

# Washtenaw County Youth Mental Health Campaign OUTREACH REPORT

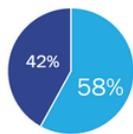
#wishyouknew

## Background

This spring, the Washtenaw County Health Department and Washtenaw County Community Mental Health teamed up to design a campaign to address community concerns around youth mental health and reducing stigma. This report reflects community feedback gathered from May-August 2019 on what mental health means to communities across the county and what they hope to see in a campaign. This work is supported by the Washtenaw County Public Safety & Mental Health Preservation Millage. Thank you to everyone who helped shape the campaign so far!

## Methods & Participants

**Survey:** 250 responses from Ann Arbor, Ypsilanti, Dexter, Chelsea, Saline, Milan, & Twps.



### Survey Participant Ages

- Adults (ages 25+)
  - Youth (ages 11-24)\*
- \*most youth 15-18



Nearly half of youth survey respondents identify with LGBTQ+ communities



## Focus Groups & Community Conversations:

Community members and mental health providers from Ypsilanti, Ann Arbor, Superior Township, Ypsilanti Township, Chelsea and Dexter. Organizations include: The Corner Health Center, Ozone House, SURE Moms and Chelsea's Youth Mental Health Community Collaborative.

- 4 group conversations with youth ages 11-24
- 40 residents: canvassing in Ypsi & Superior Township
- 3 group conversations with adults and parents
- 10+ meetings with community leaders & stakeholders



Although males and people of color are underrepresented in online survey data, they are more represented in community conversations and focus groups. Plans exist to continue additional outreach efforts with underrepresented groups and communities (i.e. immigrant families, rural areas).

## Themes

\*Read the [full outreach report at bit.ly/wishyouknewoutreach](https://bit.ly/wishyouknewoutreach) for more on each theme.

- Diversity & Inclusion
- Views of Mental Health
- Open Communication
- Normalizing Check-ins
- Patience & Persistence
- Criminalized Behavior
- Trauma
- Trust
- Denial
- Crisis
- Resilience
- Bullying
- Peers
- Schools
- Language
- Social Media
- Discrimination & Oppression

# Campaign Proposal:

# #wishyouknew

Driven by community conversations, the new countywide "Wish You Knew" campaign aims to address the disconnect between youth and adults by promoting regular and open communication about mental health. Washtenaw communities will be able to customize materials and messaging to resonate with their families and use in different settings such as schools, youth organizations and faith communities.

Through artwork and video storytelling the "Wish You Knew" campaign will reflect what youth wish adults knew about their mental health and how parents and caregivers can support open communication. As one community member said about truth-telling: "we need to be honest so people can really heal." This campaign aims to spark honest and supportive conversations between youth and adults. And to spread hope that if we can share our truth with trusted people in our life, we can begin to heal.

## Proposed Campaign Elements



### Artwork

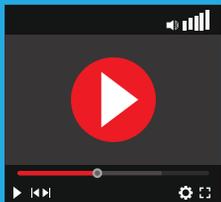
- On social media & in the community
- Youth-driven murals, projects, exhibits



### Pocket Cards + Magnets

- Pocket guides with tips about how to seek support or respond when someone reaches out
- Tailored to different audiences: parents and caregivers, youth, peers

### Video Storytelling



Personal stories about campaign themes:

- Open communication
- Youth wish adults knew
- Seeking support
- Successful coping
- Building trust

### Campaign Promotion

Based on survey & artist feedback, we plan to promote the campaign using the following platforms:



- Social media
- Posters & handouts
- Billboards
- Movie previews
- Murals & art displays

Have a mental health question or need?

Call Washtenaw County CARES 24/7:

**734-544-3050**

Outreach + report by



Washtenaw County  
Health Department

Want to get more involved?

Contact Emma Share at [sharee@washtenaw.org](mailto:sharee@washtenaw.org) or Kayla Steinberg at 734-544-6848.

If you'd like to use information from this report, please contact us and provide credit when possible

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