

A Community-based Mental Health Campaign

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Facts Not Fear ICT



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Facts Not Fear ICT

- Administered through the U.S. Department of Health and Human Services' Office of Minority Health (OMH)
- Facts Not Fear ICT was based at the University of Kansas School of Medicine-Wichita, with many partners
- Advancing Health Literacy to Enhance Equitable Community Responses to COVID-19
- Three-year project to improve health outcomes in four of Wichita's priority populations

FNFICT Priority Populations

Four racial and ethnic populations at the highest risk for health disparities and low health literacy in Wichita:

1. American Indian and Alaska Native
2. Asian or Asian American
3. Black or African American
4. Hispanic or Latino

Session Learning Objectives

Session Learning Objectives

1. Describe the evidence-based mental health campaign
2. Identify at least three evidence-based strategies for community members to improve their mental health
3. Identify elements of the campaign that are culturally-relevant

Introduction

Problem

- 23% of adults (~60 million) in the US have a mental illness (NIMH, 2024)
- About half of these individuals do not access the needed mental health care partially due to: (Gulliver, Griffiths, Christensen, 2010)
 - Perceived stigma
 - Inability to identify symptoms of mental illness

Health Literacy



The ability to access,
understand, and use health
information and services

Health Literacy

- **Personal Health Literacy**
 - “the degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions...”
- **Organizational Health Literacy**
 - “the degree to which organizations equitably enable individuals to find, understand, and use information and service to inform health-related decisions...”

(NIH, 2025)

Health Literacy is Important

- Low health literacy is a significant predictor of poor health outcomes
(Schillinger, 2021)
- There is a stronger association between health status and health literacy than between health status and many demographic variables (e.g. age, income, employment status, education level, race, ethnicity) (Ngoh, 2009)
- Low health literacy is significantly more prevalent in socially disadvantaged communities (e.g. low educational attainment, low income, low English proficiency, racial or ethnic minorities) (Schillinger, 2021)

Mental Health Literacy

- Mental health literacy
 - Is associated with mental health outcomes
 - Can promote psychological well-being

(Kelly, Jorm, Wright, 2007; Kitcher, Bagnell, Wei, 2015; Reavley, Jorm, 2011)

Mental Health Literacy and Mental Health Outcomes

Constructs

- Knowledge about mental health
- Knowledge about mental disorders
- Awareness of how to seek help and treatment
- Reduce stigma

Outcomes

- Promote early identification
- Improve mental health outcomes
- Increase use of health services

Mental Health Literacy Constructs

1. How to obtain and maintain good mental health
2. Understand mental disorders and their treatments
3. Decrease stigma against mental illness
4. Enhance help-seeking efficacy

(Kitcher, Bagnell, Wei, 2015; Weim Hayden, Kitcher, Qygmunt, McGrath, 2013)

Mental Health Literacy Intervention Literature

ABCs of Mental Health Campaign

- **Act** – stay alert “by staying active mentally, socially, spiritually, and physically active. Do something.”
- **Belong** – “develop a strong sense of identify and belonging by keeping up family relationship and friendships, joining groups, participating in community activities, and inviting others to do so. Do something with someone.”
- **Commit** – “Do things that provide meaning and purpose in life, such as taking up challenges, supporting causes and helping others. Do something meaningful.”

(Donovan et al., 2021)

Development of a
Community Based, Research-
Informed Mental Health Campaign

Campaign

One of several FNFICT strategies to improve health outcomes for
Wichita communities

**Generate, implement, and evaluate a community-based mental
health literacy campaign**

Campaign

- Not just mental illness- about mental health – for everyone
- Vibrant and joyful feel
- Use research to inform the campaign

Research-Informed Community Mental Health Campaign

The campaign was developed using **research-informed health literacy** strategies, using images to convey messages about how community members can improve their mental health

Research-Informed Community Mental Health Campaign

Efforts focused on creating a message that could resonate with all communities in a way that would encourage individuals to:

1. Consider their mental health
2. Empower them to become proactive regarding their mental health
3. Take action to improve their mental health

Research-Informed
Community Mental Health Campaign

For good mental health,

Get active!

Get connected!

Get involved in your community!

Campaign Materials

- The campaign was available in:
 - English
 - Spanish
 - Vietnamese
- Content in each language was assessed using the Flesch-Kincaid readability score, with an 8th grade ceiling

Poster Design

- The graphic was designed to capture the **cultural and linguistic appropriateness** needed for the four communities to embrace the mental health message while encouraging **reduced stigma and behavioral change**
- FNFICT utilized billboards, postcards, t-shirts, magnets, posters, and virtual images to disseminate the campaign across Wichita

Considerations

Language

- It is not sufficient to translate
- Piloting is critical
 - Include partners and stakeholders in planning and development
- Words matter

Considerations

- Establish trust
- Respect and acknowledge
 - Historical trauma
 - Indigenous methods

Some Engaged Stakeholders

Educational
health sessions

Advisory board

Volunteers

Community
health facilitators
(CHFs)

Key influencer
interviews

Partner
organizations
and agencies

Local
government

Input for First Pilot

- Asked stakeholders to inform campaign look and feel, including considerations for clothes, hair, activities
- We developed four distinct, culturally-specific campaigns
- Feedback – campaigns were similar enough, combine them

Feedback from Second Pilot

- *“That dancer needs to go!!!!”*
- Liked and wanted different variations of skin tones
- Tweak letters and capitalization, word order, logo placement, highlight specific content

Campaign Evaluation

- To evaluate the community mental health literacy campaign,
 - Surveys were administered
 - Key influencer interviews were conducted
- Both evaluation tools were piloted prior to launching evaluation efforts

DRUMROLL...

