

Elevating Behavioral Health Man Therapy Campaign Final Report



Introduction

In the fall of 2019, the Elevating Behavioral Health (EBH) Coalition invested time and capital into an awareness campaign focused on mental health and well-being. Since mental health and well-being is a broad topic, we used data to hone in on areas of need where an awareness campaign could make an impact. Based on these and other sobering truths about suicide - it is the 10th leading cause of death nationally, Montana has ranked in the top 5 states for suicide deaths for decades, and men die by suicide *four times* more often than women - EBH chose to focus on raising awareness around mental health among working aged men (aged 25-64) and the people who care about them. Because of its proven effectiveness in similar geographic regions, we chose a campaign known as Man Therapy, developed in Colorado in 2012 and distributed across numerous states through a licensing agreement with the original design team (Grit Digital Health and Cactus Marketing). Through traditional and alternative marketing strategies, EBH brought Man Therapy to Gallatin, Madison, and Park Counties, Montana from March, 2020 through September, 2021. In this summary, you will find information on intended and actual campaign efforts and takeaways from evaluative efforts, including quantitative and qualitative data available from the effort.

EBH Education and Awareness Campaign Goals

The ultimate goal of EBH Awareness Campaign efforts, including various campaigns, is to:

- Increase help-seeking behaviors
- Reduce stigma around mental health

Through accomplishing the above goal, we hope to see:

- A reduction in the adult suicide rate in EBH region (Gallatin, Madison, Park Counties).
- A reduction in the percentage of high school students in campaign region who report attempting suicide.

- A reduction in the number of people who report poor mental health days (as measured by the CHNA for Gallatin and Park Counties).
- An increase in the number of people who report receiving mental health care services (as measured by the CHNA in Gallatin and Park Counties).

Purpose for Man Therapy Campaign¹:

“The purpose of Man Therapy is to provide men, and their loved ones, a place to learn more about men’s mental health, to examine their own wellness and to consider a wide array of actions designed to put them on the path to treatment and recovery. The message is that all men should be aware of their mental health, treat it like they would a broken leg, and strive to get better. Because of this ‘upstream’ approach to suicide prevention, the program was quickly rebranded from a suicide prevention initiative to a broader and more robust men’s mental health campaign.”

Overarching goals for Man Therapy include²:

1. To improve social norms around mental health among men and the general population.
2. To increase help-seeking behavior among men for a variety of health and mental health issues, leading to an increase in men seeking available resources (including those provided on the site).
3. Long-term: to reduce rates of suicidal ideation and deaths among men.

Initial Campaign Plan

- Dedicated staffing to include a coordinator with personal investment in the goal of the campaign who would oversee the media asset purchases, facilitate sub-committee meetings, engage community partners, and plan/implement events on behalf of the campaign.
- Regular distribution of print materials (posters and billboards) at workplaces and community settings.
- Traditional media outlets - tv, radio, newspaper, distribution through ad buys.
- Alternative media outlets: community partner social media platform (Facebook, Instagram specifically) posts.
- In-person ambassadorship at public events and individual workplaces, including formal and informal activity-based opportunities for healthy connection among attendees.

Original Evaluation Plan

- Engagement with the Man Therapy website and other social media platforms (through analysis of hashtag usage, posts, likes, shares, and review of Google Analytics at mantherapy.org).
- Attendance at in-person events.

¹ Spencer-Thomas, S., Hindmann, J., Conrad, J., “Man Therapy™: Outreach and Impact on Men’s Mental Health Program 18 Months After Launch” 2014, p. 3

² Ibid.

