



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

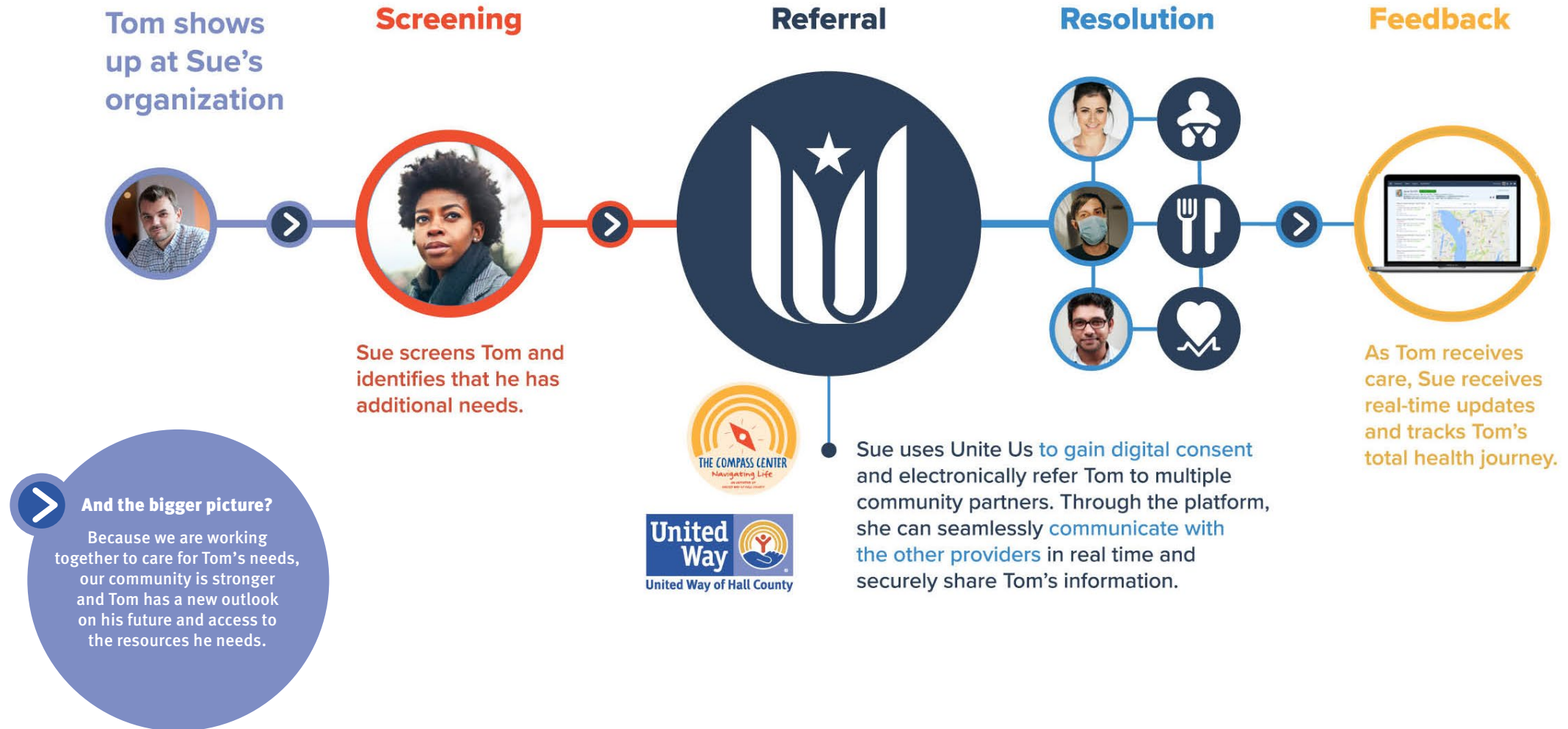


**Unite Us** is a shared technology platform which allows coordination between health and social care providers.



**A New Pathway of  
the Compass Center**

# HOW UNITE US WORKS





# 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.

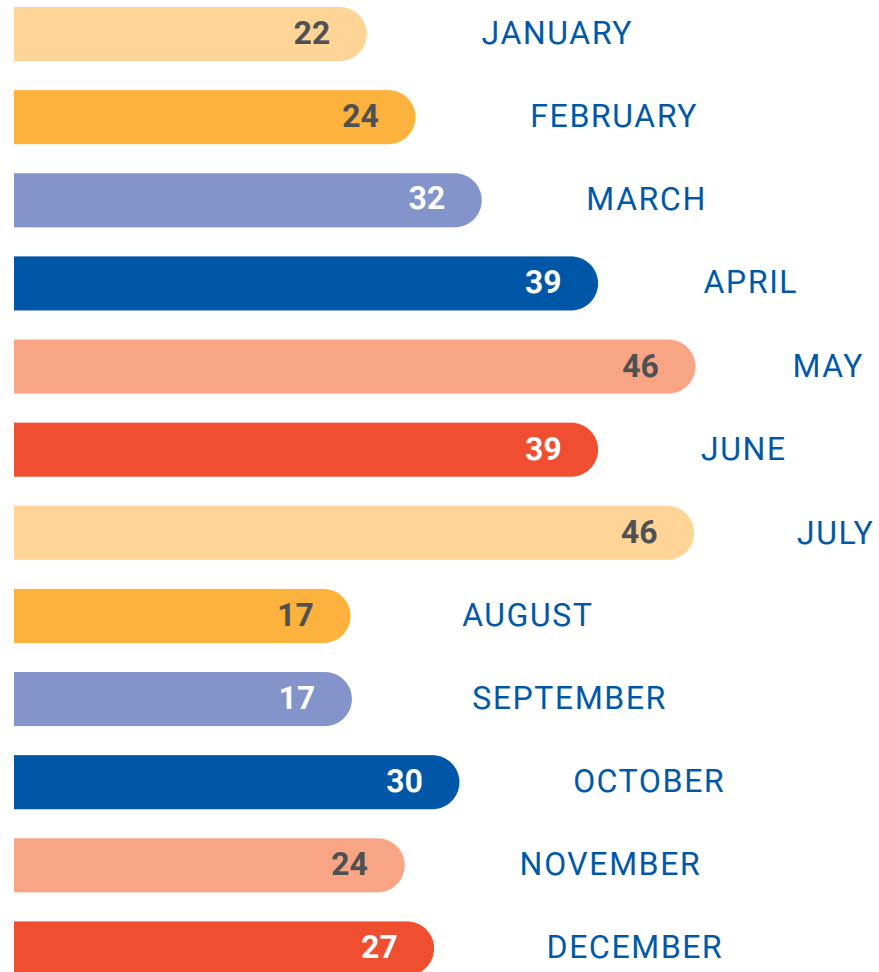
### The Homeless Project

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
- Pretrial Services
- Probation Officers
- NGHS Security
- Gateway Domestic Violence Shelter
- BrightStone Transitional Services
- American Case Management Association Georgia Conference
- University of North Georgia