Community Mental Health Campaign

Get active!

For good mental health

Get involved!

Get connected!

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Community Mental Health Campaign (Spanish)

¡Ponte activo!

Para tener buena salud mental

¡Participa en tu comunidad!

¡Construye relaciones!

FACTS NOT FEAR ICT

Esta oportunidad fue apoyada por 1 CPIMP211300-01-00 emitida por la Oficina del Subsecretario de Salud del Departamento de Salud y Servicios Humanos de los Estados Unidos como parte de un subsidio de asistencia financiera por un total de \$4,000,000 con un 100% financiado por la Oficina de Salud de las Minorías/OASH/HHS. Los contenidos son responsabilidad exclusiva del autor(s) y no representan necesariamente los puntos de vista oficiales de, ni un respaldo de la Oficina de Salud de las Minorías/OASH/HHS, o el Gobierno de los Estados Unidos. Para obtener más información, visite minorityhealth.hhs.gov.

Community Mental Health Campaign (Vietnamese)

Hãy hoạt động!

Để có sức khỏe tinh thần tốt

Hãy tham gia vào!

Hãy kết nối!

FACTS NOT FEAR ICT

Chương trình này được hỗ trợ bởi 1 CPIMP21R00-01-00 do Văn phòng Trợ Lý Bộ trưởng Y tế của Bộ Y tế và Dịch vụ Nhân sinh Hoa Kỳ cấp. Là một phần của quyết định hỗ trợ tài chính với tổng trị giá 4.000.000 đô La với 100% được tài trợ bởi Văn phòng Sức khỏe thiểu số/ORSH/HHS. Nội dung do (các) tác giả hoàn toàn chịu trách nhiệm và không đại diện cho quan điểm chính thức cũng như không được xác nhận bởi Văn phòng Sức khỏe thiểu số/ORSH/HHS hoặc Chính phủ Hoa Kỳ. Để biết thêm thông tin, vui lòng truy cập minorityhealth.hhs.gov.

Quantitative Evaluation Results

Demographics

430 community members completed the mental health campaign eval survey

- 69% (n=298) reported being female
- 40% (n=173) reported being Black or African American
- 25% (n=108) reported being Hispanic or Latino
- 7% (n=32) reported being Asian or Asian American
- 6% (n=24) reported being American Indian or Alaska Native
- Average age of 50 years (SD 16.78)

Educational Demographics

- 6% (n=26) - 8th grade or less
- 10% (n=44) - some high school, did not graduate
- 31% (n=134) - high school graduate or GED
- 31% (n=131) - some college or 2-year degree
- 12% (n=50) – 4-year college graduate
- 10% (n=44) – more than a 4-year college degree



47% (n=204)