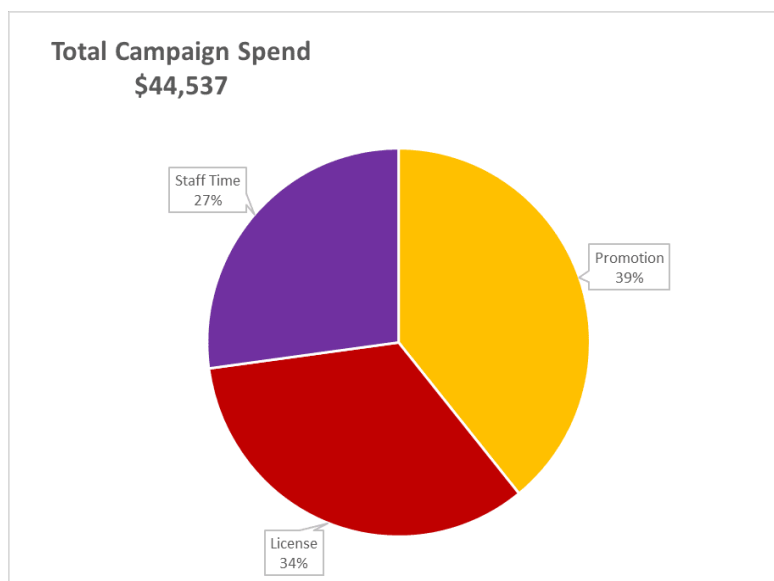
- Number of workplaces participating in materials distribution.
- Number and type of ads placed throughout the license period.
- Monitoring regional behavioral health data for trends, including calls to the National Suicide Hotline by community members, the suicide rate, Community Health Needs Assessment responses to behavioral health-related questions, and more.

Actual Campaign Activities

While the actual implementation of Man Therapy differed from the initial plan, our goal remained the same: to increase awareness about mental health and well-being among working-aged men and the people who care about them. In June, 2020, the campaign coordinator departed the position. Through a collective effort amongst EBH partner organizations, we reimagined the possibilities of the campaign to focus on traditional and social media venues for distribution.

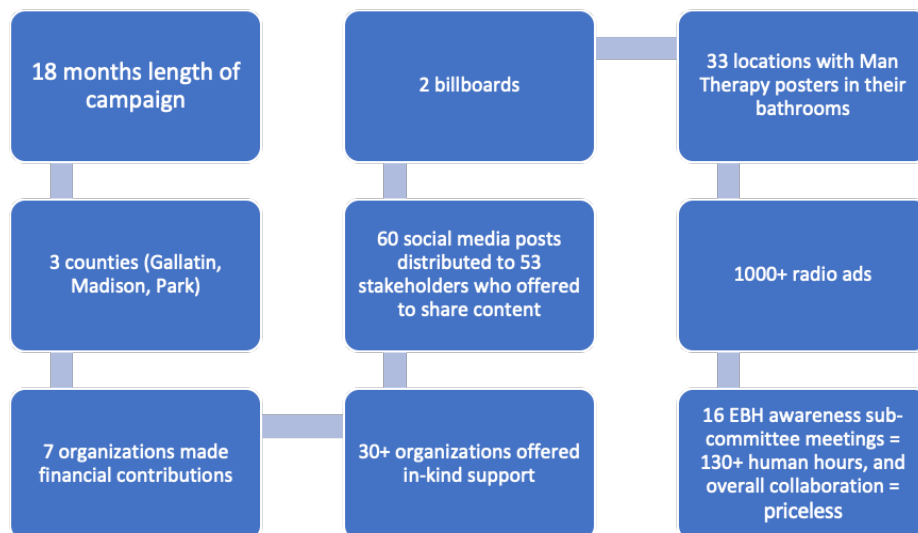
- Elimination of in-person events and targeted workplace campaigns due to COVID-19.
- Bozeman Health and Greater Gallatin United Way provided additional staffing solutions to support the reimagined campaign without rehiring a coordinator given the shift away from in-person activities.
- Media efforts focused on traditional and alternative venues through purchased and earned acquisition
 - Billboards
 - TV commercials
 - Radio announcements
 - Bathroom stall ads
 - Limited poster displays in public venues
 - Social media post distribution across stakeholder platforms (Facebook and Instagram)
 - Focus of an article in *Explore Big Sky*

