Texas System of Care Social Marketing Plan

Overview

Texas made an early commitment to the system of care approach and has made steady progress over the past 15 years. In the communities where system of care has been implemented, the state has demonstrated a successful approach for building readiness and program outcomes have been positive. However, much work needs to be done to apply the approach across Texas and maximize the benefit to the state's children and youth. Awareness of the system of care approach, its benefits and availability is still low.

Moving forward, Texas System of Care will look for opportunities to increase awareness and motivate behavior through creative communications. The methods of effectively communicating are constantly changing. Innovative, new methods to foster an ongoing conversation with key audiences are being used. Messages and strategies have been tailored to specific audiences to increase the likelihood they will be acted upon and that system of care will be embraced. Messages will be integrated across platforms, building upon one another and designed to build toward common objectives.

Social Marketing Goals

Texas System of Care has a distinct set of social marketing goals developed to support and work in unison with the overall program goals outlined in the system of care strategic plan.

1. Increase awareness and understanding among key audiences about the system of care approach and its benefits.
2. Use social marketing to engage youth and families from diverse backgrounds. Then empower them to play a pivotal role in future social marketing planning decisions so the resulting strategies are family-driven, youth-guided and culturally and linguistically competent.
3. Provide social marketing support, consulting and materials to system of care communities.

Goal 1
Increase awareness and understanding among key audiences about the system of care approach and its benefits.

Messages
*   System of care is an effective, proven approach that needs to be widely implemented to create a better future for children, youth and their families.
*   Today, many Texas children and youth with mental health concerns lack access to the care they need. If not helped, children and youth have a much higher risk of several negative outcomes.
*   System of care is culturally informed and linguistically sensitive and flexible.

- Children and youth who use the system of care approach function better at home, in school, in the community and throughout life.
- Statewide implementation of the system of care approach will benefit all Texans, regardless of whether mental health challenges are part of their daily lives.

Strategy: Identity Development

Develop a simple, unique, memorable identity for the initiative that can be used on all communications. The hope would be that the mark would eventually become instantly recognizable as Texas System of Care and would help nonverbally communicate the mission.

Audiences:

State and local leaders, advocates, service providers

Action Steps:

- Rename the ASSET (Achieving Successful Systems Enriching Texas) initiative to something more meaningful for stakeholders. Texas System of Care was chosen after obtaining input from stakeholders. Many of these stakeholders were familiar with system of care and it instantly meant something to them. A separate brand and identity will be considered for children, youth and families (see Goal #2).
- Develop a tagline for the initiative that provides a concise and clear understanding of the initiative's purpose. Options were presented to the steering team and other stakeholders and "Achieving Well-Being for Children and Youth" was selected.
- Develop a logo that communicates who the initiative is serving, provides symbolic meaning about the initiative's purpose, can be instantly recognizable and easily reproduced on a wide range of materials and sets a youthful tone for the endeavor. The Texas System of Care team worked with a designer at a partner agency to develop the ascending kite logo. The kite communicates the initiative's focus on children and youth and its upward movement denotes efforts to expand and advance system of care.
- Continue to enhance brand identity through all communications.

Strategy: Champion Led Marketing

Provide opportunities for identified leaders to become champions of the system of care approach and to participate in targeted social marketing.

Audiences:

Public, legislators, state and local leaders

Action Steps:

- Recruit and empower others to raise awareness of Texas System of Care.
- Talking points: Develop talking points with key messages for champions to use to help raise awareness of Texas System of Care and children's mental health.
- Champion Videos: Record and produce an ongoing series of short, engaging videos with children's mental health leaders or champions endorsing the importance of system of care

and its expansion. The videos could be extensively leveraged across the Texas System of Care website, blog, email communications and social media.

- Written Content: Work with identified system of care champions to produce written content supporting the system of care approach and emphasizing key messages for dissemination. Outlets for the work could include the Texas System of Care blog, articles and op-eds. Pitch story ideas to newspapers, magazines and websites.
- Presentations: Identify speaking opportunities to decision-making bodies or to other key audiences. Work with champions on presentation content and slides. Also encourage champions to include some information about system of care that is on message even during presentations and speaking engagements where it is not the focus.
- Media interviews: Help arrange media interviews and help champions prepare.
- Recognition: Develop and implement an appreciation plan recognizing key leaders for their efforts on behalf of children's mental health.

Strategy: Expand the Texas System of Care Website
Expand the Texas System of Care website (www.txsystemofcare.org) featuring success stories, a blog, archived webinars, video testimonials and resources. A Texas System of Care website has already been designed and developed. It will serve as a home base for all Texas System of Care online activities and is a platform that can incorporate many exciting technologies, including blogging, social media initiatives and video.