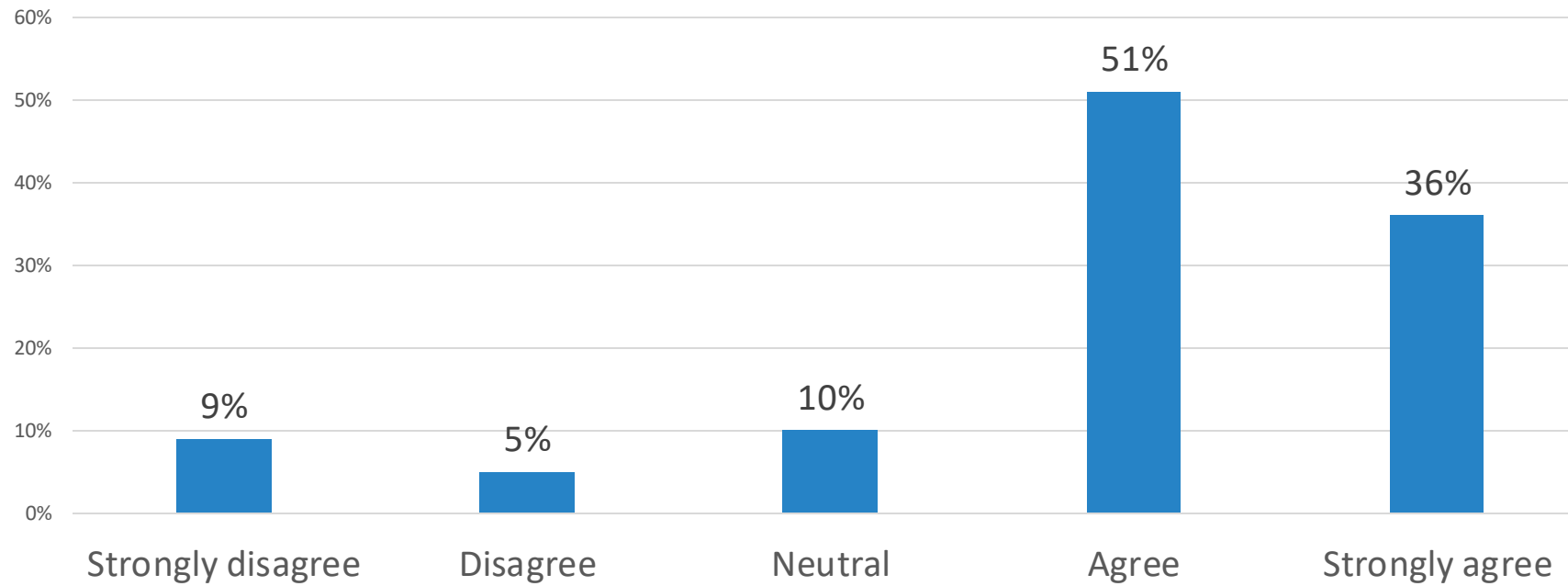
Reminder

Mental Health Literacy Constructs

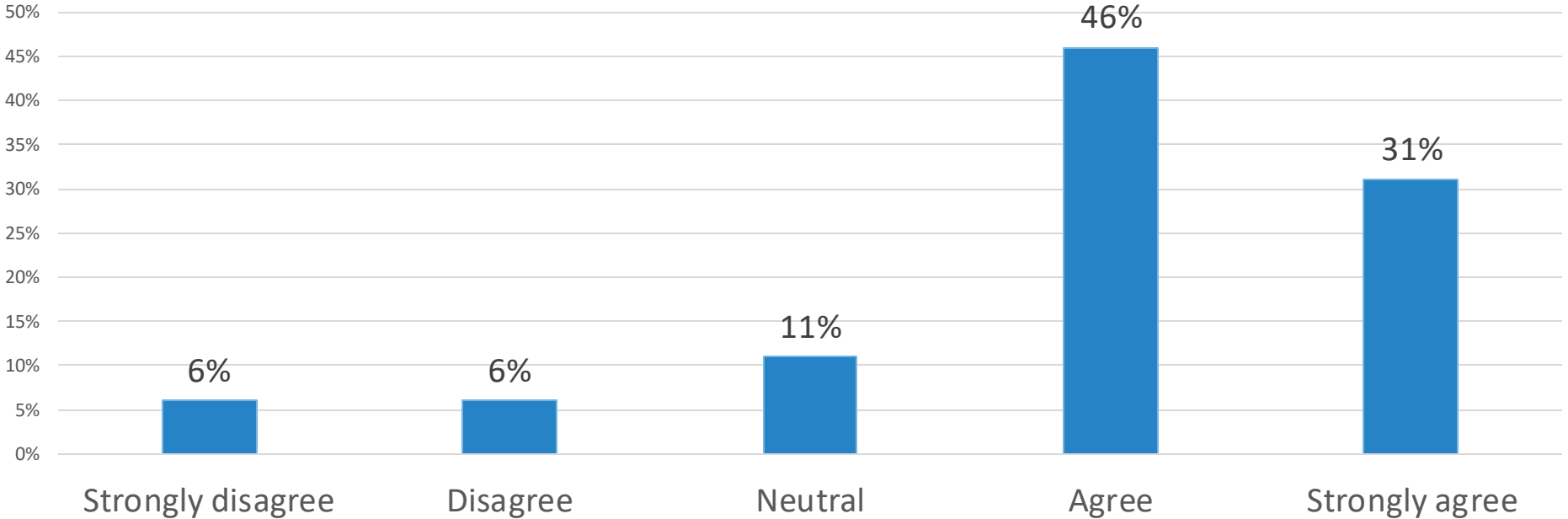
1. How to obtain and maintain good mental health
2. Understand mental disorders and their treatments
3. Decrease stigma against mental illness
4. Enhance help-seeking efficacy

(Kitcher, Bagnell, Wei, 2015; Weim Hayden, Kitcher, Qygmunt, McGrath, 2013)