## 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

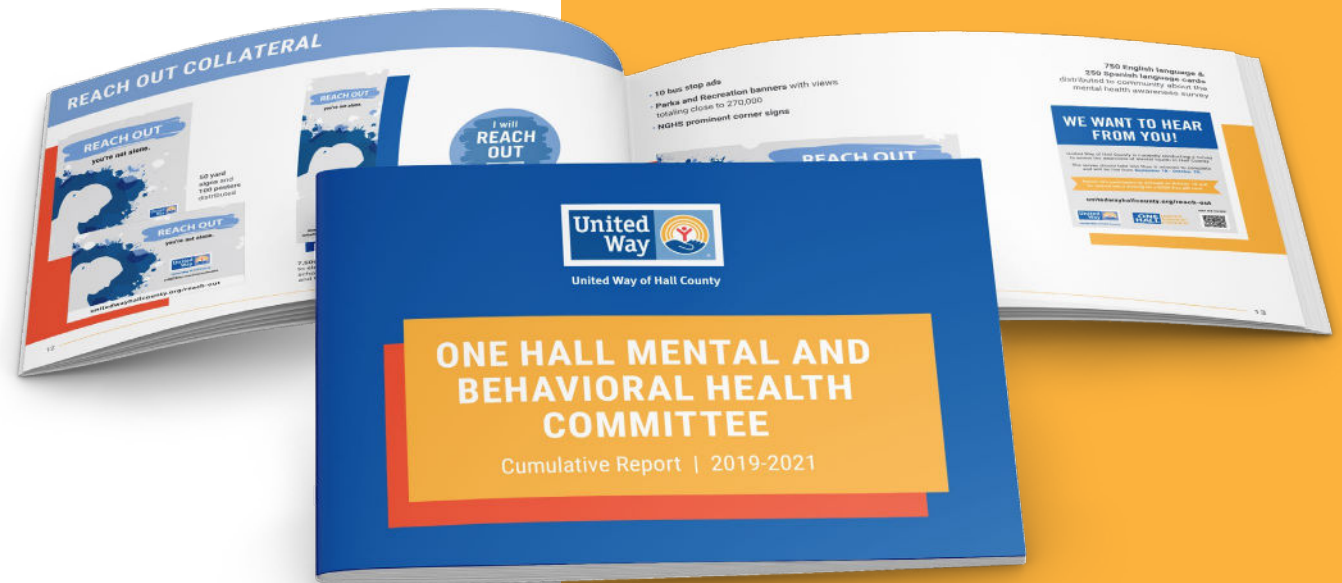
**363**

# 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](https://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.

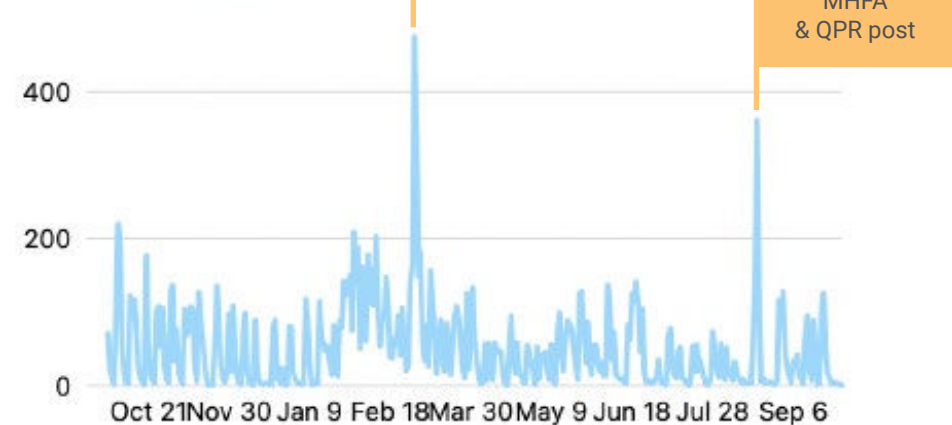
Facebook Page reach ⓘ

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](http://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

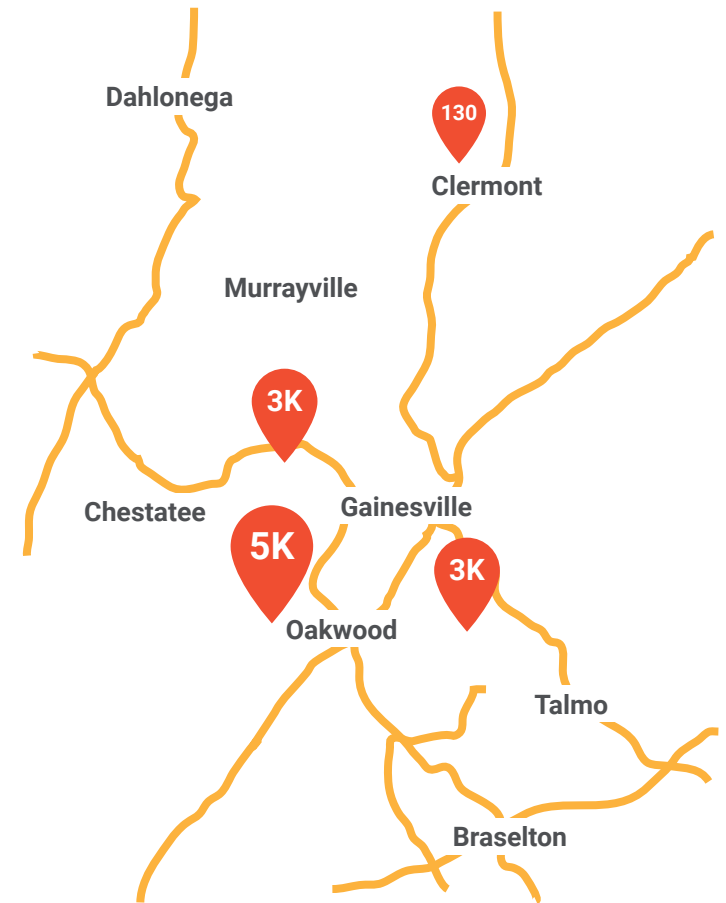
For Mental Health Awareness Month, we ran OTT/CTV advertising during the months of May and June 2022.

