

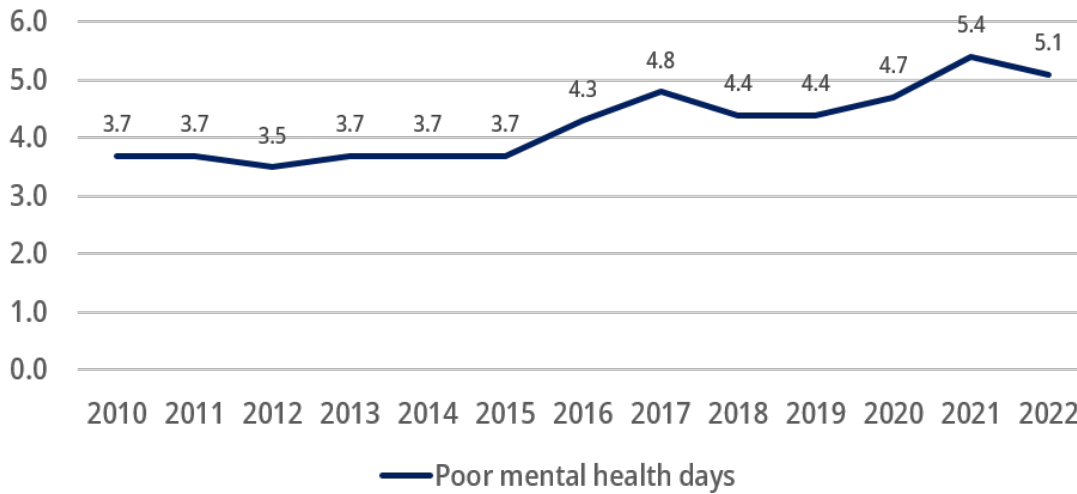


Mental health

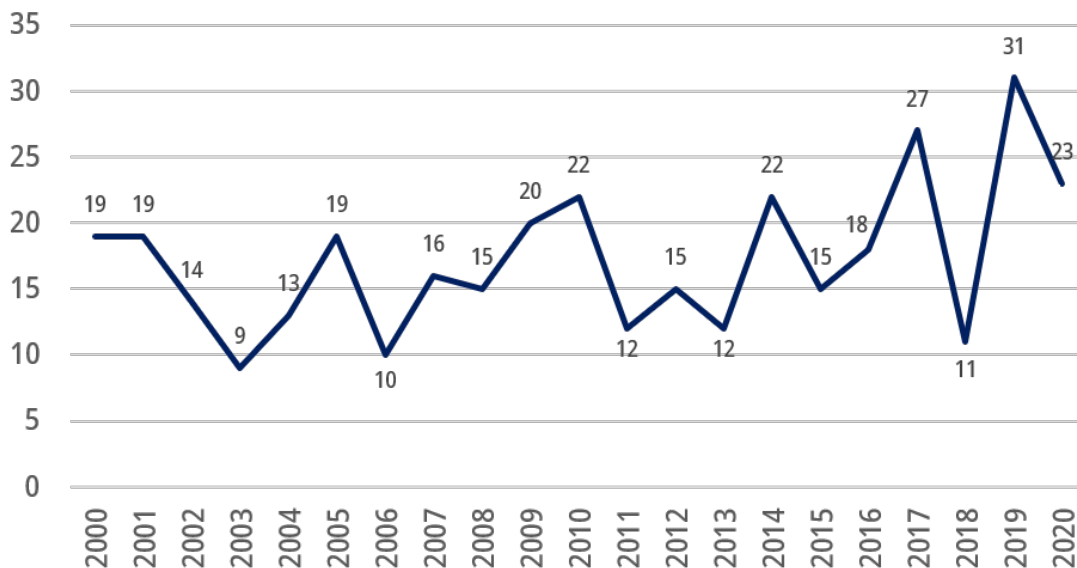
Overarching goal

Decrease mental health stigma and promote awareness of mental health resources to increase community connection

County Health Rankings & Roadmaps: Klamath County



Klamath County suicides



Lead agency
Klamath Basin Behavioral Health

Benchmark
Decrease stigma and increase health-seeking behaviors by 5%.

Baseline
Frequent mental distress was experienced by 17% of the residents in the 2022 County Rankings & Roadmaps report.

The same report found Klamath County residents experiencing 5.1 poor mental health days each month.

There were 23 suicides in 2020, which was the most recent official data released by Oregon Health Authority.

Objective 1

Addressing isolation in Klamath Falls

Strategy 1

Events to decrease loneliness and increase connection of community members

Tasks

- Support community-sponsored block parties hosted by different neighborhoods in the Klamath Basin to promote community connections through engagement with individual neighbors (Process measure: Number of block parties per year. Process target: Two block parties in year one with 70 participants)
- Implement community moais (affinity groups) to promote connecting with different community members, such as a dog walking moai, new parent moai, older adult moai, and men's moai. The purpose of a moai is a chance to create a group to support individuals and help them find and live with a purpose. (Process measure: Implement a moai. Process target one moai in year one with five participants.)
- Develop and implement six-week grief and loss support group hosted by community mental health agencies by a Qualified Mental Health Professional. (Process measure: Group development and implementation. Process target: Two six-week groups in year one with five members of the community participating.)