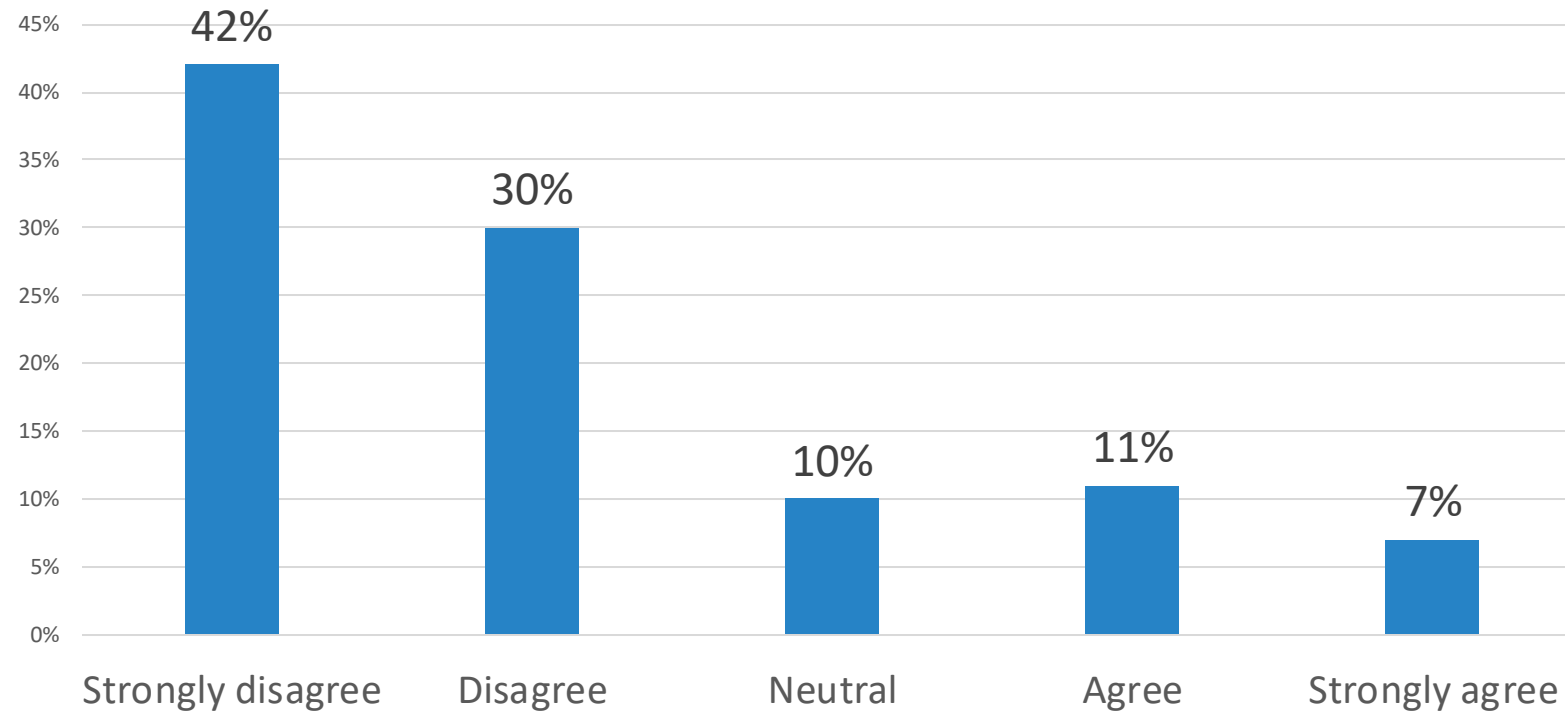
Understand How to Obtain and Maintain Good Mental Health



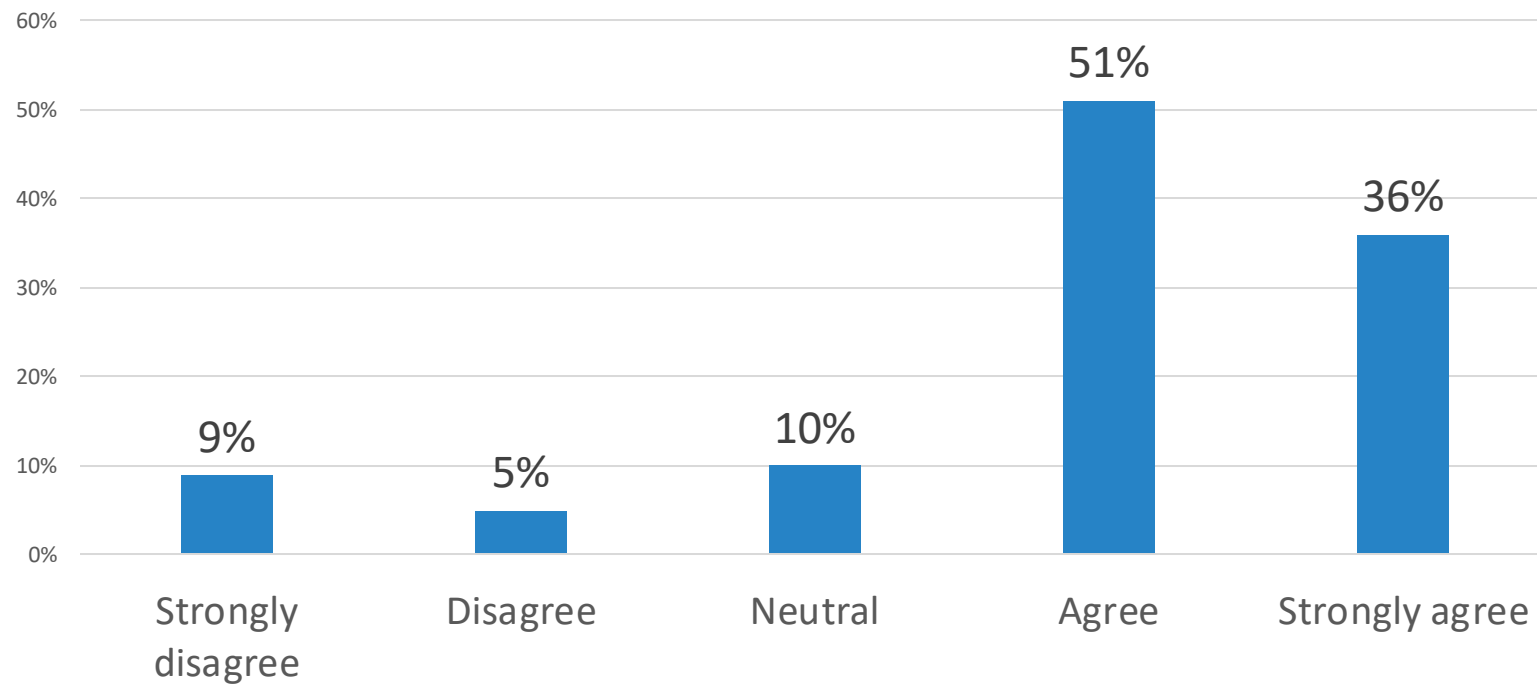
Understand the Signs and Symptoms of Mental Illness and their Treatments