For May-June 2022:

**12.5K**  
IMPRESSIONS

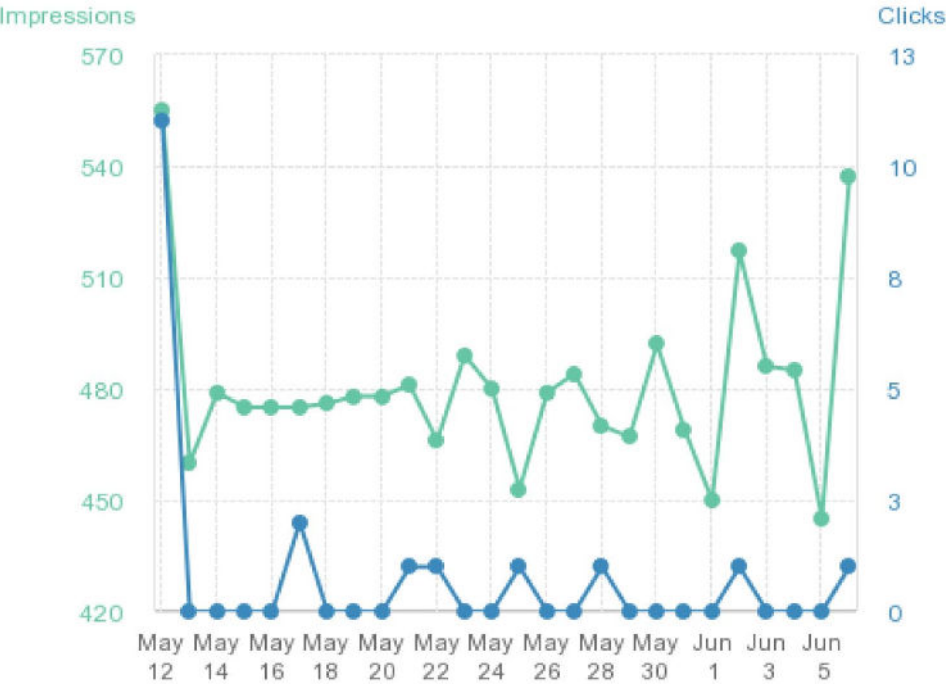
REACH OF  
**2.7K**

## LOCATION

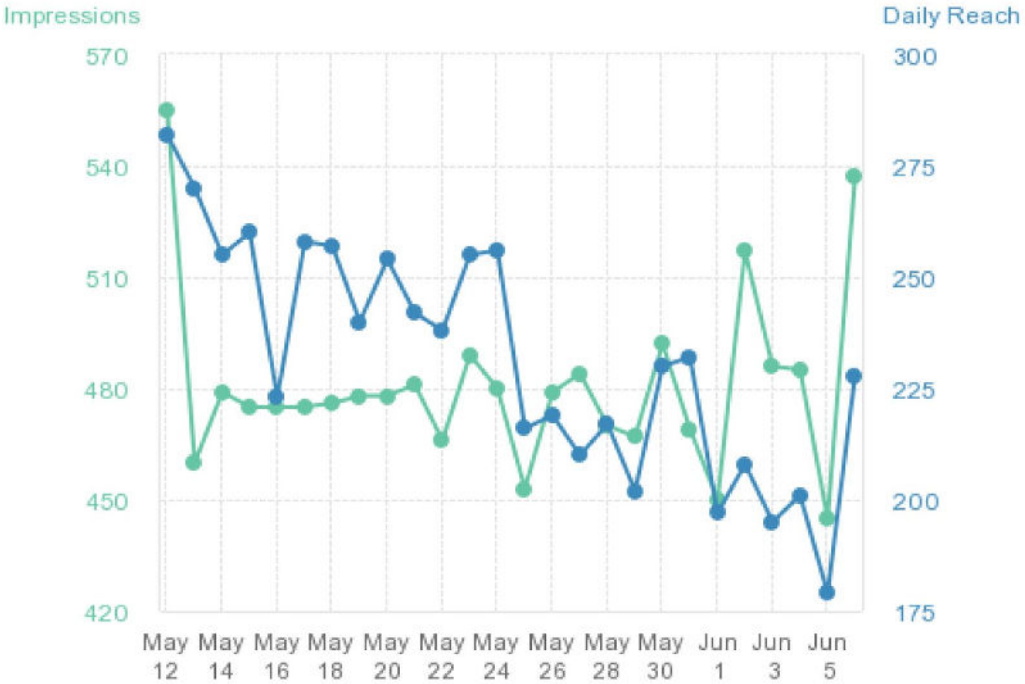


