



United Way of Hall County

ONE HALL MENTAL AND BEHAVIORAL HEALTH COMMITTEE

2022 Year in Review

In planning for 2022, there had to be a natural adjustment in a post-COVID world. It was important to assess the landscape of the “new normal” and move beyond providing information and reducing stigma surrounding mental health to increasing awareness for how community members could engage in opportunities for mental health educational learning and action.



UNITE US

United Way, along with NGHS and other invested groups, came together to form the One Hall Mental and Behavioral Health Committee under the umbrella of One Hall United Against Poverty to address one of the major underlying issues creating a roadblock to navigating out of poverty. This group determined three goals to guide the committee's work.



ACCESS

Implement a digital shared data platform to make referrals for services and better coordinate care.



COLLABORATION

Development of a partnership structure that will support ongoing collaborative efforts

MENTAL HEALTH JUSTICE

Helping link those struggling with mental health-related issues to community-based programs instead of jail or hospital as appropriate



EDUCATION

Implementation of a comprehensive community plan with a strong focus on Mental Health First Aid & destigmatizing mental health.

ACCESS



Unite Us is a shared technology platform which allows coordination between health and social care providers.



**A New Pathway of
the Compass Center**

HOW UNITE US WORKS

Tom shows up at Sue's organization



Screening



Sue screens Tom and identifies that he has additional needs.

Referral

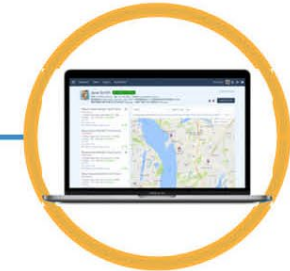


Sue uses Unite Us to gain digital consent and electronically refer Tom to multiple community partners. Through the platform, she can seamlessly communicate with the other providers in real time and securely share Tom's information.

Resolution



Feedback



As Tom receives care, Sue receives real-time updates and tracks Tom's total health journey.

> And the bigger picture?

Because we are working together to care for Tom's needs, our community is stronger and Tom has a new outlook on his future and access to the resources he needs.

COLLABORATION

MENTAL HEALTH JUSTICE INITIATIVE

Case Management

A 4-6 week span that an individual is assisted through a support plan, complete with referrals to appropriate agencies, advocacy with courts, or supporting family.

The Jail Project

- A Mental Health Clinician (MHC) works with people in the jail to create an exit plan and then provide follow-up case management.
- The MHC coordinates with the medical staff, AVITA's in-jail services, Solicitor's Office.
- MHC refers to HELP court or sets up rehab while working with a judge to suggest the right time for release.

