

Social Marketing for Systems Change Example

Texas System of Care

Background on System of Care

- Four Year Grant (funded in 2013)
- Focused on developing statewide infrastructure, such as expansion of 1915c Medicaid Waiver program and wraparound, building leadership buy-in
- Serving children and youth ages 3–18
- Support for four communities in Dallas, South Texas, San Antonio, and Coastal Region

Social Marketing Goal

- To make it easier for youth:
 - To speak about mental health and mental health challenges
 - To turn to trusted resource persons (e.g., parents, teachers, coaches)

Audiences

Adolescent males of color in two regions: Houston and South Texas

Audience Analysis:

Houston

- Social media, especially Instagram and Snapchat
- Celebrate African-American community (don't comfort)
- Schools were a source of information

South Texas

- Predominantly Hispanic/Latino
- Don't focus on mental health
- Message must be personal
- Face-to-face with dialogue
- Needs to include parents

Messages

Houston:

- Connect through strengths and hobbies.
- It's OK to talk about mental health.
- Our problems are not who we are.

South Texas:

- Your past doesn't define you.
- You can have a good future.
- Have hope!

Channels

Houston

- Schools
- Child-serving agencies
- Social media (Instagram and Snapchat)
- Website

South Texas:

- Jason Wang, successful entrepreneur, previously incarcerated in region

Activities, Events and Materials

South Texas:

- Story-based presentation and facilitated discussion at juvenile justice facilities
- Family Events

Houston:

- Print Materials delivered by youth ambassadors
- Hashtag social media engagement

Pre-testing

- Focus groups
- Planning group in local boot camp
- Youth survey
- Collaboration with youth council

Evaluation and Outcomes

Houston

- Youth distributed about 1,000 print materials locally
- Additional materials distributed at conferences and downloaded from website
- Adolescent health coordinator distributed to clinics and other partners
- Communication with other communities planning to use materials

South Texas

- Reached 246 youth, 45 parents, 143 juvenile justice staff
- 92 percent reported their experience was “great”
- 86 percent reported Jason’s story gave them hope