Research & Evaluation Framework

- Campaign Behavior Change Model & Logic Model
- Baseline Study Annual Studies & Data Collection
- Stakeholder Interviews
- Creative Testing
- Ongoing “Community Input Committee” and Quality Control
- Research & Best Practices
Baseline Study Findings

- A majority of respondents agreed opportunities would be limited for those facing mental health challenges
- Nearly 50% of respondents are not aware that the community has resources for mental health
- Nearly 30% would not know how to recognize emotional or behavioral problems in others
- Over 40% do not know how to recognize the warning signs of suicide

Campaign Snapshot

Designed to empower San Diegans to:

- Talk openly about mental illness
- Recognize signs and symptoms for mental illness
- Recognize warning signs for suicide
- Seek help for themselves or with others
- Utilize local resources
- Support and provide opportunities for community members experiencing mental illness
Focused around the word “UP”

Campaign Concept

Learn the warning signs of suicide.

Phone: (317) 631-2244

Read Up on signs and symptoms
Speak Up and talk openly
Listen Up and be attentive
Follow Up and offer support

Phase 1: Provider Campaign

It’s not easy to detect mental illness.

Listen Up.

MDHelpSD.org

MDHelpSD.org for you and your family.

Screening and treatment tools.

It’s up to us to detect and seek treatment for mental illness.

Don’t miss a vital sign.

Up2SD.org
Outreach to Primary Care Providers

To increase the number of medical professionals that:

- Are aware of available resources for themselves and their patients
- Feel comfortable that they have the tools and information they need to routinely screen for depression
- Recognize that depression is not a normal part of aging and can be treated
- Can recognize warning signs for suicide and feel competent in getting help for their patients

With an emphasis on Federally Qualified Health Centers

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Phase 2: Stigma Reduction

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[Image showing outreach materials and a video]
Phase 3: Suicide Prevention

Mental health challenges affect 1 in 4 adults. Recovery is possible. Help is available.

Mental health challenges often emerge in the late teens or early 20s.


1 in 4 adults have a mental health challenge. Link up for mental health resources.

Open Up. Help others open up.

Pain isn’t always obvious.
Suicide Prevention: Middle-aged Men

Problems only magnify in silence. Speak up. Help is available. ToughTimesSD.org

Targeted Campaigns

How can you tell if someone is thinking about suicide?
- Ask why
- Express concern
- Listen non-judgmentally
- Offer help and hope
- Contact Up2SD.org

Have you been feeling sad, troubled or worried?

¿Cómo puede saber si alguien está pensando en suicidarse?

Up2SD.org
Outcomes

Since launch of the It’s Up to Us campaign:

• The San Diego Access & Crisis Line has been receiving roughly 1,000 additional calls per month attributed to the campaign
• Campaign websites have had over 110,000 visitors
• An 18-month follow up study indicates that the campaign is making an impact

Outcomes: 18 Month Follow Up Study

Of the 88% of San Diegan’s who recognized the ads:

43% had discussed them with someone else

53% increase from baseline study of those stating they know where to seek help

68% claimed this campaign has helped them learn warning signs for suicide
Visit www.Up2SD.org for materials

Thank you! Questions?

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