Have Negative Beliefs about People with Mental Illness



Am Confident in My Ability to Seek Treatment for Mental Illness, If Needed

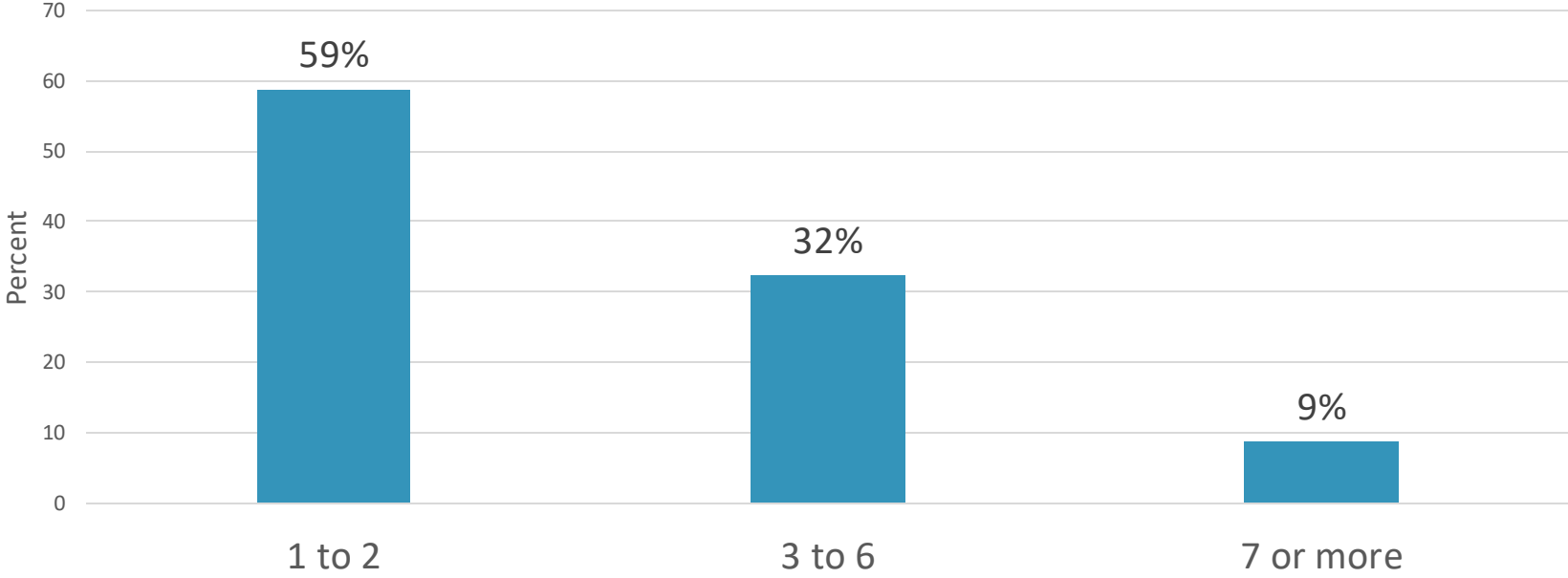


Viewed Campaign

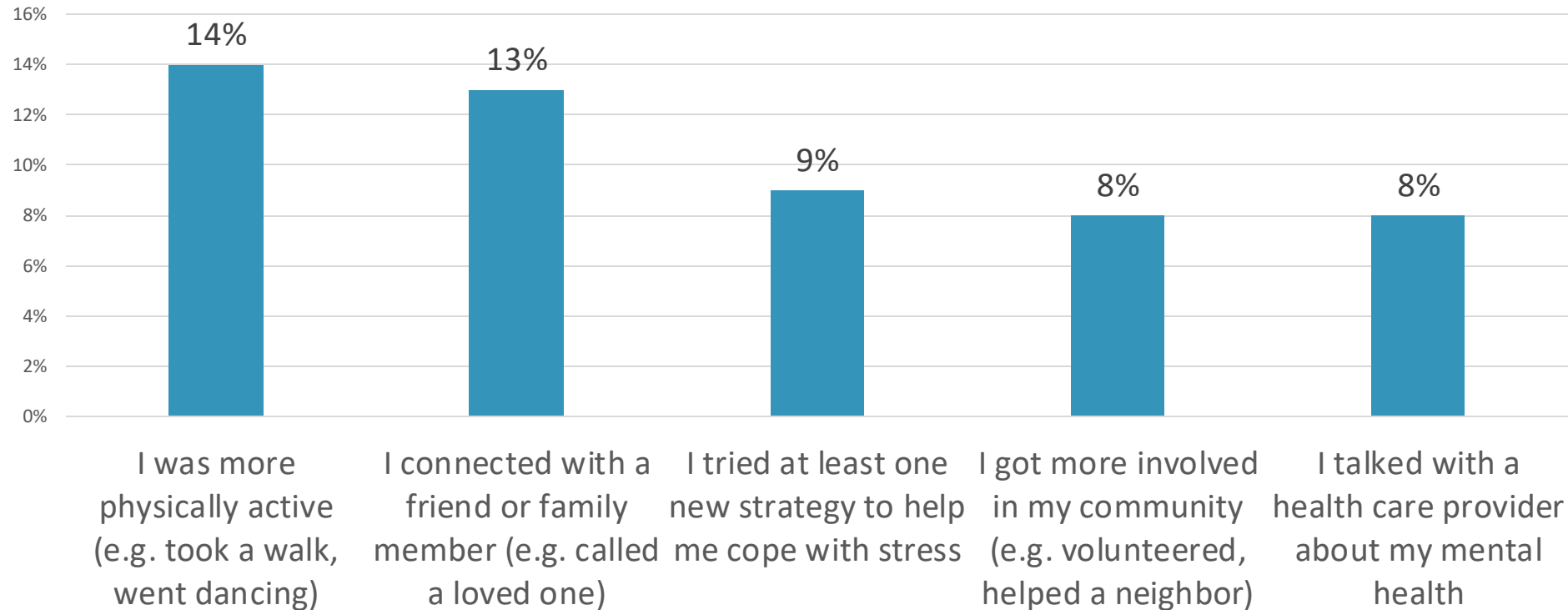
33% (n=140) reported having seen the campaign before that day

