# Community Health Improvement Plan Priority Area: Mental Health

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| **Overarching Goal**: Decrease mental health stigma and promote awareness of mental health resources to increase community connection.  **Benchmark: Decrease stigma and increase health-seeking behaviors by 5%** | | | | | | |
| **Objective 1: Addressing Isolation here in Klamath Falls** | | | | | | |
| **Strategy 1: Events to Decrease Loneliness and Increase Connection of community members** | | | | | | |
| **Tasks:** | **Process Measures** | **Process Target** | **Oct-Dec 2023** | **Jan-March 2024** | **Apr-June 2024** | **July- Sept 2024** |
| Mental Health CHIP work group members provide a collaborative, multi-agency community event presence. Coalition representatives staff a Mental Health CHIP event booth to provide local mental health resources, an activity, and a mental health check-in. | Collaborative event presence | Attend 1 Local event |  |  |  |  |
| Develop and implement a pilot “Hairapy” program in Klamath Falls. Stylists and Barbers are provided training and orientation to offer self-care hair services for individuals who received a “Hairapy” gift certificate from a Qualified Mental Health Professional (QMHP). | Implementation of “Hairapy” Program | 3 Stylists or Barbers trained and signed “Hairapy” business agreement |  |  |  |  |
| Continue to support grief and loss support groups hosted by local mental health agency bereavement specialists or Qualified Mental Health Professionals (QMHPs). | Grief and loss support group promotion | Promote annual availability of grief and loss support groups on social media platforms and event tables |  |  |  |  |
| **Strategy 2: Community Groups** | | | | | | |
| **Tasks:** | **Process Measures** | **Process Target** | **Oct-Dec 2023** | **Jan-March 2024** | **Apr-June 2024** | **July- Sept 2024** |
| Develop and implement a Men’s mental health community group through an existing high-risk Klamath Falls employer that meets monthly for year one. Potential employer partnership: Rocky Mountain Construction, Bogatay construction, or Construction Workers Union. | Developed Curriculum | 1 curriculum developed |  |  |  |  |
| Collaborate with interested employers to promote and hold community groups for their employees. | Amount of interested employers | Agreement for a group from 1 employer |  |  |  |  |
| Men’s Community group to be held once a month and facilitated by different clinicians or subject matter experts from various mental health organizations to promote and discuss a weekly mental health topic to decrease stigma and increase connection. | Number of men that attended the monthly meeting | 1 monthly Facilitated group for a year with 8 participants |  |  |  |  |
| **Objective 2: Community Mental Education Campaigns** | | | | | | |
| **Strategy 1: Men’s Mental Health Media Campaign** | | | | | | |
| **Tasks:** | **Process Measures** | **Process Target** | **Oct-Dec 2023** | **Jan-March 2024** | **Apr-June 2024** | **July- Sept 2024** |
| 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 | Campaign developed | One campaign developed |  |  |  |  |
| Host a Men’s Focus group to gage mental health awareness and gain a perception of how men in our community view seeking behavioral health services | Number of focus groups and Number of people who participated | 2 focus group with 10 participants per group |  |  |  |  |
| Rollout 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, social media, and public service announcements | Number of ads created, print material distributed, and views on the social media ads | 2 newspaper ads, 1 radio ad, 3 billboards, 1 bus billboard, 1 boosted social media/month, 1 PSA, 50,000 views for social media |  |  |  |  |
| Develop and create deliverables for men’s mental health, suicide prevention, and lethal means (firearms) reduction to distribute to the community. | Completed deliverables | 3 deliverables created |  |  |  |  |
| **Strategy 2: Campaign to Empower the community to place importance on their own mental health** | | | | | | |
| **Tasks:** | **Process Measures** | **Process Target** | **Oct-Dec 2024** | **Jan-March 2024** | **Apr-June 2024** | **July- Sept 2024** |
| Research existing campaigns centered around decreasing the stigma around seeking mental health services and the taboo surrounding talking about someone’s mental health. Use focus groups to gain a perception of potential campaigns. | Campaign developed / number of focus groups and participants. | One campaign developed & 2 focus groups with 10 participants per group. |  |  |  |  |
| Develop and create resources/deliverables around building a personal mental and behavioral health tool kit. This toolkit who 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. | Completed resources/ deliverables | 3 deliverables created, 1 resources created |  |  |  |  |
| Implement the campaign in the community and rollout 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, social media, and public service announcements | Number of ads created, print material distributed, and views on the social media ads | 2 newspaper ads, 1 radio ad, 3 billboards, 1 bus billboard, 1 boosted social media/month, 1 PSA, 50,000 views for social media |  |  |  |  |
| Promote local and national resources such as 988 and other mental health crisis calls and text lines made available nationally. | Number of resources distributed | 2000 resources distributed |  |  |  |  |

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| **Objective 3: Promotion of Mental Health focused community events, resources, and trainings** | | | | | | |
| **Strategy 1: Promote Community Mental Health Resources** | | | | | | |
| **Tasks:** | **Process Measures** | **Process Target** | **Oct-Dec 2023** | **Jan-March 2024** | **Apr-June 2024** | **July- Sept 2024** |
| Promote local and national community mental health services and resources through print materials at local events | Number of resources distributed | 2000 resources distributed |  |  |  |  |
| Update the local and national community Mental Health resource list and release it on the Healthy Klamath Website | Completed list of community Mental Health resources | 1 completed community Mental Health resource list |  |  |  |  |
| **Strategy 2: Promote trainings and events that focus on Mental Health** | | | | | | |
| **Tasks:** | **Process Measures** | **Process Target** | **Oct-Dec 2023** | **Jan-March 2024** | **Apr-June 2024** | **July- Sept 2024** |
| Promote local community events on the Healthy Klamath website as well as promoted through community agencies’ social media ages | Number of times Healthy Klamath Community Calendar is updated for events | Update the community calendar once a month for events |  |  |  |  |
| Promote local community trainings on the Healthy Klamath website as well as promote these local trainings through mental health community agencies’ social media pages | Number of times Healthy Klamath Community Calendar is updated for trainings | Update the community calendar once a month for trainings |  |  |  |  |
| Promote Mental Health First AID (MHFA) and Question Persuade Refer (QPR) training here in Klamath county on the Healthy Klamath website, as well as promote through community agencies’ social media pages | The number of trainings offered during year one and number of participants | 1 MHFA with 15 participants and 10 QPRs trainings with 100 total participants |  |  |  |  |

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| Quarter | Successes |
| Q1 |  |
| Q2 |  |
| Q3 |  |
| Q4 |  |

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| Quarter | Challenges |
| Q1 |  |
| Q2 |  |
| Q3 |  |
| Q4 |  |