Audiences:
State and local leaders, advocates, service providers, families, public

Action Steps:
- Increase traffic: Drive as much traffic as possible given limited resources (likely will not be able to use advertising to drive traffic). Among other tactics, Texas System of Care will optimize the website for search engines, reinforce efforts to include a web address on all materials and will work with partners to incorporate the web address on their sites and materials where appropriate.
- Usability: Design the site so that each key audience will easily be able to navigate to content and materials of interest to them.
- Success Stories: Profile success stories from system of care communities around Texas and feature them on the home page as well as in their own area (or incorporate into the blog with an appropriate category designation).
- Blog: The website will prominently feature a blog that will be updated regularly with content of interest to the various key audiences. While the Texas System of Care team will likely write much of the content, it could be opened up to guest contributors. These writers could be children's mental health experts, advocates, leaders and champions or affected youth and/or their families.
- Integration with Email communications: The Texas System of Care e-newsletter and email updates can link to full stories and blog posts on the website.
- Video: Add champion video testimonials and other video to the website.

- Resources: Build out and organize the resources area of the site to make it of true value to stakeholders, advocates, champions and partners.
- Social Media: Fully connect the website with Texas System of Care outposts.
- Make the strategic plan available on the Texas System of Care website for online viewing and download.

Strategy: Develop a Robust E-communications Program

Leverage email as an efficient and effective marketing medium with various offerings and grow the database of subscribers. At a time when social media continues to rise in popularity, just about everyone still uses email. And, while many people are opinionated and play favorites with this social media site or that sharing app, email is a consistent way to reach almost all of them. Email communications are also relatively low cost. With that in mind, Texas System of Care plans to develop a robust e-communications program.

Audiences:

State and local leaders, service providers, advocates

Action Steps:

- Resource Updates: Refine Texas System of Care resource email updates and continue to grow its subscriber list. Texas System of Care has already launched a resource/informational email that goes out frequently and is targeted to members of the steering team, system of care community organizations, system of care advocates and others who are interested in children's mental health and system of care. These updates include the latest news about Texas System of Care, as well as ways to get involved and support children's mental health; event, training, webinar and funding opportunities and additional state and national resources.
- E-newsletter: Develop and disseminate an engaging, visual, magazine-style e-newsletter. When launched, it will profile system of care communities and success stories, as well as giving updates about the initiative. The email will provide overview/teaser content encouraging users to click-through and read full length articles and see videos on the website. Partners will be engaged to help provide content.

Strategy: Embrace Social Media

Embrace social media to communicate key messages, raise awareness of the system of care approach and children's mental health issues and to strengthen existing relationships. Texas System of Care has established a presence on Facebook, Twitter and Pinterest and will continue to explore additional online outlets. These tools will help extend the conversation with key audiences to areas on the web they are already spending time.

Audiences:

State and local leaders, advocates, service providers, families

Action Steps:
- Post compelling content to social media sites that helps educate key audiences about system of care issues, reinforces key messages or provides updates to news and events regarding the Texas System of Care initiative.
- Use marketing tactics appropriate for each social media site to increase traffic. Examples include engaging Facebook fans with questions to drive dialogue or running contests.
- Establish a YouTube channel and produce videos to post. Being part of the site will allow Texas System of Care videos to be searchable and accessible to an extremely large audience. It will also enable embedding of the videos on other websites, so users will not have to leave the Texas System of Care site to view the videos. Texas System of Care can also cross-promote affiliated pages, such as those from system of care communities and highlight videos. The initiative will also consider using Vimeo as a supplemental video site.
- Explore the possibility of adding more social media sites to the portfolio, while taking resource constraints into consideration.
- Research and explore the possibility of advertising within one or more of the social media sites.
- Design and build infographics about system of care and children's mental health and post on social media sites.

Strategy: Events, Speaking Engagements and Special Awareness Days
Use events, speaking engagements and special awareness days to promote the system of care approach. Events can be used strategically to communicate key messages to targeted audiences and to develop and strengthen relationships. They are an opportunity to increase awareness and shape opinion with highly-targeted groups. The definition of an event can range to a small dinner with opinion leaders to representing the organization with a booth and materials at a conference with thousands of attendees.

Audiences:
Varies by event – public, families, youth, service providers, state and local leaders

Action Steps:
- Look for opportunities to partner with organizations with aligned missions who are hosting events.
- The Texas System of Care logo will be used on all materials associated with the initiative's involvement in events to help build awareness and establish identity recognition.
- Identify speaking opportunities that put Texas System of Care in front of one or more key audiences. Create talking points/speeches for speaking engagements. Identify new audiences (such as law enforcement, school health, child welfare, professional association conferences and faith-based meetings). During each speaking event, attendees will have the opportunity to sign up for future communications.
- Plan a series of social marketing activities and align partnerships to maximize the impact of efforts around National Children's Mental Health Awareness Day. Explore the opportunity to incorporate mental health awareness activities within schools across Texas.

- Research and identify additional special recognition events around topics that align with children's mental health. Examples include suicide prevention, stigma and trauma. Plan activities around these time periods and look for mutually beneficial partnerships.
- Provide opportunities for attendees to sign-up for future communications, such as email communications, at events.

