

Evaluating a Multimedia Campaign to Promote Universal Access to Care

Amelia Petril, M.Ed.
Tampa Hillsborough Integrated Network for Kids (THINK)

Why Research?

Research was important to every phase of THINK Parent HelpLine Social Marketing Campaign:

- Design
- Development
- Implementation
- Evaluation

Design: What Kind of Campaign?

Community media task force selected a multimedia integrated campaign to address parental concerns, warning signs and stigma.

Primary Audience: Parents aged 25-54


Messages: How and when to get help, awareness of stigma and warning signs

Development: Family Focus Groups

- Assess what parents think and know about child mental health: Baseline
- Assess impact of messages and images among all families: Inform creative design and delivery method
- Assess other important audiences and mediums: Subsequent campaigns

Admitting Your Child Needs Help Is Difficult

Powerful image captured parents' attention—parents wanted to reach out to help. Many parents identified with "admitting" it is time to get help.




"It's hard to admit that you need to get help...this tells me that it is okay to ask for it."

You may not want to admit it, but your child may need help.

"Normal? Or not?" Raised Doubts and Curiosity

Headline communicates to parents that their child could "look" unusual, yet still be "normal."



"This would make me call...She could be normal...a lot of kids are piercing body parts...I'd call to see if this is normal...in my mind it isn't!"

"My 21-year-old daughter has piercings and she is normal, but the picture would make you stop and take notice."

Normal! Or not?
Call to find out.

Providing a List of Warning Signs Is Helpful

Message helped parents realize that any of the symptoms listed could be a signal to get help.

—“This is very concrete...it tells me that if you answered yes to any one of these questions, your child might need help... this is good information to have...it let's me know I'm not ignoring problems.”

Some parents still felt they would have to answer “yes” to more than one symptom to seek help.

How your child:

- seems overwhelmed by stress? yes no
- has a slipping grade? yes no
- has unorganized clothes or sleeping or eating? yes no
- seems socially isolated? yes no
- seems really sad and hopeless without reason? yes no
- is a loner? yes no
- seems very wary of strangers or visitors? yes no

If you answered yes to even one of the questions above, please call:

This test could save your child's life.

Development: Recommendations

Messages:

- Warning signs should be taken seriously.
- Parents should not wait until a crisis to get help for their children.
- Calling 2-1-1 will provide them the help they need.

Development: Recommendations

- Do not use the words “mental health” in messages
- Ensure confidentiality and anonymity
- Use experienced professionals on phones

Implementation: Vision


- Increase public awareness and use of 2-1-1 Parent Helpline
- Use traditional and non-traditional advertising mediums
- Conduct cultural- and geographical-specific promotions
- Develop media partnerships for leverage

Implementation: Objectives

- Media blitz to launch campaign: frequent messages in multiple formats
- Purchase and target additional advertising during high stress months
- Target geographic areas
- Track call volume increases, media hits and exposures by ZIP code and medium


Implementation: Creative Designs

- Billboard: Angry female with pierced tongue
- Parent guide: Lonely boy in school hall
- Newspaper ad: Checklist



Implementation: Multimedia

- Cable television PSAs
- Movie screen advertising
- Radio (drive time/DJ endorsements)
- Newspapers
- Outdoor billboards




Implementation: Multimedia

- Fliers and posters to schools for take home
- Direct mail to churches and physicians
- Community newsletters
- E-mail stakeholders, providers, and families




Implementation: Calls From Families & Youth With SED

- Develop screening protocol and train phone staff
- Advertise and coordinate with other community stakeholders
- Plan for call volume increase
- Evaluate after six months



Evaluation: Online Survey

- 456 individuals completed online surveys
- Included male and female parents aged 25-54, resident > 1 year, child aged 5-17 at home
- Care taken to include minority and low income respondents to ensure adequate representation



Online Survey Findings


Awareness:

- 56% awareness of 2-1-1 among parents with annual income < \$25,000
- 46% said mental health is a very BIG problem; 4% not a problem at all
- Who you gonna call:
 - Professional, 29%
 - School counselor, 19%
 - Doctor, 18%
 - Parent HelpLine, 13%




Online Survey Findings

- Medium:
 - Billboard, 21%
 - Radio, 15%
 - Friend, 13%
 - Television, 12%
- Concerns about calling:
 - Privacy
 - Confidentiality
 - Speaking to professional
 - No cost




Evaluation: Tracking

- Large increase in call volume to 2-1-1
- Increases directly correlated with dates of media blitz and subsequent buys, school take-home information, direct mail to physicians and churches
- Billboard, radio and school take-home fliers most frequently mentioned source of information



Evaluation: Measure Exposures

- 3.6 million gross impressions
- Reaching 81% of target audience (parents between 25-54)
- Frequency of exposure: average nine times
- Net reach: 370,478 persons
- Cost: 11.8 cents for radio buys



Evaluation: Leveraged Media Buys

PSA Donations: \$150,000

- Radio (10 Clear Channel stations and others: 1,133 free PSA spots)
- Television (Time Warner Cable: 32 stations)
- Newspapers (Tampa Tribune and others)
- Television and radio personality endorsements (4)



More Information

Amy Petrila, Project Director, THINK
or
Dan Casseday, Marketing and Outreach Coordinator, THINK

1205 E. 8th Avenue
Tampa, FL 33605
813-229-2884 (tel)