

Social Marketing Plan Template

Social Marketing Goals

CMHS's System of Care Program Goals

- Develop systems of care for children with serious emotional disturbances and their families.
- Provide a broad array of mental health and other related services, treatments, and supports to the target population.
- Evaluate the effectiveness of the system of care and its component services.
- Involve families in the development of the system and the services, and in the care of their own children.
- Use cultural competence approaches for serving children and their families from minority, racial, and ethnic populations in the community.

CMHS's System of Care Social Marketing Goals

- Reduce stigma associated with mental illness and promote mental health.
- Use social marketing strategies to help increase the likelihood that children and youth with SED and their families are appropriately served and treated.
- Increase awareness of mental health needs and services for children and youth among mental health providers, SOC communities, intermediary groups/organizations, and the public.
- Demonstrate to communities that the mental health needs of children and youth with SED are best met through the utilization of systems of care.
- Use social marketing strategies to help build capacity within SOC communities to sustain services and support to children and youth with SED and their families.

Our System of Care Program Goals for Vermont's Youth in Transition (YIT) Grant

Vision

Young adults in Vermont are empowered, healthy, valued, and engaged in their communities.

Mission

Young adults, families/adult allies and community partners collaborate to develop a system of care to support transition to adulthood. The system builds upon the strengths of young adults and creates an array of specialized mental health and related services to meet their unique and changing needs. The system also fosters young adult leadership.

Desired Outcomes for Individual Young Adults

- 1). Decrease Correctional involvement
- 2). Increase employment
- 3). Increase participation in education
- 4). Increase use of medical home
- 5). Increase safe and stable housing
- 6). Increase caring and supporting relationships (with families and adult allies)
- 7). Increase young adults' strengths (including young adult leadership) and protective factors
- 8). Improve young adults' mental health

Goals for Strengthening Regional Systems of Care

- 1). Young adult leadership is developed.
- 2). Families and adult allies support young adults.
- 3). Workers use caring practices known to be helpful for young adults.

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- 4). System of care partners gain cultural and linguistic competence.
- 5). Communities change perceptions of young adults and mental health, reducing stigma.
- 6). Effectiveness of the systems of care is evaluated.

Our Social Marketing Goals

Develop young adult leadership, thereby helping communities change their perceptions of young adults and mental health, reducing stigma.

Context for Our Goals

Through our marketing efforts, we offer young adults the opportunity for leadership and positive community involvement. Empowering young adults as well as promoting mental wellness, are at the foundation of all YIT marketing campaigns.

By having many efforts be led by young adults, they have the ability and power to directly reach those they feel need to be touched by their experience(s). All programs are facilitated by the social marketing and cultural and linguistic teams to insure all messages are positive and consistent with our mission and vision.

Marketing goals and outcomes will be measured by the grant evaluation team.

Audiences

Primary Audiences

Our primary audience for all marketing efforts is young adults ages 16-21. Young adults statewide, with or without receiving services, are most affected by being empowered and developing leadership skills. It is critical that this audience “buy-in” because it is this population on which we are focused. By developing a young adult driven plan, we put all of the power in their hands.

Secondary Audiences

Our secondary audiences are regional and state stake holders, implementers, and decision makers. For young adults to push their campaigns, they will need significant support and buy in from these audiences.

Other Sources of Support

- State & regional agencies that serve young adults ages 16-21
- Families
- Adult Allies
- Peers
- Schools
- Legislature
- Activism Groups
- Other statewide transformation efforts

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Benefits and Barriers to Primary Audiences

BARRIERS:

Communication between young adults and adults is a large challenge. There are many channels of communication young people choose to use which the older population may not be comfortable using. Tokenism by adults toward young adults greatly effects how the young people use their strengths and voice their thoughts.

BENEFITS:

Young adults who have opportunity to make changes in their lives can improve their quality of life and their mental health. By having the chance to develop and hold leadership, this population is empowered and dedicated to the grant outcomes.

Benefits and Barriers to Secondary Audiences

BARRIERS:

Tokenism by adults toward young adults greatly effects how the young people use their strengths and voice their thoughts. Systems of care have been in place in Vermont for 20+ years but still find it hard to authentically involve young adults. There have been pockets of success over the years but not as broad and sustained as our YIT grant would like to see.

BENEFITS:

By opening doors and opportunities for young adults to speak freely to these audiences, the stakeholders change their perceptions of and approaches to young adults, who are then able to feel more valued and appreciated in their community. Also, outcomes are much more easily met when a decision about a young person is made by the young person.