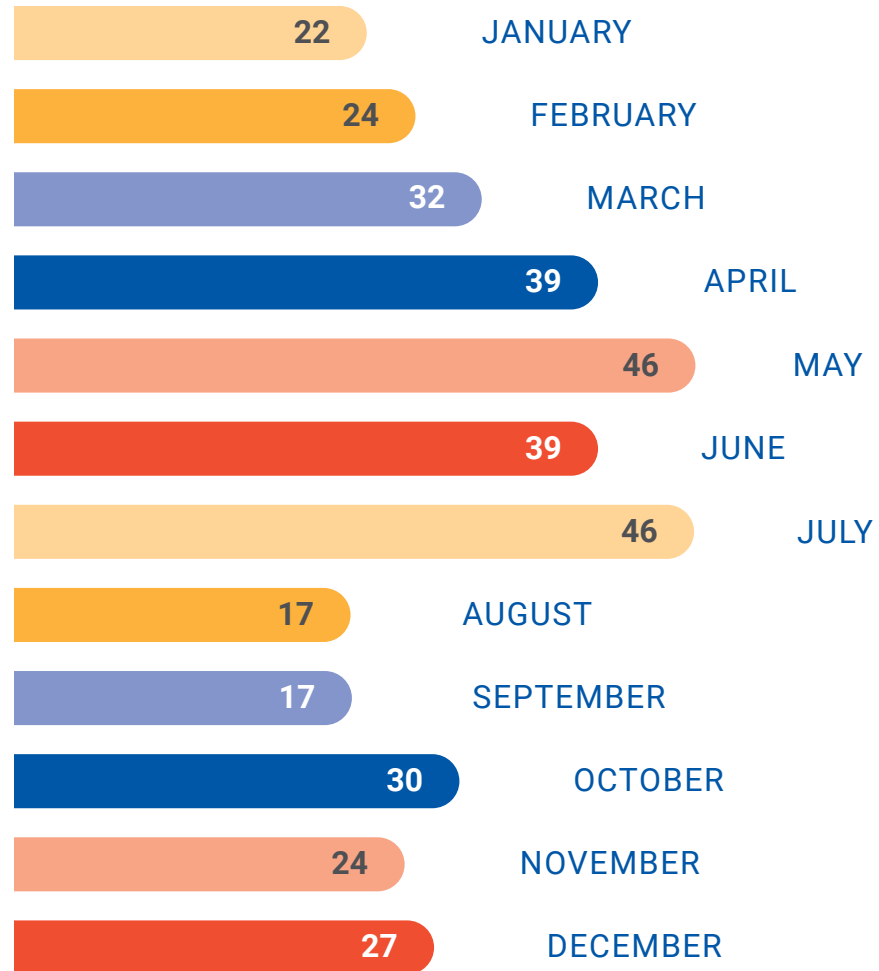
The Homeless Project

MHC works closely with local agencies to keep those of the homeless community who are at risk of mental health issues and interaction with LE on the radar so responses can be quick since there is already involvement in cases.

In addition to these services, mental health clinicians provided trainings and seminars throughout the state in 2022, including speaking to:

- **Law enforcement locally and statewide**
- **BrightStone Transitional Services**
- **Pretrial Services**
- **American Case Management Association Georgia Conference**
- **Probation Officers**
- **University of North Georgia**
- **NGHS Security**
- **Gateway Domestic Violence Shelter**

GPD MHC REFERRALS 2022



2022 GPD MHC MONTHLY AVERAGES

- **30** new referrals.
- **30** open cases requiring clinical case management.
- **7** open cases as a part of the jail project.
- **29** open cases as a part of the homeless project.