Budget Snapshot



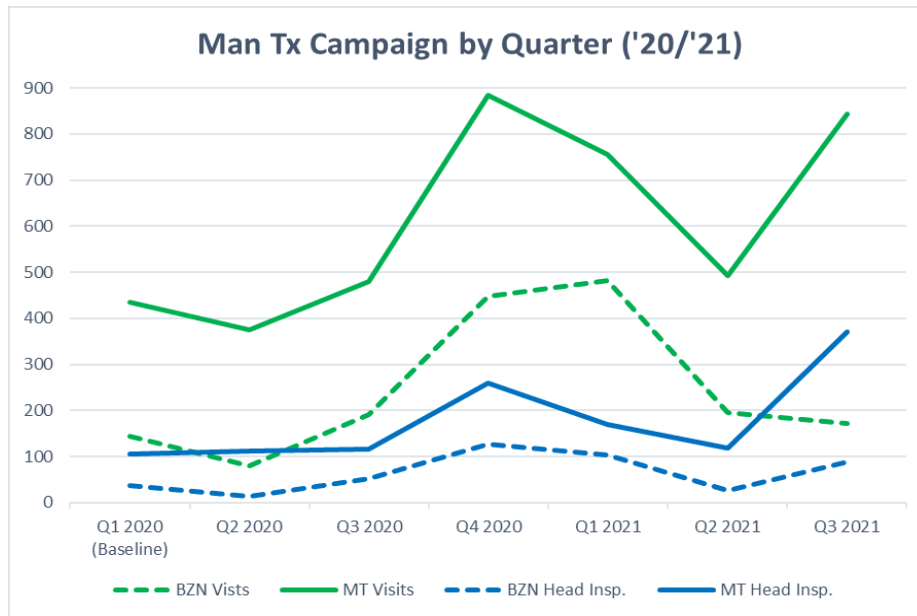
- Total spending: \$44,537 (original budget was \$45,000 with initial contributions from 7 partners of \$39,000)
 - Financial contributors to campaign
 - Bozeman Health
 - CHP
 - HRDC
 - GCMHLAC grant through CSAA
 - GCCHD
 - GGUW
 - MSU CPS
- License and Media purchasing: \$32,451.00 = **73% of total spending**
 - License: \$15,000
 - Media Buys: \$17,376
 - Miscellaneous: \$75.00
- Staffing: \$12,086.33 = **27% of total spending**
 - Primary coordination staff at GGUW and BH: \$11,890.
 - Mileage: \$196.33
- Organizations in the EBH Awareness Campaign Sub-Committee (major source of in-kind support):
 - Alcohol and Drug Services of Gallatin County
 - Bozeman Health
 - Help Center 211
 - HRDC
 - Gallatin County Mental Health Local Advisory Committee
 - Gallatin City-County Health Department
 - Greater Gallatin United Way
 - LiveWell 49
 - Montana State University Counseling and Psychological Services
 - Park County Health Dept