Benefits and Barriers to Other Sources of Support

BARRIERS:

Some people may not know young adults or have any personal dedication to the system of care for young adults with mental health problems. Due to the lack of knowledge, or stigma, about mental health, these people may not understand how important the system of care is to young adults aged 16-21 in their communities. The United States Suicide Statistics Catalog for 2005 stated that there were 4,212 suicides in the United States in our target population. It is utterly necessary that there is complete, healthy, and engaging wrap-around for these youth.

BENEFITS:

Young adults in communities can start fresh educating those who do not know much about the system of care. By being able to open new participants' minds, young adult leaders feel they have accomplished something great and that they really can change their community.

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Messages

Messages for Specific Audiences

Primary Audience –

There is a place for you in this world, and knowledge is power. By giving yourself the chance to develop leadership and empowerment skills, you can assist with the positive life changes and thoughts of others your age all around the state of Vermont.

Secondary Audience-

Systems of care opportunities for young adults in Vermont can provide support and change the lives of many young people around the state. By involving 16-21 year olds in important decisions, serious discussions, big events, etc. you can help them feel valued and important, which may save their lives.

Other Sources of Support-

Systems of care opportunities for young adults in Vermont can provide support and change the lives of many young people around the state. By involving 16-21 year olds in any way at all, you may save their lives.

Core Messages

Young adults with and without serious emotional disturbances, their families, allies, friends, and other supports can be a valuable part of their community when given opportunities and respect. Young adults know what is best for them and their community-based systems of care.

Social Marketing Channels

Determining Social Marketing Channels

PRIMARY – Social networking has been deemed the best channel to reach this audience. Social networking sites are free, easy, and extremely popular. By using the channel(s) with which this age group is most comfortable, we can ‘speak their language’ and allow them to develop bonds and motivate each other to action.

SECONDARY-

Each of the twelve regions in VT was given the task to determine how to best communicate within their local area. The channels are determined by each region and range from small and intimate local inter-agency team meetings to newspaper and radio announcements and banners on their main streets.

OTHER-

”Word-of-mouth” fits this target audience well. They also have the capability to grasp any kinds of information from various channels. Dependant on their choices, they receive and study in-depth materials or simply grab a flyer at their local gas station.

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Trusted Information Sources

Because of the large range in ages we are addressing, the credibility of sources is different for almost everybody. Some of the most trusted resources for all of the audiences are newspapers, agency websites, radio PSAs, YIT resources, and YIT sponsored meetings/workshops.

More Channels for Message Placement

Please find numbers next to each example (1= Primary Audience, 2= Secondary Audience, 3= Other) of those groups that may be most likely to receive our message(s).

Television Stations- 1, 2, 3

Radio Stations- 1,2,3,

Newspaper- 2

Websites- 1,2,3

Community Centers- 1,2,3

Local Festivals- 2,3

Malls- 1

Schools-1

Colleges-1, 3

Vocational Centers-1, 3

Recreation Centers- 1, 2, 3

Community Non-profits- 2, 3

Transportation Stations-1, 3

Supermarkets- 1, 2, 3

Literature Racks- 2

Doctors Offices- 1, 2, 3

Movie Theaters- 1, 3

DETAILS TO BE DETERMINED BY REGIONAL RESEARCH

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Activities, Events, and Materials

TO BE DETERMINED WITH MORE REGIONAL RESEARCH

Audiences Reached	Channel	Activities	Materials	Timeline

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Channel	Audiences Reached	Activities	Materials	Timeline	Completion Timeframe

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Developing and Pre-testing Activity/Event Ideas and Planned Materials

Meetings will be held around the state with key players. Our primary audience suggests having meetings with pizza, games, and a short period of time focused on the evaluation of materials and messages. The meetings will include conversation, surveys, note taking, and other evaluation tools determined by our evaluation staff.

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Implementing the Plan

IN THE PROCESS OF BEING DETERMINED BY WASHINGTON COUNTY & OTHER MARKETING PROPOSAL APPROVAL

Channel	Audiences Reached	Activities	Materials	Timeline	Staff	Budget	Pre-Test Staff	Pre-Test Budget	Completion Timeframe

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Channel	Audiences Reached	Activities	Materials	Timeline	Staff	Budget	Pre-Test Staff	Pre-Test Budget	Completion Timeframe

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Evaluation and Mid-course Corrections

TO BE DETERMINED BY OUR EVALUATION STAFF DEPENDANT ON ANSWERS FROM ABOVE SECTIONS THAT ARE NOT CURRENTLY FILLED IN.

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