- 46% (n=65) via social media
- 29% (n=41) on a billboard
- 19% (n=27) “other” (e.g. clinic, flyer, friends, community health session)
- 13% (n=18) via postcard

How Many Times Seen This Campaign Before Today



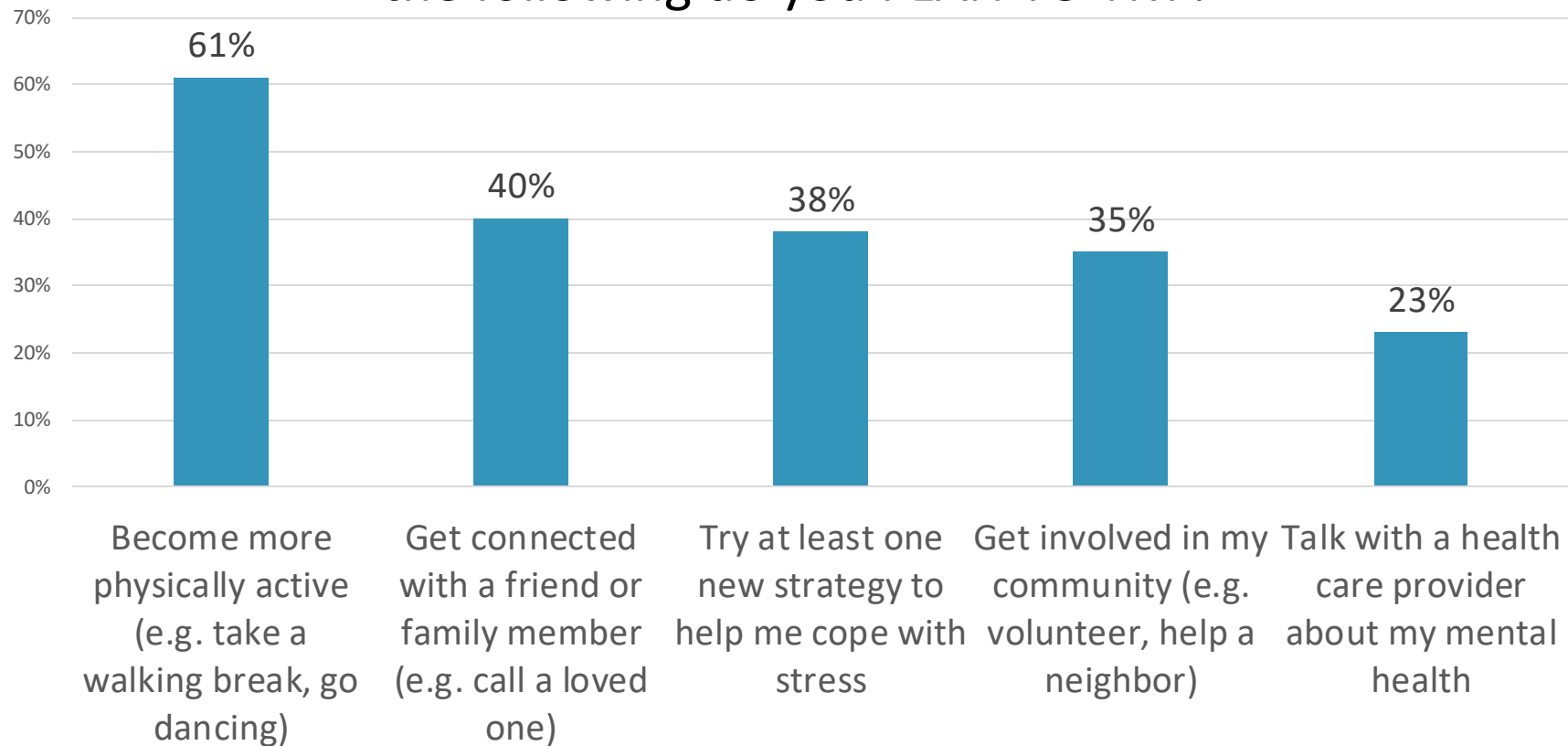
Between the first time you saw the campaign image and today, have you engaged in any of the following activities BECAUSE of the campaign?