TOTAL NUMBER OF REFERRALS IN 2022

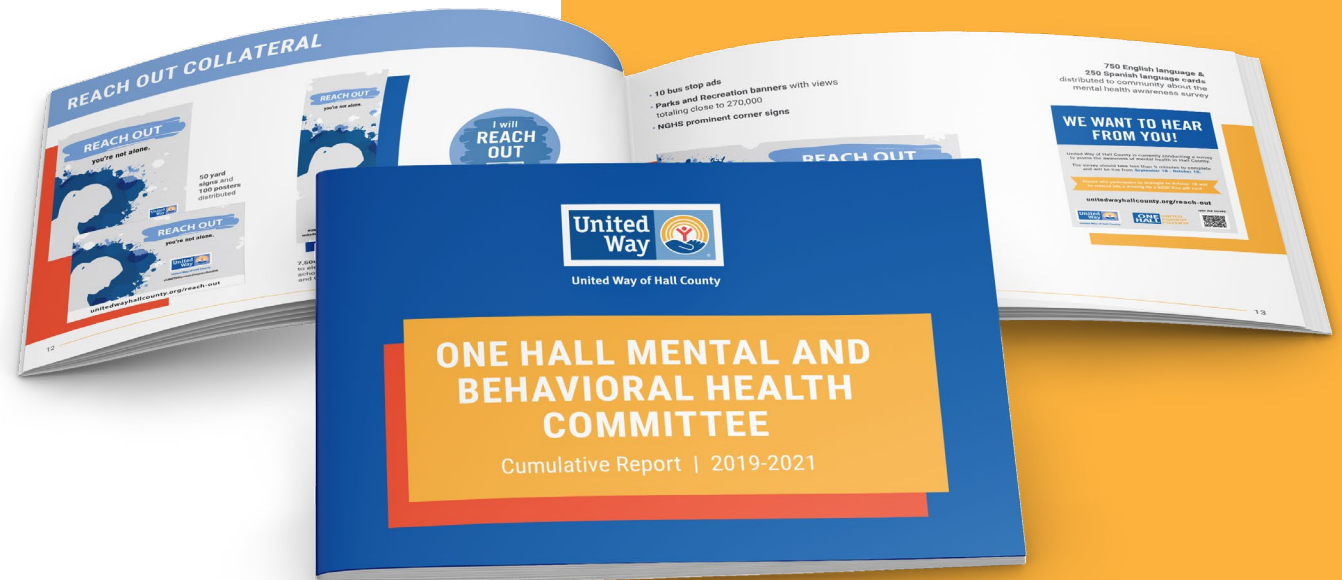
363

EDUCATION | Reach Out Campaign Highlights

CUMULATIVE REPORT

The cumulative report created in early 2022 provided a higher level glimpse at the work done on the Reach Out campaign from its beginnings in 2019 through the end of 2021. This report was:

- Used in meetings with legislators during the legislative session in early 2022 to account for additional funding requests
- Used as a supplemental resource in grant proposals
- Shared on the United Way website
- Made available to members of MBH committee



SPRING REACH OUT

In order to increase awareness of the resources in the community and educate individuals on how to access them, seven videos were planned and produced, including:

- **New Reach Out PSA**
- **Spanish-language Reach Out PSA**
- **Friends and Mental Health**
- **Mental Health Professionals**
- **Mental Health Educational Opportunities**
- **Mental Health School Resources**
- **Mental Health Community Resources**



unitedwayhallcounty.org/reachoutvideos

VIDEO PRODUCTION

VIDEOS

were used across
social media, website
and **OTT/CTV channels**
resulting in...

123

page views to the
Reach Out videos page

252

views on **YouTube**

12,500

impressions
through **OTT/CTV**

and a reach of

3,436

on **social media**

SOCIAL MEDIA RESULTS

There was a total of **136 social posts** (Facebook & Instagram) between October 2021 and September 2022, which had a total reach of **22,280**.

View all posts from 2022 [here](#).

- Social media channel reach increased year over year, with Facebook page likes increasing by **64.6%** compared to 2021.

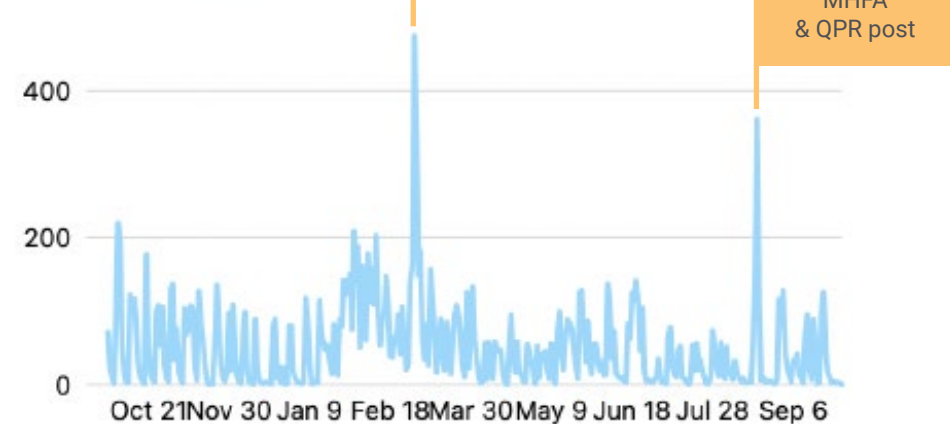
Facebook Page reach ⓘ

103,171 ↑ 82.3%



Instagram reach ⓘ

4,374 ↑ 11.8%



DIGITAL RADIO ADS

The Spotify digital radio ad campaign targeted a largely younger audience, reaching **27,119** people and driving over **400** new users to the website, which is the **largest single referral source to the website for the year.**

- Spotify/Radio ads' purpose is general awareness and brand lift. Digital radio ads resulted in almost **300** clicks to www.unitedwayhallcounty.org/reachout.
- This medium was a great way to get the Reach Out message in front of a younger demographic. The majority of the people who listened to these ads were ages 13-17 and male.