Impressions compared to clicks:

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



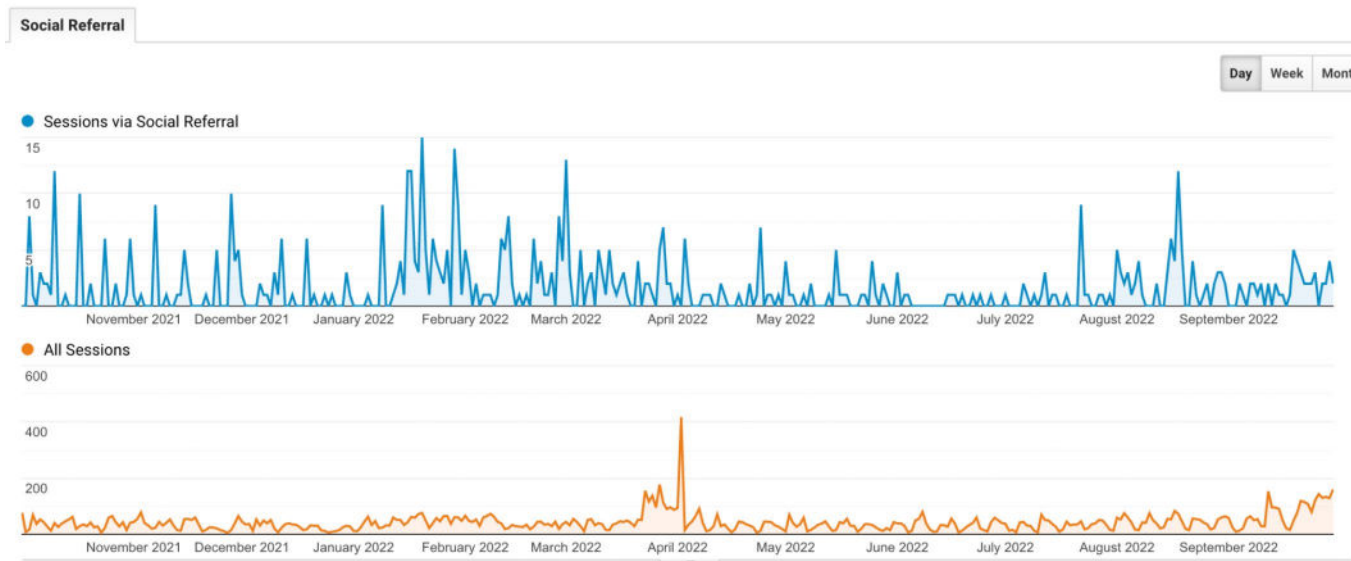
Impressions compared to the daily people reached:





# 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.

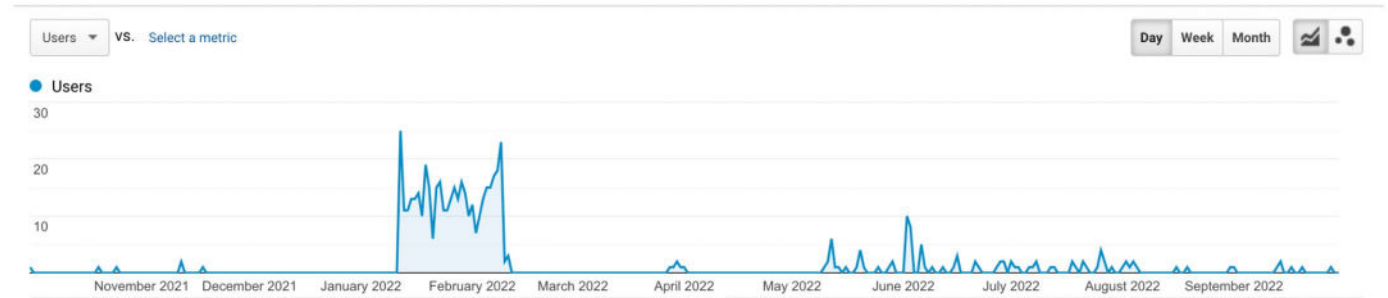


Below are the top 10 URLs users visited from social media posts.

1	<a href="http://www.unitedwayhallcounty.org">www.unitedwayhallcounty.org</a>
2	<a href="http://www.unitedwayhallcounty.org/mhfatraining">www.unitedwayhallcounty.org/mhfatraining</a>
3	<a href="http://www.unitedwayhallcounty.org/race">www.unitedwayhallcounty.org/race</a>
4	<a href="http://www.unitedwayhallcounty.org/work-well">www.unitedwayhallcounty.org/work-well</a>
5	<a href="http://www.unitedwayhallcounty.org/chickensale">www.unitedwayhallcounty.org/chickensale</a>
6	<a href="http://www.unitedwayhallcounty.org/mentalhealth-seminars-workshops">www.unitedwayhallcounty.org/mentalhealth-seminars-workshops</a>
7	<a href="http://www.unitedwayhallcounty.org/compasscenter">www.unitedwayhallcounty.org/compasscenter</a>
8	<a href="http://www.unitedwayhallcounty.org/serviceprojects">www.unitedwayhallcounty.org/serviceprojects</a>
9	<a href="http://www.unitedwayhallcounty.org/donate">www.unitedwayhallcounty.org/donate</a>
10	<a href="http://www.unitedwayhallcounty.org/reachout">www.unitedwayhallcounty.org/reachout</a>

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%)
<input type="checkbox"/>	1. <a href="#">Reach-Out-Deep-Breaths</a>	401 (81.84%)	401 (83.20%)	414 (75.96%)	82.13%	1.25	00:00:14
<input type="checkbox"/>	2. <a href="#">reach out mental health 2022</a>	18 (3.67%)	18 (3.73%)	18 (3.30%)	100.00%	1.00	00:00:00
<input type="checkbox"/>	3. <a href="#">uw-reach-out-may-mental-health-awareness-2022</a>	18 (3.67%)	15 (3.11%)	23 (4.22%)	82.61%	1.78	00:00:21
<input type="checkbox"/>	4. <a href="#">MHFA Flyer</a>	13 (2.65%)	13 (2.70%)	16 (2.94%)	100.00%	1.00	00:00:00
<input type="checkbox"/>	5. <a href="#">mental-health-awareness-poster</a>	12 (2.45%)	11 (2.28%)	21 (3.85%)	76.19%	1.24	00:01:15
<input type="checkbox"/>	6. <a href="#">Reach out check in</a>	9 (1.84%)	9 (1.87%)	16 (2.94%)	100.00%	1.00	00:00:00
<input type="checkbox"/>	7. <a href="#">WorkWell</a>	8 (1.63%)	5 (1.04%)	21 (3.85%)	80.95%	1.19	00:00:46
<input type="checkbox"/>	8. <a href="#">Reach Out</a>	3 (0.61%)	3 (0.62%)	4 (0.73%)	75.00%	2.00	00:00:13
<input type="checkbox"/>	9. <a href="#">reach-out-friends-resource-video</a>	3 (0.61%)	2 (0.41%)	7 (1.28%)	42.86%	4.00	00:06:12
<input type="checkbox"/>	10. <a href="#">zfagby-ufbygu-bjbefafff-cbfgfe</a>	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

