports venues.

Media Campaigns Reach Over One Million Ohio Households with Prevention Messages

The Ohio Center of Excellence for Behavioral Health Prevention and Promotion (Center) created a grant opportunity for community-based organizations to promote evidence-based mental, emotional, and behavioral health messages to residents and/or to connect them to local prevention resources.

Eighteen community-based organizations received grant funding ranging from \$30,000 to \$50,000 to disseminate evidence-based mental, emotional, and behavioral health prevention and promotion messages in ways (i.e., digital, print, and video) and places (i.e., community events, townhall meetings, and fellowship services) that met community needs.

In addition to funding, grantees also participated in a Community of Practice (Wenger, McDermott, & Snyder, 2002) facilitated by the Center. This approach allowed grantees from a variety of sectors and backgrounds to learn with and from each other as they worked to design and disseminate comprehensive and evidence-based messaging campaigns.

As a direct result of this initiative, 1 in 5 Ohio homes received a mental, emotional, or behavioral health prevention or promotion message at a cost of 81 cents per household.

Digital ads aired nearly 436,000 times in movie theaters, on television, over radio, and through social media, **generating nearly 33 million impressions across 27% of Ohio's counties.**

There was clear evidence that the messages were impacting behavior:

- Grantees reported an **increase in the number of requests from community members to be connected with mental health services** during and immediately after the campaign period.
- One grantee reported that residents and leaders from community-based organizations **asked to join the Suicide Prevention Coalition after seeing the messages.** Additional coalition engagement yields a stronger workforce and expanded capacity to ensure Ohioans are accessing the right resource at the right time.
- Grantees also reported an **increase in media requests, which generated opportunities for Prevention Professionals to serve as subject matter experts in television and radio interviews.**

“ As a result of this project, I learned new ways to reach my community on a variety of messaging platforms. I also have a better understanding how to strategically integrate media into a comprehensive prevention campaign and measure the impact of our coalition's work. ”

Project Director, Trumbull County Mental Health and Recovery Board

Substance Use Prevention and Mental Health Promotion Messages Reach Ohioans Where They Live, Work, Learn, Play, and Worship

Grantee organizations representing nearly 20% of Ohio's counties worked to ensure every resident and visitor were exposed to at least one substance use disorder prevention or mental health promotion message over a six-month period. **In addition to widespread community messaging, each grantee worked with community partners and residents to ensure messages reached community members who are most impacted by mental, emotional, and behavioral health issues.**

Grantees achieved the following outcomes aligned with the Ohio Department of Mental Health and Addiction Services Office of Prevention Services' strategic priority to support systems change efforts and implementation through community-based process:

- 78% of cable television subscribers in the **Dayton area** received a Black youth suicide prevention message. The same messages were deployed through gas station pump ads, resulting in an additional 600,000 impressions.
- Young adult social media influencers in **Cuyahoga County** were trained to share prevention messages and connect peers with support. Their social media posts were shared nearly 700 times, broadening local, state, and national reach.
- Adult men in **Clermont County** received information about the 988 suicide prevention and crisis hotline number through the dissemination of 4,000 stickers, magnets, coffee sleeves, and drink coasters; 3,000 magnetic notepads; and 330 car magnets imprinted with the hotline number.
- The campaign in **Butler County** served as a gateway for a partnership among 50 faith leaders to establish the Greater Cincinnati Faith and Mental Health Collaborative.
- Suicide prevention and problem gambling prevention ads were placed in newspapers and magazines in **Ashtabula, Belmont, Cuyahoga, Geauga, Harrison, Lake, Monroe, counties**, delivering 643,779 impressions to 143,727 readers.
- 576 cell phone holder boxes were distributed across **Clark County** in eateries, coffee shops and community gathering places to encourage residents to put away their phones and talk to each other. This campaign also launched 22 billboards prompting parents to talk with their children about substance use prevention. The message reached 87% of county residents, costing 16 cents per resident reached.
- **Across Ohio**, grantees collectively disseminated 1,190 messages via billboards, sport stadium jumbotrons, schools, public transit, street signs, and park benches.



Tailoring Messages to Meet Community Needs

Prevention Campaign	Priority Audience	County Engagement
988 Suicide Prevention and Crisis Hotline	Male adults 26+ (Clermont); Adults 18+ (Fairfield); Individuals across the lifespan (Belmont, Harrison, Monroe); Black youth and adults (Trumbull)	Belmont, Clermont, Fairfield, Harrison, Monroe, Trumbull
ABCs of Mental Health	Adults 18-45 (Hamilton); Black males 13-24 and their networks of support (Hamilton)	Cuyahoga, Hamilton
Be Present	Middle and high school students and parents	Portage
Change the Game	Individuals 12+	Lake
Crisis Text Line "4 Hope"	Individuals across the lifespan visiting or driving through SR 13 in Glouster (Athens); Black youth and adults (Trumbull)	Athens, Trumbull
Get Set Before You Bet	Adults 18+	Hamilton
Life is Better With You Here	Black young adults 18-25 (Butler); Black males 14-35 (Cuyahoga); Black youth 14-25 (Lorain); Black youth 10+ and parents/caregivers (Montgomery); Black youth and adults (Trumbull)	Bulter, Cuyahoga, Hamilton, Lorain, Montgomery, Trumbull
Million Classroom Project	Middle and high school students and parents	Summit
Talk. They Hear You.	Parents and caregivers	Clark, Holmes, Wayne

What Project Directors Are Saying About the Grant Opportunity

"This grant resulted in several new partnerships for our coalition. Members were actively inviting others to join, and residents called our agency asking how they can get involved after seeing our billboard. Teachers have been able to connect curriculum with the billboards, and the campaign was featured on two community television shows."
-Project Director, Butler County Suicide Prevention Coalition

"I cannot find enough words to express our gratitude to the Ohio Center of Excellence for Behavioral Health Prevention and Promotion. Receiving an award of this amount is instrumental for promoting effective messaging for mental health and substance use disorder. Our organization purchased a large electronic messaging board to display prevention messaging and resources 24/7. The board is located on the main route through Glouster, across from the very busy Glouster Park, near a crosswalk, a Dairy Queen, and the football stadium. The messaging board sits on a beautiful brick foundation with Trimble Brick representing a piece of local history in our community."
-Project Director, Tomcat Bridgebuilders (Athens County)