

Marketing Workgroup

WORKGROUP PARTICIPANTS & AFFILIATION

Name	Affiliation
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*Julie Naughton	Department of Health and Human Services
Michelle Nunnemkaer	Department of Health and Human Services
Donna Wolff	YCIC/Youth Shelter Winnebago Tribe of NE
Bailey Kling	Region 1 Behavioral Health Authority
Mariana Schell	Nebraska Children and Families
Annette Dubas	Nebraska Association of Behavioral Health Organizations
Amanda Booth	Region 1 Behavioral Health Authority
Quinn Lewandowski	University of Nebraska Public Policy Center
Jenn Moffett	Nebraska Chapter American Foundation for Suicide Prevention
Kyle Kinney	Boys Town
Andrea Riley	Department of Health and Human Services
Allison Becker	Region 6 Behavioral Healthcare
Faith Mills	Community Collaborative
Cheri Farris	Panhandle Public Health District
Terri Haynes	Educational Service Unit 13
Andrea Riley	Department of Public Health
Carrin Meadows	National Alliance on Mental Illness (NAMI Nebraska)

*Denotes Workgroup Chairs

WORKGROUP REPORT

This workgroup met five times on the following dates:

- 1/21/2022
- 1/28/2022
- 2/8/2022
- 2/22/2022
- 3/8/2022

The following **recommendations** are offered by the group in response to the charges provided to them. **These recommendations are pending DHHS approval.**

1. *Make recommendations regarding key goals of a Nebraska 988 messaging campaign.*
Recommendation 1.1 Notify Nebraskans that 988 is being launched nationwide and in their communities, reaching all pockets of the state while doing a more targeted focus on specific at-risk populations based on local and state data.

Recommendation 1.2 Communications should focus on the three priorities of 988: Someone To Talk To; Someone To Come; Somewhere To Go. Messages should also focus on normalizing not just utilizing 988 as a resource. Messaging may also supplement the conversation around behavioral health and crisis needs throughout our state.

2. *Identify a diverse and effective marketing team for 988 messaging efforts.*

Recommendation 2.1 Identifying key groups within communities throughout the state that already exist in order to leverage their communication channel in spreading the 988 message.

3. *Identify key messaging audiences, public messaging guidelines, and channels for 988 messaging dissemination.*

Recommendation 3.1 Key Populations of Focus

Agricultural	Black Community	First Responders and/or Military
General Community	Latino Community	LGBTQIA+
Middle-Aged Men	Parents of 12-19 Years of Age	People With Lived Experience
School Personnel	Suicide Loss Survivors	Tribal Community
Youth		

4. *Make recommendations regarding a 988 communications plan which includes strategies, tactics, and costs.*

Recommendation 4.1 Communications Outlets to Be Utilized

Billboards	Brochures	Communications From State Offices, Including the Governor
Community Events	Community Flyers	Digital Marketing Through Geofencing
Listserves	Promotional Items	Radio
School Students IDs	Social Media (both grassroots and paid posts)	Sporting events Throughout the State
Television		

Recommendation 4.2 A budget yet to be determined will be used to secure paid media and be used toward grassroots communication efforts.

Recommendation 4.3 Dedicate a portion of the budget for miscellaneous communication/marketing expenses that may arise during the rollout of 988 that cannot be foreseen now.

Recommendation 4.4 Request bids from the following for specific and targeted marketing based on their expertise. Leerfield, Emspace + Lovgren, and TBD. A budget should be set aside for marketing firm fees.

5. *Identify existing 1-800-273-8255 materials and recommend a plan to transition promotional materials to 988.*

Recommendation 5.1 Designate a budgeted amount for the creation of promotional items that can be given to organizations for distribution.

6. *Identify potential metrics for evaluation of marketing strategy success.*

To Be Determined

7. *Develop communications and marketing plan for 988 in Nebraska.*

Recommendation 7.1 “Save the Date” communication to go out to all relevant listservs by April 15, 2022. “More to Come” phase starting June 1 through the July launch. “It’s Here!” announcing the launch in July. Letting People know that 988 has launched, this is what it is and how you use it. “This is 988.” Normalizing the conversation around all crisis needs, suicide prevention, and utilizing the service.

Reviews

1. Implementation Group (date/recommendations)

- a. Meeting on 5/3/2022

- i. Charge 2

1. **Recommendation 2.1:** Add deaf and hard of hearing to the language.

2. **Recommendation 3.1**

- a. **Discussion:** Consider having a press release with the Governor present during May because this is Mental Health Awareness month.

- ii. Charge 5

1. **Recommendation 5.1**

- a. **Discussion:** It was clarified that Nebraska is able to use the funds that are available because they are state dollars, not federal money.

- iii. Charge 7

1. **Recommendation 7.1:** The April 15 date is moved to mid-May.

2. Stakeholder Advisory Group (date/recommendations)

- a. Meeting on 4/5/2022

- i. Charge 2

1. **Recommendation 2.1:** Add employers to the contact list and add considerations for the deaf and hard of hearing populations.

- ii. Charge 3

1. **Recommendation 3.1:** Update the wording to tribal communities, add deaf, and deaf plus communities.

iii. Charge 4

1. **Recommendation 4.1**

- a. **Discussion:** The regions should be in charge of the best way to share information. Differences between urban and rural populations should be considered. Specifically, a lower population density does not mean there is less financial need. In these areas, it can be more difficult for the message to be shared.
- b. **Discussion:** There is a lack of access to qualified ASL interpreters in the state's western half.

iv. Charge 5

- 1. **Recommendation 5.1:** The budget can be used for design and graphics, not for promotional purposes.