Campaign Efforts by the Numbers

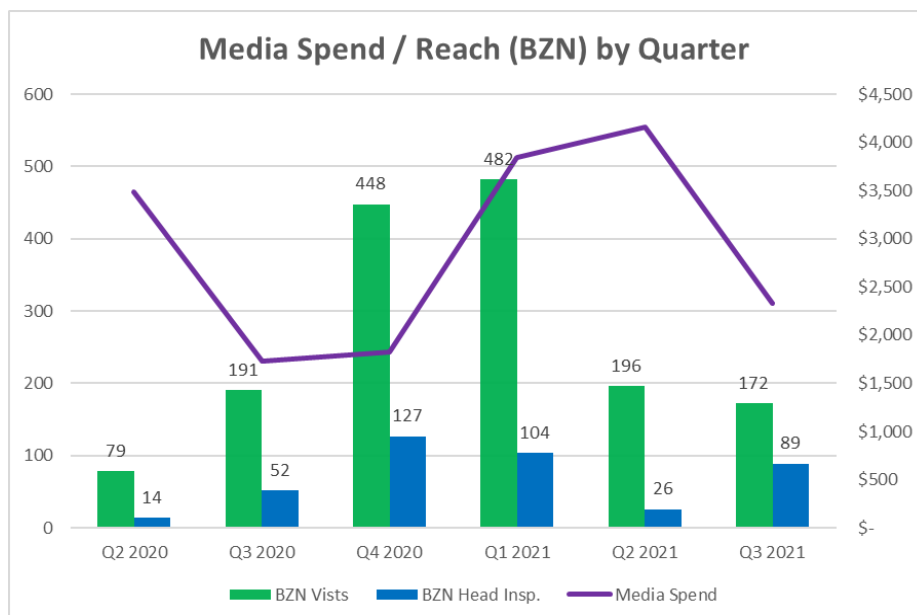


Reach

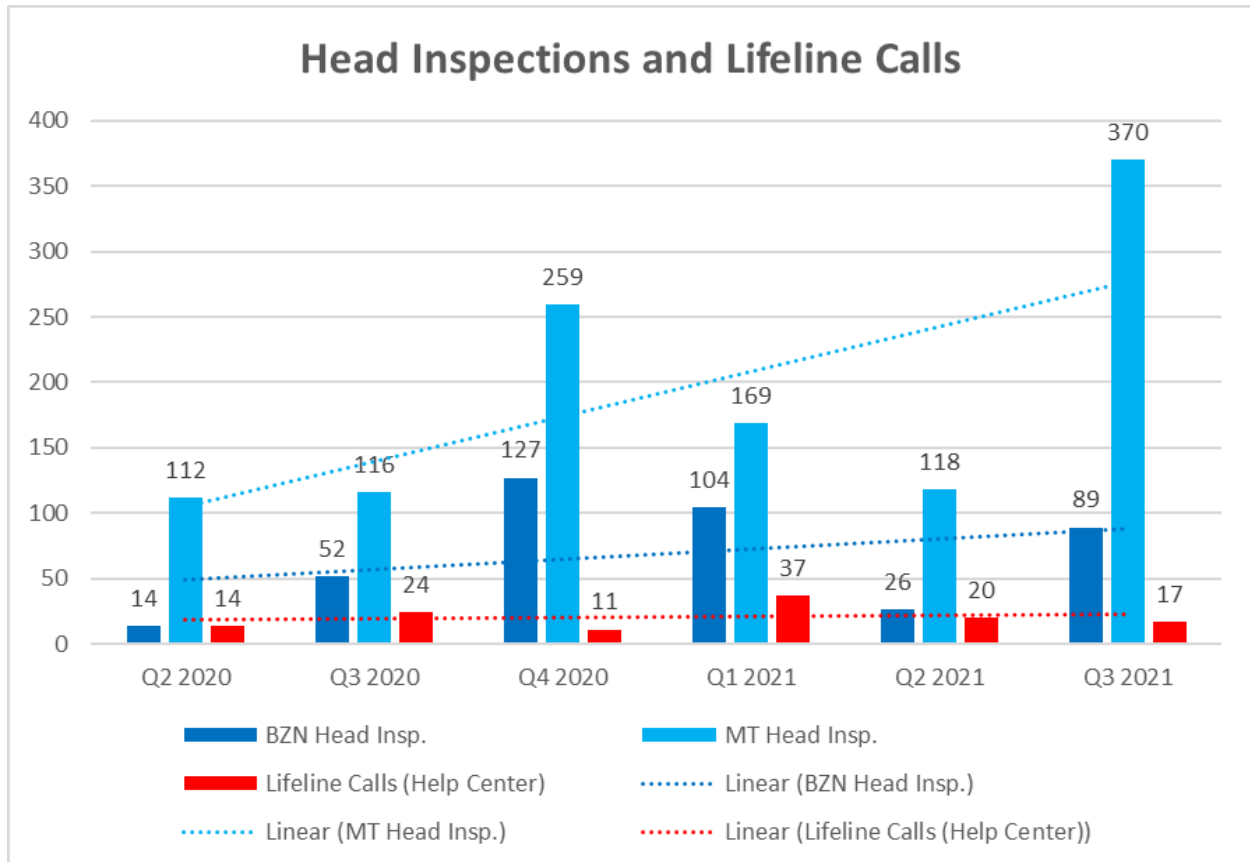
From April 1, 2020 to September 30, 2021, ManTherapy.org was accessed approximately **1,568 times** by people in the Bozeman area. Through the website, **412 head inspections** were complete. The head inspection feature is an engagement and self-screening tool available on the website for visitors to explore factors related to their own mental health, directing users to resources as they answer questions. Below is a snapshot of website visitors throughout the campaign period. Quarter 1 starts with January 2020.