OTT/CTV CAMPAIGN

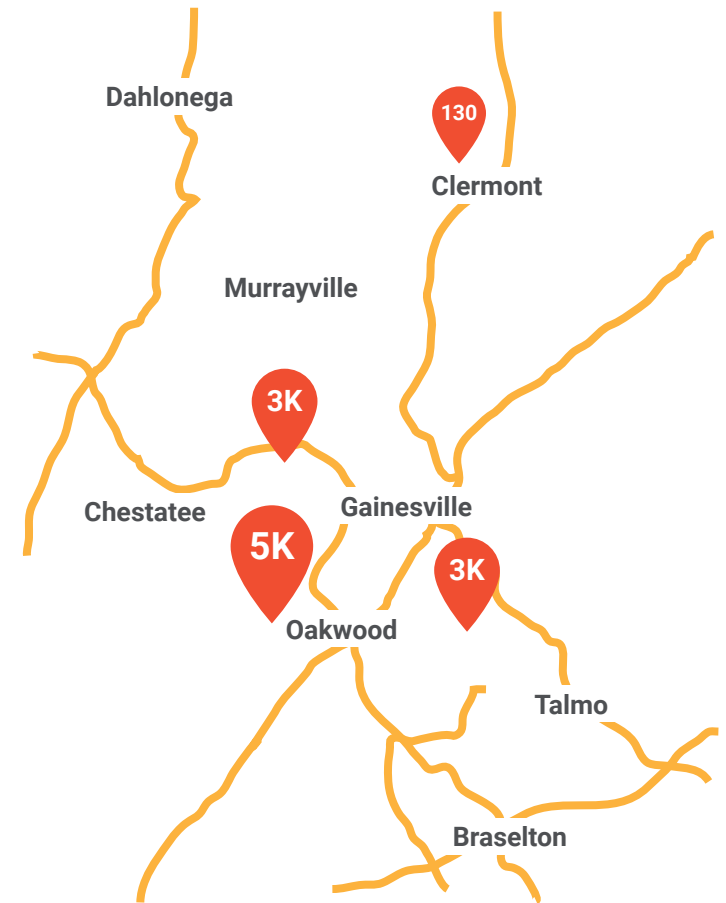
For Mental Health Awareness Month, we ran OTT/CTV advertising during the months of May and June 2022.

For May-June 2022:

