

Outreach

Teen & Family Services, Inc.

**Growing our communities through real talk about
mental health:
The #REALTALK Campaign**



MARC USA

INTRODUCTION AND BACKGROUND

Team MARC USA's final proposal is the #REALTALK campaign which employs both advertising and public relations tactics to achieve Outreach Teen and Family Service's goals. The approach is broken up into three phases. The phases were informed by research, affordability and usability. Each section includes usable deliverables so Outreach can get started on reaching their goals today with this three step approach.

Outreach currently serves communities in Washington and Allegheny County, specifically within the Mt. Lebanon area. With a tagline of "Counseling. Care. Connection," they are looking to provide support through programs that focus on counseling, education, and workshop that allow for parents and youth alike to engage in conversations about mental health. We want to focus on increasing the visibility of the organization within the targeted geographic areas and work on removing the stigma surrounding mental health within the community.

SWOT

- Strengths
 - Strong mission statement and tagline
 - Service is accessible
 - Has the ability and resources to serve more community members
 - Small cost for counseling services, under \$40/session
- Weaknesses
 - Weak digital presence
 - Low engagement online
- Opportunities
 - Expanding reach to other local geographic areas
 - Build a community upon Outreach members
 - Changing the face of the stereotype of a person with mental health issues
- Threats
 - Because of the stigma surrounding mental health, people do not always seek help
 - Low brand recognition

Objectives:

1. Remove stigma around mental health
 - a. Elevate and normalize conversation around mental health
 - b. Change the face of mental health
2. Raise awareness and increase visibility of Outreach Teen
 - a. Create more channels for community members to access resources
 - b. Educate parents and guardians about mental health

- c. Expand the geographic reach for the programs
3. Increase community members
 - a. Increase members by 15%
 - b. Increase site traffic by 30%

PHASE 1

To target both parents and teens, we recommend using different strategies for different platforms - together, they will be used to create an online community where people feel comfortable reaching out for help, as well as learning more about Outreach's services. When targeting parents, we want to use Facebook to open the dialogue about mental health - seeing a post about warning signs in a newsfeed normalizes the topic and eases the conversation. We recommend creating posts and ads to target parents, because Facebook is the most popular social media platform for that group.

Also using Facebook, we recommend holding an open chat where members can openly ask questions from the privacy of their own computer - again, this opens the conversation but also gives members privacy if they feel uncomfortable calling or are unsure of whether the services are appropriate for their child's situation or not

When targeting teens, we recommend using similar tactics to normalize the conversation about mental health, but to also use platforms such as Instagram, where those dealing with mental health can share their own stories - creating a profile that those in need can relate to. Furthermore, to give a face to Outreach, we recommend posting Counselor spotlights, humanizing the service and enhancing the approachability of Outreach.

Overall, using hashtags and linking posts between platforms, we believe social media is an important way to reach those in need, and to increase visibility that they help they may need is easily accessible through Outreach. We've included an example of a content calendar proposing times to schedule posts throughout social media platforms, as well as a sample Facebook event for Care Hours.

Information On How to Implement SEO:

- This can vary on your content management system for your website. Typically these systems now include a place for you to type in relevant keywords for your various webpages. You do not want to select a large amount of these keywords, but rather pick the ones that are most relevant to your organization and mission. An example of keywords could be "teen health," "Pittsburgh mental health center," "mental health center," etc. Once those are established, you also want to make sure that those keywords for each page are included on the page so it is clear that the keywords are relevant to the content.
- Another way to boost SEO is to have a website that is functioning properly. Google pays attention to the quality of a website (in terms of how fast it loads and how well the website runs for the users). By maintaining a functioning website, Google is more likely to rank you higher for relevant keywords.

- Finally, when partnering with mommy bloggers, if they reference web pages on your website, make sure that they too include some of the keywords that you use. This shows that other users are acknowledging your relevance to those keywords, which is favorable in Google's algorithms.

PHASE 2

Now that we have made Outreach more accessible online, we need to get the word out. The function of media relations is sharing your organization's stories beyond immediate reach. Outreach's story is one of counseling, care and connection. The work Outreach is doing in the community is absolutely newsworthy. This new campaign push is a perfect time to welcome the media into the mission of Outreach to spread the word about mental health and your services. Making your mission mainstream will help fight the stigma surrounding mental health and grow awareness about Outreach's offerings. Media relations will also put Outreach's foot in the door for the rest of the campaign.

Sticking with the messaging in #REALTALK, making media stories based around real people in the community and within Outreach's circle will make the story applicable to local leaders, schools, parents, teens and the Pittsburgh area since these people are friends and neighbors. The overarching idea of the #REALTALK campaign is the idea of outreach as a means to strengthen our community and the harm of the stigma surrounding mental health. Outreach can begin this conversation by targeting key geographics and demographics through media relations.

Pitch Ideas:

- Back to school: Helping your child be successful this school year
- Let's talk: How mental health stigma is hurting our children
- Client stories: How Outreach helped me
- Counselor stories

Utilizing PSAs will also increase reach since local stations still do their part by supporting nonprofits through this channel. Parents still consume television and radio content so employing PSAs can meet them where they are. Research shows that moms, specifically, typically listen to over 100 minutes of radio and watch over 125 minutes of television a day.

Local media channels can effectively target our geographic area and specifically parents to raise awareness and remove stigma. Suggested media outlets to write pitches to include talk radio like KDKA-AM and WESA-FM (i.e. pitch a community round table with Outreach Teen community members, parents and board members). Choose peak times (like back to school or school finals) to pitch to Pittsburgh Today Live about Outreach Teen and how it can help students during that season. Also consider pitching to magazines for longer editorials on Outreach's great work in the community and the new campaign.

PHASE 3

We think it is very important to stay in touch within your community. Good relations within the community will further promote awareness of Outreach Teen & Family Services.

Some ways in which you can get more involved within the community include participating in open houses or job/internship fairs. Distributing flyers and brochures to local businesses, organizations and schools within the Allegheny and Washington County is also a great way to get in touch with the community.

Interactive presentations are helpful to engage audiences and are often welcome by schools. We have created a mockup of a school presentation that could be presented at assemblies or PTA meetings, to parents or students, to introduce them to mental health issues and services that Outreach provides.

Ask schools to share social media posts and include the Outreach link on PTA and school newsletters where appropriate. To utilize existing resources and conserve budget, we'd also suggest asking board members to tap into their networks to share social media posts and offer help with advertisements, media relationships and graphics help. Creating a full integration of board members, partnerships, and community members is necessary in forging strong and lasting connections.

Community events create an opportunity for members to bond over issues and feel supported. Care and connection are a large aspect of community events and Outreach can certainly become a known sanctuary for teens and families through community events. Some of our proposals are a Paint and Sip, sporting events, yoga or 5k walks for mental health that open the conversation.

CONCLUSION

These three phases will break down the stigma about mental health, bring the community together and makes mental wellness more accessible through Outreach's offered services. Together, we can grow our community through real talk about mental health. We are excited to present you with these tools and are confident that they will catalyze Outreach's ability to achieve their goals by the end of 2018.