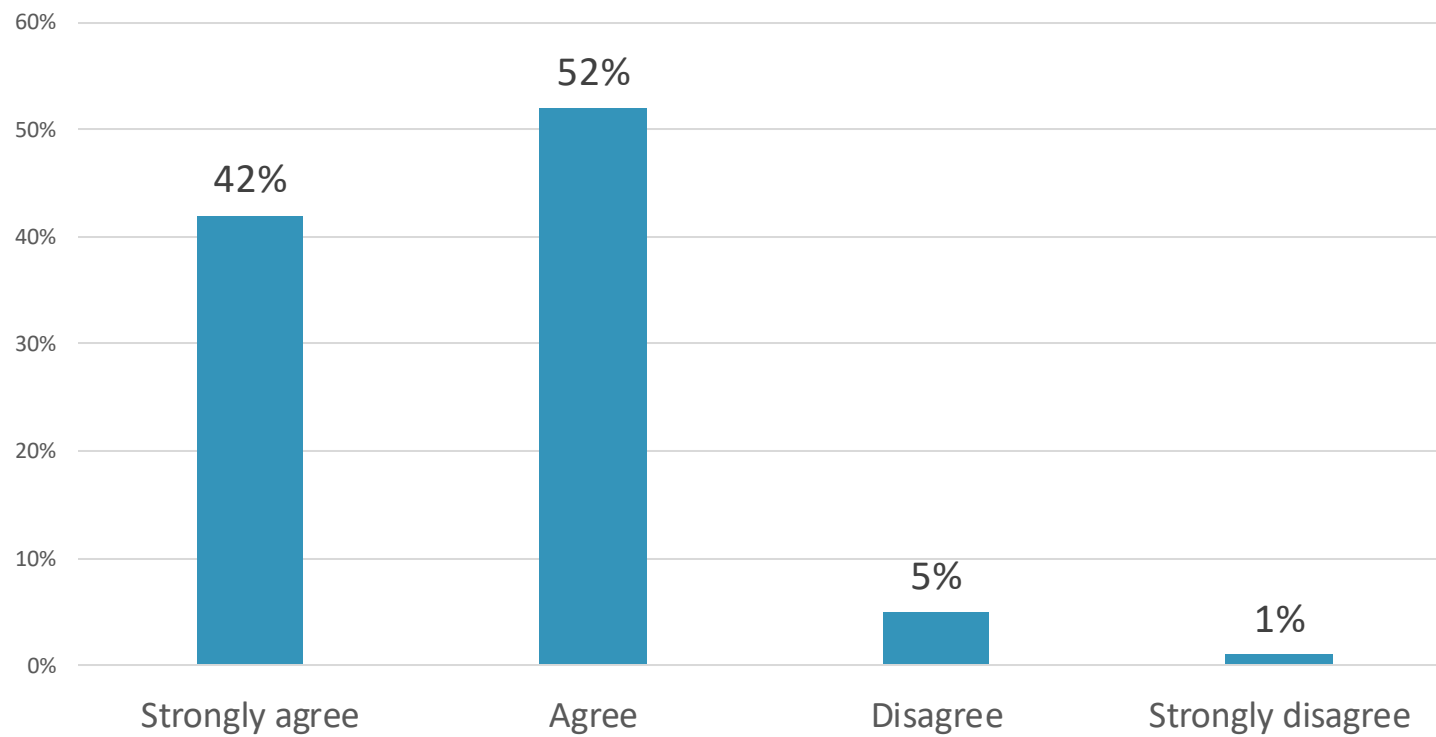
Viewed Campaign

- 67% (n=290) reported *not* having seen the campaign before that day

Now that you have seen this campaign image, which of the following do you PLAN TO TRY?



The Campaign Gave Me Ideas on How to Improve My Mental Health



Nearly all (94%, n=405) reported that the campaign had given them ideas on how to improve their mental health

Qualitative Evaluation Results

Participant Demographics

In total, 81 interviews were completed with individuals from four communities:

- American Indian or Alaska Native (n=20)
- Asian or Asian American (n=21)
- Black or African American (n=20)
- Hispanic or Latino (n=20)

Reminder - Community Mental Health Campaign

Get active!

For good mental health

Get involved!

Get connected!

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Describe the Image

- *“I see a diverse group of both men and women. It looks like probably in a community setting. One's a garden, one's a picnic, and one looks like she's dancing or showing you her lovely skirt.”*
- *“I see people from, it looks like different ethnicities, doing different things, gardening, socializing, things that make them happy.”*

What Does It Mean to You?

- *“To be connected, to be with other people, to be social is getting away from the emptiness of being by yourself.”*
- *“Well, it feels happy. It feels happy. It feels like you're supposed to be doing something together with someone. That's what I get.”*

What Does It Mean to You?