12.5K
IMPRESSIONS

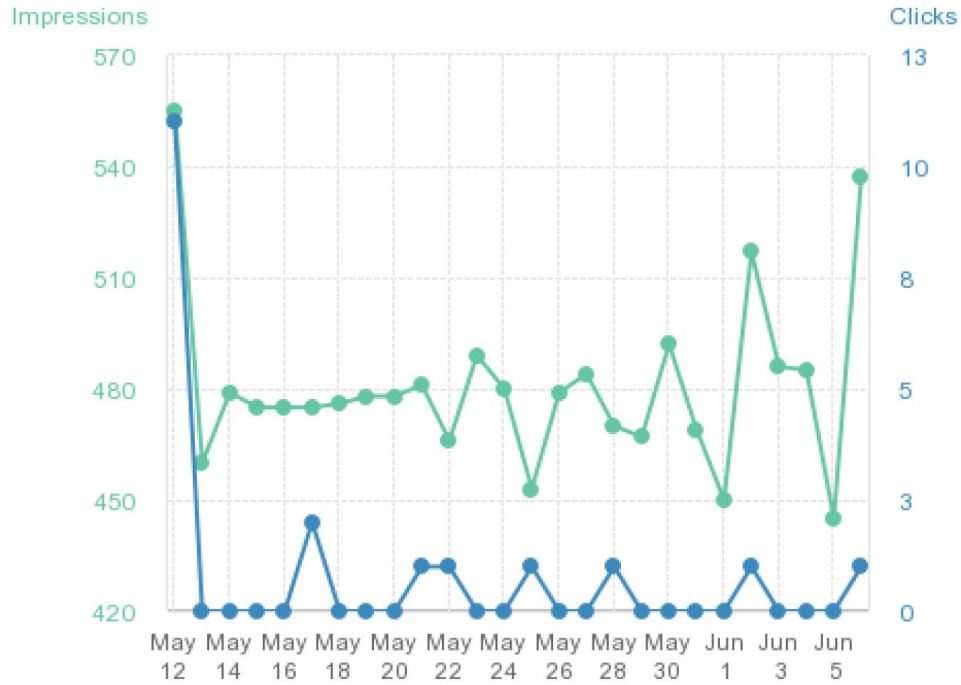
REACH OF
2.7K

LOCATION

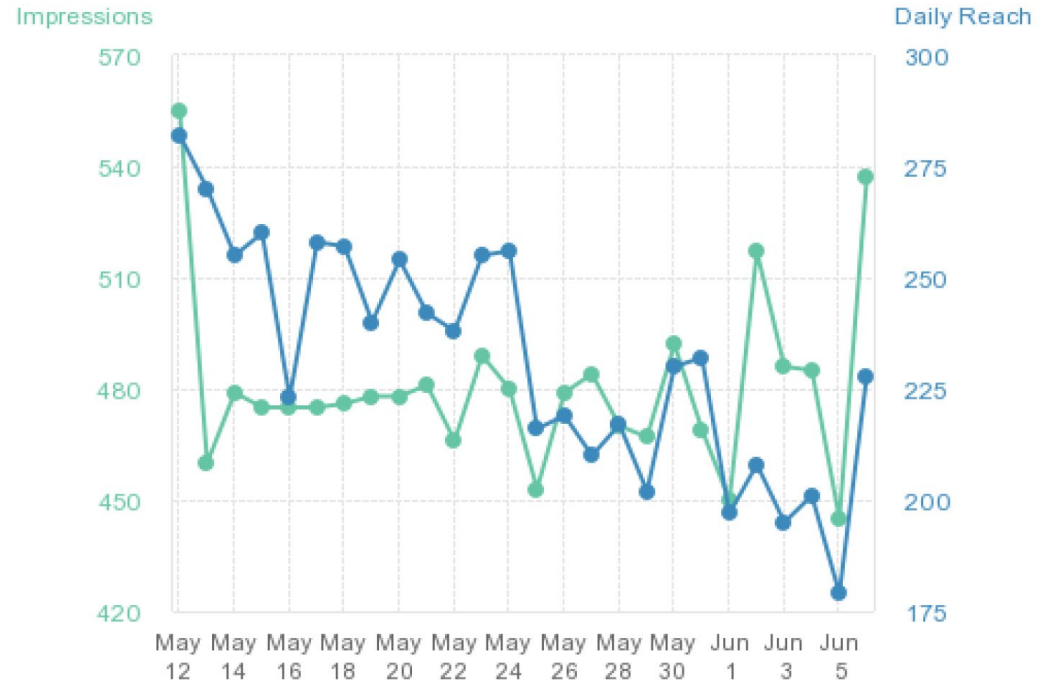


Impressions compared to clicks:

(linked to <https://www.unitedwayhallcounty.org/reachoutvideos>)

