National Children’s Mental Health Awareness Day:

“Making It Not Just Any Day, But Every Day”

Caring for Every Child’s Mental Health Campaign
Substance Abuse and Mental Health Services Administration (SAMHSA)
Awareness Day shines a spotlight on the importance of children’s mental health and reinforces the belief that positive mental health is essential to a child’s healthy development.
A System of Care ...

- Provides a spectrum of effective, community-based services and supports for children and youth with or at risk for mental health or other challenges, as well as support for their families.
- Is organized into a coordinated network.
- Develops meaningful partnerships with families and youth.
- Addresses families’ cultural and linguistic needs.
- Helps children and youth function better at home, in school, in the community, and throughout life.
## Spot the Difference!
### SOC and SOcial Marketing

<table>
<thead>
<tr>
<th>SYSTEMS OF CARE</th>
<th>SOCIAL MARKETING</th>
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</thead>
<tbody>
<tr>
<td>Family-driven and youth-guided</td>
<td>Audience-driven and audience-guided</td>
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<tr>
<td>Child and family determine the types and mix of services and supports provided.</td>
<td>Audience determines the types and mix of communications offerings.</td>
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<td>Culturally and linguistically competent</td>
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<tr>
<td>Reflect the cultural, racial, ethnic, and linguistic differences of the populations they serve</td>
<td>Reflects the cultural, racial, ethnic, and linguistic differences of the audiences they reach</td>
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Our Message: Systems of Care Work

• Academics
  – Only 6.3% of children in systems of care for 12 months had repeated a grade, compared with 9.6% of American students in the general public.
  – On average, 20% of high school students with emotional challenges nationwide drop out each year before finishing high school. In contrast, only 8.6% of youth in systems of care had dropped out of school after 12 months of services.

• Emergency Room (ER) Visits for Behavioral and/or Emotional Problems
  – Before involvement with systems of care, children visited the ER an average of 0.33 times in the 6 months prior to intake. After one year of involvement in systems of care, frequency of visits declined to an average of 0.14 times in the previous 6 months. This is a 58% reduction in ER visits.

• Juvenile Arrests
  – The average number of arrests for children involved in systems of care declined by 38%, from 0.32 at intake to 0.20 after 12 months of service.

Cost-Savings Data

• Academics
  – Fewer youth repeating a grade translates to a cost savings of $385 per youth, with an estimated cost savings of $3.3 million between 2006 and 2013 for youth ages 14–18.
  – Fewer youth dropping out of school yields an estimated cost savings of $380 million for youth ages 14–18 between 2006 and 2013.

• Emergency Room (ER) Visits for Behavioral and/or Emotional Problems
  – From 6 months prior to intake to 12-month follow-up, the average cost per child/youth for ER visits decreased by 57%.
  – Savings were estimated at nearly $15 million when applied to all children/youth served by systems of care between 2008 and 2013.

• Juvenile Arrests
  – From 6 months prior to intake to 12-month follow-up, the average cost per child/youth associated with juvenile arrests decreased by 38%.
  – Savings were estimated at $10.6 million when applied to all children/youth served in CMHI-funded systems of care between 2006 and 2013.

Combining Data with Youth and Family Stories

Stories (Emotion) + Data (Proof) → Decision-Maker Buy-in → Sustain SOC Model
National Children’s Mental Health Awareness Day

• Incorporates all of these strategies:
  – Systems of Care Outcomes
  – Cost-Savings Data
  – Family and Youth Storytelling
Top Factors for Sustainability

Sustainability strategies that benefit from social marketing include:

– Establishing a strong youth and family voice and

– Using evaluation results.

Questions?

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