Below is a snapshot of the media spending throughout the campaign period along with specific user data from the area with the most activity (Bozeman) in the campaign region.



Below is a graph that shows head inspections completed in Montana as a whole, and for Bozeman users in particular. Additional data from The Help Center offers information about calls made to the National Suicide Prevention Lifeline for Montana as a whole and for Bozeman in particular during the campaign period.



Stakeholder Survey

In an effort to gain more insight from stakeholders (the people and organizational partners who helped champion Man Therapy across our region), we distributed a survey to community partners who indicated support throughout the campaign. Here are some takeaways:

- Stakeholders varied in their ability to share Man Therapy content on their social media platforms; while some indicated an ability to post all five, others shared that it was too much.
- The approach we took to engage partners to post on social media helped partners to be efficient, all saying that the time required to follow through was “acceptable” or “minimal.”
- Topic areas that resonated with stakeholders’ audiences:
 - Healthy masculinity exists
 - Stress reduction strategies
 - Straightforward humor
 - Healthy help seeking behavior
 - Links to resources

- Single images were easier for most partners to post because sometimes short videos would be queued up on a screenshot that was disconnected from the message
- Stakeholder perspective on audience engagement:
 - Difficult to gauge engagement
 - Engagement went down as images were reused
 - There was audience confusion regarding purpose of campaign at times, which was alleviated with posts that provided reintroduction to purpose of the campaign
- Components of campaign that worked well:
 - Entertaining and engaging posts
 - Witty and interesting way to engage men
 - Social media distribution process - the “plug and play” messaging
 - Collaboration of community agencies to share collective message
 - Great to change up the type of content being posted by partner organizations
- Components of campaign that did not work well:
 - For at least one stakeholder, the content lacked local feel.
 - The Campaign could have been better coordinated (hard for this stakeholder to tell who “owned” the campaign).
 - For organizations with a smaller social media presence, five posts a month was overwhelming.
 - It was hard to know if the people who needed to see the posts were actually going to see them; hard to measure effectiveness in general.
 - Some content played into the concept of “toxic masculinity” in a way that perpetuated stereotypes.
 - One stakeholder shared that, “We were never really convinced the time and energy would move the needle on anything.”
 - The character felt dated; something more modern would have been helpful.

Lessons Learned

- Tracking the effectiveness of a public awareness campaign from a national vendor can be difficult given the limits of the data at our disposal; we were unable to create the reports most useful to us and customizing the campaign was limited.
 - Social media engagement was impossible to track across all stakeholders’ platforms without overburdening stakeholders with requests for data (and the disparate capacity of partners to share information such as this from their accounts).
 - Actual number of ads run was difficult to track due to various factors; focus shifted instead to tracking the type of ads purchased and the months within which they were purchased.
 - Analysis from the Man Therapy website remained unavailable to us in the way that we had hoped, given that there was another Montana-based license holder in Lewis and Clark County, and the data from that county could not be efficiently or conclusively separated from data from our region.
- The participation of partners helped to amplify messaging; capacity within organizations impacted consistency of distribution of posts, which is important to address in future campaign efforts.

Conclusion

The Elevating Behavioral Health Coalition is invested in collaboration to improve the behavioral health system in our region, aspiring to move the needle on important components of the system. One component has focused on raising awareness around mental health and well-being to demystify long-held beliefs about how and why people might struggle mentally and emotionally and to reduce stigma surrounding seeking support and recovery. As a coalition, EBH has used the Man Therapy Campaign to invest time and money in raising awareness among working age men and the people who care about them to normalize the importance of mental health and to encourage help-seeking, all through an approach that is irreverent and unique. While there were many strengths to the campaign (including easy access to turnkey content), we gained valuable insight into what we would hope to change in future campaigns, such as the need for clarity on access to data to improve ability to measure success of the campaign, content that is tailored to the unique and diverse perspectives of our region of Montana, intentional engagement with community partners, investment in local marketing talent to partner in the development and dissemination for greater impact, and more.