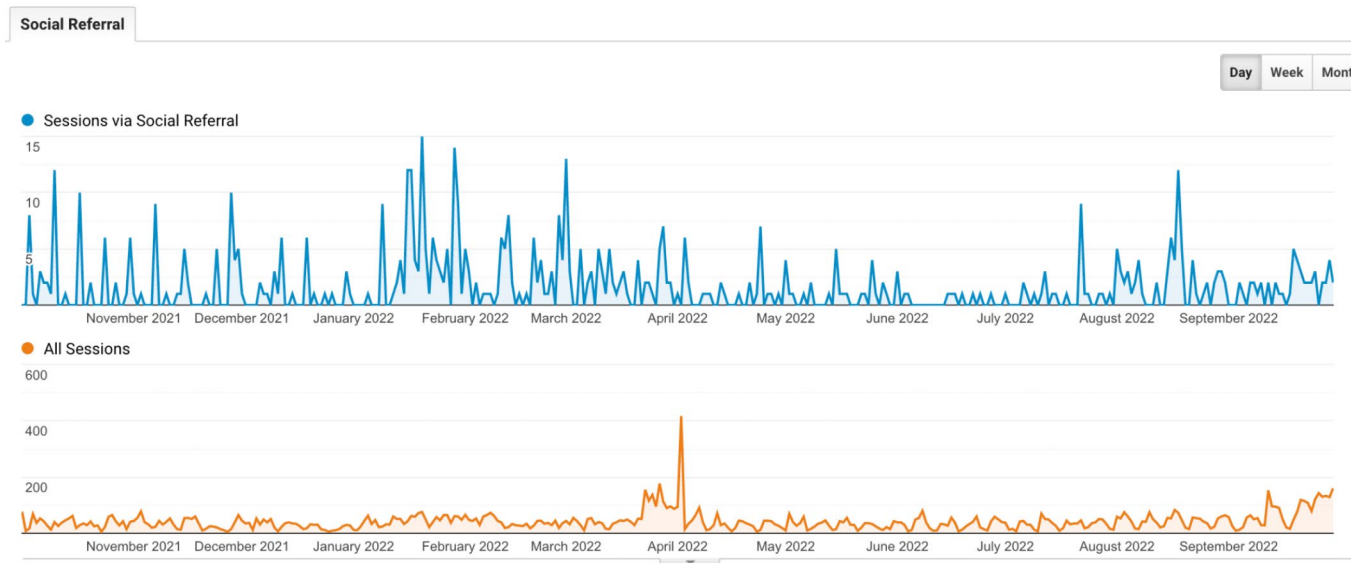


Impressions compared to the daily people reached:



GOOGLE ANALYTICS

The chart below shows the amount of website sessions that came from social media compared to the overall sessions over the past year.

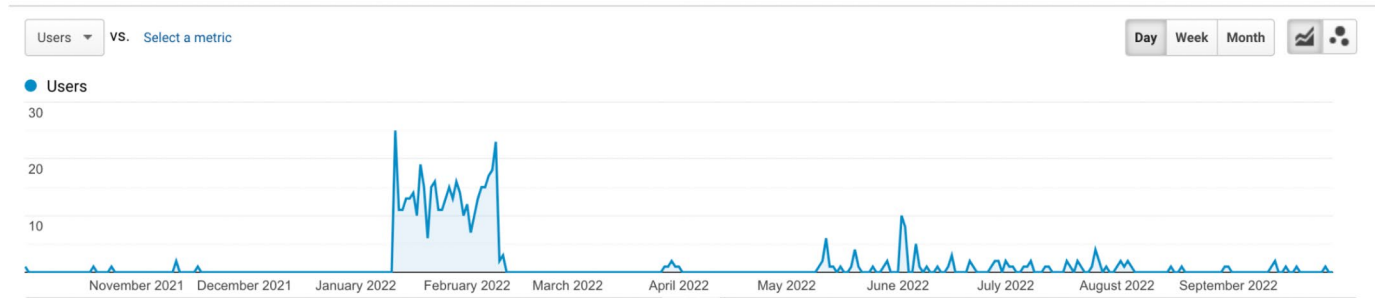


Below are the top 10 URLs users visited from social media posts.

1	www.unitedwayhallcounty.org
2	www.unitedwayhallcounty.org/mhfatraining
3	www.unitedwayhallcounty.org/race
4	www.unitedwayhallcounty.org/work-well
5	www.unitedwayhallcounty.org/chickensale
6	www.unitedwayhallcounty.org/mentalhealth-seminars-workshops
7	www.unitedwayhallcounty.org/compasscenter
8	www.unitedwayhallcounty.org/serviceprojects
9	www.unitedwayhallcounty.org/donate
10	www.unitedwayhallcounty.org/reachout

These charts show the specific campaigns we ran that used tracking links.

1. **Reach-Out-Deep-Breaths:** radio/spotify ads (we had 401 users coming from these to your website)
2. **Reach out mental health 2022:** ott/ctv digital ads
3. **UW-reach-out-may-mental-health-awareness:** May newsletter through Constant Contact
4. **MHFA Flyer:** QR code on flyer
5. **Mental-health-awareness-poster:** QR code on Mental Health poster
6. **Reach Out Check In:** Reach Out 2021 bookmarks QR code
7. **Work Well:** Work well flyer QR and table tents
8. **Reach Out:** business card QR
9. **Reach-out-friends-resource-video:** link to Friends and Mental Health video