Strategy 2

Develop community groups

Tasks

- Develop and implement a men's mental health community group that meets once a month for one year. This will be in partnership with an existing high-risk employer, such as Rocky Mountain Construction, firefighters, ODOT, law enforcement, military servicemen, school systems and the like. (Process measure: Curriculum developed. Process target: One curriculum developed.)
- Collaborate with interested employers to promote and host community groups for employees. (Process measure: Number of interested employers. Process target: One agreement for an employer.)
- Men's community group to be held once a month and facilitated by a different clinicians or subject matter experts from a different mental health organizations to promote and discuss a mental health topic to decrease stigma and increase connection. (Process measure: Number of men attending the monthly meeting. Process target: One monthly group facilitated for a year with eight participants.)

Objective 2

Community mental health education campaigns

Strategy 1

Men's mental health media campaign

Oregon

The 2022 Rankings averaged 4.6 poor mental health days monthly; 15% were in frequent mental distress.

The 2022 County Rankings & Roadmaps reflected an age-adjusted suicide rate of 19 per 100,000 population, with a crude rate of 20 per 100,000.

United States

The 2021 American's Health Rankings report indicated 13.2% of adults reported frequent mental distress.

The 2021 America's Health Rankings reflected a suicide rate of 14.5 per 100,000 population.

Tasks

- Research existing campaigns centered on the importance of men's mental health and decreasing the stigma around men seeking mental health help. Implement the campaign in the community. (Process measure: Campaign developed. Process target: One campaign developed.)
- Host a men's focus group to gauge mental health awareness and gain perspective of how men in the community view seeking behavioral health services (Process measure: Number of focus groups and number of people who participated. Process target: Two focus groups with 10 participants per group.)
- Roll out media component of the campaign using messaging and data to promote men's mental health through print materials such as newspaper, radio, billboards, bus billboards and social media and public service announcements. (Process measure: Number of ads created, print materials distributed and the number of views on social media. Process target: Two newspaper ads, one radio ad, three billboards, one boosted social media post per month, one public service announcement, 50,000 views for social media.)
- Develop resources for men's mental health, suicide prevention and reduction of lethal means (firearms) reduction to distribute to the community. (Process measure: Completed resources. Process target: Three resources created.)

Strategy 2

Campaign to empower the community to place importance on personal mental health

Tasks

- Research existing campaigns centered around decreasing the stigma around seeking mental health services and the taboo surrounding talking about mental health. Use focus groups to gain perspective of potential campaigns. (Process measure: Campaign developed, number of focus groups and participants. Process target: One campaign developed and two focus groups with 10 participants per group.)
- Develop resources around building a personal mental and behavioral health tool kit. The toolkit will be designed for community members to focus on their mental health and that of their fellow community members, without the need to seek mental and behavioral health services. (Process measure: Completed resources. Process target: Three resources created.)
- Implement the campaign in the community and roll out the media component of the campaign to place positive mental health messages and self-care advice through print materials such as the newspaper, radio, billboards, bus billboards, and social media and public service announcements. (Process measure: Number of ads created, print materials distributed and views on social media ads. Process target: Two newspaper ads, one radio ad, three billboards, one bus billboard, one boosted social media post per month, one public service announcement, 50,000 views for social media.)
- Promote local and national resources such as 988 and other mental health crisis call and text lines. (Process measure: Number of resources distributed. Process target: 2,000 resources distributed.)

Objective 3

Promotion of mental health focused community events, resources and trainings

Strategy 1

Promote community mental health resources

Tasks

- Promote local and national community mental health resources through print materials at local events (Process measure: Number of resources distributed. Process target: 2,000 resources distributed.)
- Update the local and national community mental health resource list and release it on the Healthy Klamath website. (Process measure: Compile a list of community resources. Process target: One completed community mental health resource list.)

Strategy 2

Promote trainings and events that focus on mental health

Tasks

- Promote local community events on Healthy Klamath website as well as promotion through community agencies' social media pages. (Process measure: Number of times Healthy Klamath Community Calendar is updated for events. Process target: Update the community calendar once a month for events.)
- Promote local community trainings on the Healthy Klamath website as well as promotion through community agencies' social media pages. (Process measure: Number of times Healthy Klamath Community Calendar is updated for trainings. Process target: Update the community calendar once a month for trainings.)
- Promote Mental Health First AID (MHFA) and Question Persuade Refer (QPR) trainings in Klamath County on the Healthy Klamath website as well as promotion through community agencies' social media pages. (Process measure: The number of trainings offered in year one and the number of participants. Process target: One MHFA with 15 participants and 10 QPR trainings with 100 total participants.)