# **Behavioral Health Communications Campaign Logic Model**

# Need

Create and develop a multifaceted citywide public health campaign centered on wellness and behavioral health that addresses stigma, offers skills in addressing behavioral health issues, and acknow ledges historic and ongoing barriers to care, with an initial primary focus on youth behavioral health. This campaign must also prioritize the needs of youth who reside in BIPOC (Black, Indigenous, and People of Color) neighborhoods, and/or identify as part of other marginalized groups (unhoused, immigrant, LGBTQ+, disability) that often face barriers to accessing behavioral health resources. The campaign must be evidence-informed regarding stigma, gather lived-experience perspectives from youth, and understand the availability (or lack of) of resources among target audience(s).

# Inputs

#### Famba Aatiaitiaa

# <u>Funding</u> - Federal ARPA Funds

#### Staff

- Center for Behavioral Health and Wellness
- BPHC staff

#### **Partners**

- Community partnerships
- Youth and Students
- Social media "influencers"

#### Early Activities

 Vendor implements strategies to collect data
 and engage communities, especially youth, to understand beliefs, concems

**Activities** 

- Through neighborhood/community engagement, Vendor identifies potential youth advisory group(s)

and gaps in behavioral health (BH) care

- Vendor engages with communities to determine most impactful behavioral health messaging (location and content)
- Vendor develops strategies to pilot behavioral health campaign messaging and delivery in prioritized communities
- Vendor creates materials in multiple languages

#### Later Activities

- Vendor creates physical and digital educational materials to increase awareness about existing behavioral health resources for youth and students, community members, educators, and providers

## **Short-term Outcomes**

#### Individual

- Individuals have seen information in [their] neighborhood of upcoming BH campaign/pilot messages
- Individuals have accessed vendor created social media and vendors see increased views and hits on their media platforms

#### Community

- Pilot campaign messaging sparks conversation in news media that generates increased awareness
- At least one written news/media story is published highlighting the campaign, its aims, and resources available throughout the City
- Vendor has held at least one session of youth engagement to get feedback on campaign messages
- Percentage of media, especially social media, that is relevant to youth of Boston regarding behavioral health is increased
- Social media is released and begins circulating on social media within 2 months of conclusion of pilot campaign

# Mid-term Outcomes

Individual

- Increase of youths aged 10-18 y.o. who view and interact with social media content; increase of individuals 18+y.o. who view and interact with social media content
- Youth, adults, and families attend events and/or opportunities in-person and online to learn and discuss behavioral health and wellness that may be promoted by the campaign
- Increase of individuals reporting greater ability to understand and access behavioral health resources in the City of Boston

### Community

- Increase in number of hits/views/likes/comments on culturally relevant behavioral health messaging content on [social] media
- Increase accessibility to materials that are understandable and relevant within the communities they are available
- Increase of messaging/materials across the City which informs individuals of behavioral health resources available in their communities
- Communities report feeling educated about behavioral health prevalence, risk factors, and symptoms

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Individual

 Increase number of individuals who report awareness of behavioral/mental health/ wellness resources and reduced stigma about using resources available

**Long-term Outcomes** 

 Increase number of individuals who report incorporation of wellness practices and increased coping skills into daily life

#### <u>Interpersonal</u>

 Increased number of conversations reported by youth with peers, parents and other supports when talking about behavioral health/ wellness

#### Community

- Youth report awareness of spaces they can engage with throughout the City for behavioral health supports, wellness activities
- Increased number of BIPOC, LGBTQ+, immigrant [formerly] unhoused/incarcerated, first generation and other diverse community residents seeking, accessing, and speaking openly about behavioral health care

#### Health Care System

- Increase in youth and others reporting reduced stigma, interest and ease in accessing behavioral/mental health care - Overall improved ability of Boston residents to find and access behavioral/ mental health and wellness services

**Impact** 

- Increased access and usage of City of Boston website to understand and find community behavioral health resources
- Increased in number of residents who can access BH resources and materials in desired languages
- Decreased proportion of Boston residents (particularly youth/BIPOC) who report barriers to understanding access to and receiving BH care
- Decreased stigma around behavioral/mental health, empowered citizens who discuss and take care of their behavioral health

# BOSTON PUBLIC HEALTH COMMISSION

# **Assumptions**

Applicants/Vendors have extensive knowledge and experience in working with Boston's diverse communities to co-develop a culturally competent, racially just and linguistically appropriate multi-faceted, public health behavioral health and wellness awareness campaign. Vendors will have the ability to engage and effectively reach Boston's youth and other key audiences (parents, educators, health care providers, justice system officials, policymakers, faith-based organizations, and community organizations).