

Campaign for Mental Health Recovery

COLLABORATION—
The Maine Experience



National Strategy for Suicide Prevention

Goal Three

“Develop and implement strategies to reduce stigma associated with being a consumer of mental health, substance abuse and suicide prevention services”

Maine Youth Suicide Prevention Program

- Established in 1997
- Initiative of the Children's Cabinet
(Departments of Corrections, Education,
Health and Human Services, Labor, and
Public Safety)
- State Plan modeled on National Strategy
- History of collaboration

Steering Committee Membership

- Representatives from Children's Cabinet agencies including Office of Substance Abuse, Teen and Young Adult Health Program, Children's Behavioral Health, Coordinated School Health Program and others
- NAMI Maine
- Center for Grieving Children
- Parents
- Survivors



Key Partners for campaign

- NAMI Maine
- Teen and Young Adult Health Program
- DHHS media liaison
- Maine Youth Suicide Prevention Program
- SAMHSA Garrett Lee Smith Act
- Children's Behavioral Health
- Office of Consumer Affairs

Initial Plan

- Divide Maine by counties (16) and identify a “Champion” for each county
- Focus on May–National Mental Health month

Final Plan

- Divide Maine by media markets and identify one person/group to act as champion
- Champions came from substance abuse agencies, mental health agencies, Healthy Maine Partnership, and NAMI Maine
- Tried to identify large agencies with a marketing director

Sample sheet

What A Difference Media Campaign Media Markets Aroostook County

Weekly Newspapers:

- *Caribou:* Aroostook Republican & News
- Houlton Pioneer Times
- *Presque Isle:* The Star-Herald
- *Madawaska:* Saint John Valley Times

Radio Stations: (all in Presque Isle, unless otherwise noted)

- Houlton: [WHOU - 100.1 FM](#) - 80's, 90's and Now
- [WEGP - 1390 AM](#) - Talk
- [WUPI - 92.1 FM](#) - Alternative (UMPI)
- WQHR - 96.1 FM - Adult Contemporary
- WBPW - 96.9 FM - Country
- WOZI - 101.9 FM - Oldies

Sample Sheet (cont.)

TV Stations:

- *Presque Isle:* [WAGM TV 8](#) - CBS Affiliate
- *Presque Isle:* Time Warner Cable Channel 9
(Community Access TV)
- Mars Hills Access Channel
- Madawaska HS Channel 7
- *Ft. Kent:* Community Access TV

Keep it simple!

- Initial contact by phone or e-mail
- Time limited
- One face-to-face meeting
- Encourage involvement with NAMI representatives
- Any involvement would be viewed as a bonus

Support materials

- Information for Local Coordinators
- Fact sheet with background and research
- Press release
- Selected slides from Power Point (regional meetings)
- Local Media Action Plan
- Ideas for extending campaign
- Brochure on ADS Center
- NAMI contact information

Successes

- WTOS radio station
- TV coverage in Bangor
- Brochure—4500 plus partners ordered additional ones on their own
- Extensive coverage at college level
- Collaboration with NAMI Maine

Challenges

- Approval to attend information meeting
- Touching base with State partners to move forward
- Print materials not ready
- Real coverage would have been through weekly newspapers
- No funding to continue distributing brochures
- Cost of tagging

Contact information

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