Strategy: Media Outreach and Public Relations
Implement and sustain a media outreach and public relations plan to build awareness and positive perception of the system of care approach and the leadership role of Texas System of Care in the state. This will be resource-intensive and may require some additional assistance.

Audiences:
Public, families, youth

Action Steps:
- Actively pitch feature stories and news releases. Pitch ideas to reporters in anticipation of key dates (Children's Mental Health Day; Suicide Prevention Month, etc.; Back to School/need to address students' mental health).
- Assist key leaders in developing articles for placement in local media outlets.
- Scan media stories for opportunities to respond to events/articles related to children's mental health.
- Identify and place Texas System of Care content in partner or other communications that reach one or more target audiences.
- Look at existing websites, blogs, newsletters and social media websites for placement opportunities.

Goal 2
Use social marketing to engage youth and families from diverse backgrounds. Then empower them to play a pivotal role in system changes so the resulting activities are family-driven, youth-guided, culturally and linguistically competent.

Messages
- System of care is an effective, proven approach that needs to be widely implemented to create a better future for children, youth and their families.
- System of care is culturally informed and linguistically sensitive and flexible.
- Children and youth who use the system of care approach function better at home, in school, in the community and throughout life.
- Texas System of Care is committed to creating a system of mental health care that is easy for families to navigate and find the services they need.
- Family and youth voice are central to shaping the system of care approach and to all decision making.
- System of care is a collaborative approach with families and youth working in partnership with the various youth-serving systems.

Strategy: Develop Distinct Brand for Children and Youth or Partner with Existing Youth-Focused Organization

While children and youth are certainly welcome to use materials and communications under the Texas System of Care brand, there's a good chance it will not be compelling to them. They need a brand tailored to their needs, interests and style.

Audience:
Children, Youth and their Families

Action Steps:
- Evaluate existing organizations and brands in Texas that address the mental health needs of youth before embarking on building a new identity. Consider partnering with and supporting an existing organization instead (such as a state-level youth organization).
- If an appropriate partner is not found, develop a name, identity, vision, mission and content for the new brand. Involve youth heavily in this process and get their feedback at every step.

Once a new brand is established, build a website, setup an email communications program and launch social media sites — all with the assistance of youth.
- On new communications platforms, provide children, youth and their families with information about available system of care services and supports, success stories and opportunities for involvement.

Strategy: Conduct an Anti-Stigma Campaign

Conduct an anti-stigma campaign targeted to youth and families.

Audiences:
Public, children, youth and families

Action Steps:

- Review existing anti-stigma programs for replication in the state, especially those developed by Texas system of care communities and as developed by Substance Abuse and Mental Health Services Administration.
- Educate children, youth and their family members about the importance of mental health, the effectiveness of interventions, and how to combat stigmatizing messages.
- Work with the subcommittee to determine the most effective tools to reach these audiences. Some initial ideas include a creativity contest, social media engagement and contest, posters for schools and videos targeted to children and youth.

Strategy: Develop Culturally and Linguistically Competent Marketing Materials

Develop culturally and linguistically competent marketing materials. Focus on promoting social inclusion of children and youth with mental health conditions and their families.

Audiences:
Children, youth and families from diverse backgrounds, public

Action Steps:
- Work with the subcommittee to determine creative ways to infuse cultural competence in all marketing endeavors.
- Whenever possible, provide versions of marketing materials and web pages in Spanish. Consider other languages as well.
- Provide Spanish captions to videos and record other videos where Spanish is the language used. Consider other languages as well.
- When requests are made for other language translations, Texas System of Care will strive to provide them.

Goal 3
Fully support social marketing efforts at the system of care communities.

Messages
- Texas System of Care provides statewide training in system of care values, principles and best practices.
- Texas System of Care is prepared to help and support any community that would like to establish or expand system of care services.

Strategy: Provide social marketing support, consultation and materials to system of care communities.

Audience:
Local leaders, service providers, community stakeholders

Action Steps:
- Have a high degree of availability for consulting and support in a variety of areas including marketing, web services, design, media relations and communications strategy.
- If requested, work with community staff to develop messaging and content to help frame issues.
- Texas System of Care will also stay informed of best practices in communication and will develop fact sheets with tips on effective communication, inclusion of communication tips and resources in email digests, and building and maintaining an archive of communication resources on the initiative's website.
- Keep communities up-to-date with the latest news and information about system of care through regular emails that provide resources including training opportunities, events, webinars, reports and funding opportunities.

- Utilize social media to create an online dialogue that encourages an exchange of knowledge, an atmosphere of mutual support and peer-to-peer learning environments/networks among communities and state stakeholders.
- Enhance the "resources" section of the Texas System of Care website to serve as a valuable asset for system of care communities.
- Provide toolkits for communities.

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