Campaign	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	489 % of Total: 4.18% (11,704)	482 % of Total: 4.17% (11,556)	545 % of Total: 3.52% (15,474)	82.57% Avg for View: 63.13% (30.80%)	1.29 Avg for View: 1.96 (-34.13%)	00:00:21 Avg for View: 00:01:39 (-78.32%)
1. Reach-Out-Deep-Breaths	401 (81.84%)	401 (83.20%)	414 (75.96%)	82.13%	1.25	00:00:14
2. reach out mental health 2022	18 (3.67%)	18 (3.73%)	18 (3.30%)	100.00%	1.00	00:00:00
3. uw-reach-out-may-mental-health-awareness-2022	18 (3.67%)	15 (3.11%)	23 (4.22%)	82.61%	1.78	00:00:21
4. MHFA Flyer	13 (2.65%)	13 (2.70%)	16 (2.94%)	100.00%	1.00	00:00:00
5. mental-health-awareness-poster	12 (2.45%)	11 (2.28%)	21 (3.85%)	76.19%	1.24	00:01:15
6. Reach out check in	9 (1.84%)	9 (1.87%)	16 (2.94%)	100.00%	1.00	00:00:00
7. WorkWell	8 (1.63%)	5 (1.04%)	21 (3.85%)	80.95%	1.19	00:00:46
8. Reach Out	3 (0.61%)	3 (0.62%)	4 (0.73%)	75.00%	2.00	00:00:13
9. reach-out-friends-resource-video	3 (0.61%)	2 (0.41%)	7 (1.28%)	42.86%	4.00	00:06:12
10. zfagby-ufbygu-bjbefafff-cbfgfe	2 (0.41%)	2 (0.41%)	2 (0.37%)	100.00%	1.00	00:00:00

PRINT COLLATERAL

BUS STOP ADS

Placed in May, a variety of bus stop ads were displayed locally



POSTERS AND FLIERS

161 English posters
80 Spanish posters

41 English fliers
37 Spanish fliers

+Fliers in both languages printed privately as people were emailed a shareable pdf file

distributed in a variety of places in Hall County including:

- Avita
- Hall County Courts
- Boys and Girls Clubs of Lanier
- Hall County Schools
- Gainesville City Schools
- Brenau University



MAY'S MENTAL HEALTH AWARENESS MONTH

Through bus stop signs, banners at Parks and Recreation locations, City Park videos, NGHS corner signs, and PR across local media outlets, blog articles, website updates, e-blasts and collateral (available in both English and Spanish), we were able to garner more than **four million impressions** throughout the community.



WORK WELL CAMPAIGN

The goal of the WorkWell campaign is to meet individuals where they are in responding to initial mental health needs, and for most individuals, that's where they work. The intent is to challenge companies to have at least one employee attend the Mental Health First Aid (MHFA) training to ensure that at least one person at every participating company would be able to connect someone with the resources they may need.

To date,

367
individuals representing

24
businesses/agencies

have signed up for the WorkWell Campaign since August and have completed the free MHFA trainings.



A WorkWell logo was developed to implement on all related collateral, and the seal was developed to provide to companies or organizations completing training as a micro-badging opportunity.

Work Well logo

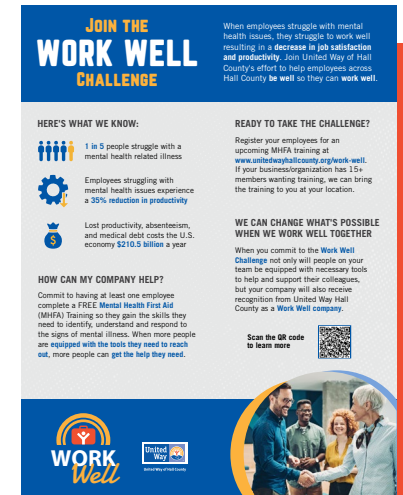


Work Well seal



WORK WELL FLYER

A shareable pdf flyer was created and emailed to all United Way Campaign companies and other organizations engaged with United Way



WORK WELL CHAMBER MAILER

A Chamber Mailer was included in the July mailing

1,800 printed and distributed to local Greater Hall Chamber of Commerce businesses

