

Social Marketing for Systems Change Example

Lummi System of Care Expansion

Background on System of Care

- Four-year grant (funded in 2014)
- Previous grant projects: System of Care Grant (2008–2014)
- LSOCX entered the Lummi Community to create a Lummi Infrastructure for the community to receive a Lummi-ized framework to Behavioral Health Services

Social Marketing Goal

To weave the resiliency of the Lummi culture into behavioral health practices among youth ages 0–21 in order to:

1. Help young people learn and develop a strong cultural identity and resiliency.
2. Build upon this identity and resiliency to improve outcomes later in life (post-high school graduation).
3. Raise awareness of and develop a strong community wraparound support.

Audiences

- Tribal leaders
- Decision-makers/community leaders
- Native youth
- Program partners

Understanding the Audience: Tribal Leaders

Barriers

- Lack of awareness of Systems of Care
- Lack of knowledge of community need for mental health services
- Concern about cost
- Concern about extra work
- Stigma surrounding mental health and substance use issues

Benefits

- Improved access to services
- Better outcomes for youth and families
- Cost savings
- Investment in the well-being of the community
- Cultural shift around perceptions of mental health and substance use

Messages

- It is important to stay on the path to a healthy future that *the client* sees for themselves.
- Adverse experiences have helped us to grow.
- It is important to stay connected to culture and history.
- Culture has a positive impact that allows our youth and families to grow and heal from within.

Channels

- Media outreach—TV/news stations/newspapers/podcasts
- Trainings
- Training attendees
- Word of mouth
- Program partners
- Instagram, Facebook, and Twitter

Activities, Events, and Materials

- Speaking engagements
- Training opportunities
- Canoe journey

Pretesting

- Pre-testing of materials with youth, families, and tribal leaders via separate discussion groups.

Evaluation and Outcomes

- Lummi-ized behavioral health treatment planning
- Weaved wraparound services into behavioral health and Lummi Nation program/services
- Youth and families are reconnecting to cultural practices and mental health stigmas are reduced (we see this in our data collection and services numbers over the years)