- *“To me, I take it as that culturally, we have different ways that we interact and connect and do things that make us happy. Some people like dancing, some people like getting together with others to socialize, some people like to garden. That's therapeutic.”*
- *“Just people getting together and enjoying life.”*

Who The Campaign Might Be For

- *“For everyone because based off the headline, it just says, ‘For good mental health.’ So, I would imagine that it applies to everyone.”*
- *“I would think it's for anyone. Anyone and for everyone.”*
- *“This campaign is people that actually, according to the poster, they do not have a mental problem.”*

Who The Campaign Might Be For

- *“Old people with some mental problems. No, I'm just playing, because that's me. But for everyone. Looks like all sexes, races, ages. They all look different.”*
- *“I feel like it's mostly for people who don't feel have been heard in their mental health or just healthwise.”*
- *“For me.”*

How Does It Make You Feel?

- *“That I'm being heard, that I'm being valued. As being Mexican, you know, it has different color skins. It's not just the normal of what you're used to, working together, and so that's really nice.”*
- *“It makes me feel like there's a lot of activities to do for fun.”*

How Does It Make You Feel?

- *“Good. I feel like it needs to be more out there, especially for the Hispanic community knowing that you can reach out and there's places that can help.”*
- *“Maybe I should do more of that.”*

How Does It Make You Feel?

- *“Well, it make me feel better because you don't be alone. You're not lonely.”*
- *“I think it makes me feel like there are easy ways to have mental health benefits, and that there are a variety of ways to do it. In this case, there's three, but there's probably more than that. But it just seems like there's multiple different avenues to try to yeah, just improve your mental health.”*

How Does It Make You Feel?

- *“I think it makes me feel good because people need to connect. I mean, we, us as humans, are social beings, and you connecting with other people is good for your mental health, it's not good to isolate.”*
- *“Makes me feel like somebody's listening. Somebody is actually listening. Lost too many lives behind these mental issues and people giving up and so much suicide, especially of our young people. And it just makes me think that somebody's actually listening and getting up and doing something about it, addressing it.”*

Motivate Any Behavior

- *“Just be friendly with the people that you have occasion to meet.”*
- *“I think what is attractive to me with these caricatures is maybe the ‘get active’ one. So, in this case, she looks like she's dancing, but you know, it could be walking, jumping rope, all sorts of stuff. And then the get connected is appealing to me as well.”*

Motivate Any Behavior

- *“It motivates me to want to know more and also recognize that just looking at this picture that everyone who may be experiencing some issues, you may not see it on the outside and not be judgmental. When it does show its face, don't be judgmental, but try to think of ways to reach that person and get them to reach out.”*
- *“It makes me want to go outside.”*

Motivate Any Behavior

- *“It motivates me to change my lifestyle, to be happy, you know, socialize and work harder and do some other activity... like, get a hobby, go exercise, and doing some other stuff.”*
- *“It makes me wanna go and do something with my life.”*
- *“It's good that people do these things. They have a better life when they get together and enjoy what they're doing.”*

Motivate Any Behavior

- *“It motivates me, you know, one of the big key things that helps me the most is to help someone else. Be open to different ethnicities, different beliefs. And I think that's pretty much.”*
- *“It motivates me to speak up more because I feel like I have more power with this campaign.”*
- *“Go out dancing and socialize more. Get out in my front yard to do some yard work.”*

Recommendations Surprise You?

- *“I think there's a lot more emphasis on [these recommendations] now, but I think most of us do know what we're supposed to do, but some demographics don't often associate going outside with mental health. And I think that's something that is changing, which is good because people need to realize that we are connected and that we need fresh air, we need sunlight, and all that stuff as well.”*

Recommendations Surprise You?

- *“Kind of, yeah, because...I mean, I guess, I don't know. Because getting connected, like, people...I don't really like people, so that's kind of...I don't really like that one. But getting active, I mean, that's...Like, my boss was telling me, too, that he's doing yoga now. And so that's helping him. So, I don't know. Maybe I could do that. I mean, it's not that active, but, you know, something. Oh, and then something else that I do is I downloaded this app and when I walk, it plants trees and so you can watch your tree...Like, if you get like 10,000 steps, you get to plant a tree and it's real, I mean, it's a real tree somewhere off on some island... So, I feel like I'm doing something to make me feel like I have a purpose.”*

Campaign Feedback

Participants reported that the campaign prompted them to **consider the activities they wanted to practice** to improve their mental health

Discussion

Mental Health Literacy Intervention Literature

ABCs of Mental Health Campaign

4% reported seeking help

(Donovan et al., 2021)

Get Active, Connected, and Involved

8% reported seeking help

23% reported planning to seek help

Future Research

- Continue experimenting with research-informed community mental health campaigns, especially for minoritized populations
- Evaluate psychometric properties of the four mental health literacy items
- Identify if there are relationships between in behavior change or planned behavior change and mental health literacy items
- Examine potential differences and similarities in responses by race and ethnicity

Limitations

- Used tool without established psychometric properties
- Self-reported assessment of constructs

Conclusions

The Campaign

- For good mental health,
 - Get active!
 - Get connected!
 - Get involved!
- Assets and strengths-based
- Promotes good mental health
- Reflects diversity of Wichita
- Message is based in academic research
- Suggests promising outcomes



Thank you!

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