

Better Health for All

County of Santa Clara Health System

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DATE: 11/13/2020

TO: Honorable Members of the Board of Supervisors
Jeffrey V. Smith, M.D., J.D., County Executive

FROM: René G. Santiago, Deputy County Executive/Director, SCVHHS
Sherri Terao, Director of Behavioral Health Services

SUBJECT: Status Update on Suicide Prevention Public Campaign During COVID-19
Pandemic

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DocuSigned by: Sherri Terao
DATE: 11/13/2020 15:41:00

During the Board of Supervisor Budget Hearing meeting on November 10, 2020, Supervisor Ellenberg requested the Behavioral Health Services Department (BHSD) to provide an off-agenda report related to the status update of BHSD's suicide prevention outreach campaign for the duration of the COVID-19 public health emergency and provide the funding resources allocated to this effort.

The development of the outreach campaign is a joint effort among the BHSD Suicide Prevention Program, BHSD Suicide and Crisis Services, the Health System Public Information Office, and three media and research agency vendors. This campaign development team is aiming and currently on track to launch the campaign by the end of December 2020. In October-November 2020, the campaign budget and funding sources were confirmed (see below), and the remaining vendor contract is currently routing for final signatures.

Outreach Campaign Budget

Amount	Funding sources
\$80,000	Mental Health Services Act (MHSA) Prevention and Early Intervention (PEI) Suicide Prevention funding
\$25,000	Didi Hirsch grant to BHSD Suicide and Crisis Services
\$40,000	Health System Communications budget
\$145,000	Total Budget

Based on recent suicide data as well as data on populations impacted by the effects of the pandemic, the campaign will have two main target audiences: English-speaking men ages 35-54, and Spanish-speaking men ages 35-54 (along with their families and loved ones). Focus group research was conducted with these two target audiences in October, and the results report was delivered in November. Based on the focus group results, the campaign development team has finalized the scripts for two radio ads and turned them over to the media agencies to translate one into Spanish and to fit both ads into 30- or 45-second formats for airing. Digital banner ad development is underway, along with the development of the campaign web pages.

The campaign development team has also reviewed data on the most effective and cost-effective ways to reach the target audiences with the ads. Based on the review, the available budget has been allocated to a mix of radio airtime (KBAY-FM and KNBR-AM for English; KBRG-FM for Spanish; plus Spotify), digital ad space, and mobile geo-targeting to locations currently frequented by both audiences. The budget and media plan would allow for the campaign to run for approximately four to six weeks, through the end of January 2021 (exact period to be finalized). The Suicide Prevention team is also beginning outreach to Latinx/Hispanic-serving organizations to engage their participation in providing input on and helping to disseminate the campaign and campaign evaluation survey.

Remaining activities leading up to the campaign launch include recording, editing, and finalizing the radio ads, as well as all remaining ad content; finalizing the campaign webpage content, translation, and layout; determining mobile geo-targeting locations for each audience; securing media placements and airtime on all channels; developing and executing a campaign evaluation plan; and engaging Latinx/Hispanic-serving organizations in implementing and evaluating the campaign.

cc: Miguel Marquez, Chief Operating Officer
James R. Williams, County Counsel
Megan Doyle, Clerk of the Board
Chief Board Aides
Debbie Dills-Thompson, OBA
Agenda Review Administrator