

MENTAL HEALTH INITIATIVES

Communications Tactics and Timeline

Stigma Free
FISHERS



Mental Health Initiative Communications Tactics and Timeline

The following details the communications and outreach tactics for the City of Fishers mental health initiative. This is a working document, and the tactics and timing are subject to change. This document will be updated as needed throughout 2016.

Goals:

- Increase awareness of mental health challenges in our community and reduce the stigma associated with these challenges.
- Increase public conversation about mental health to promote the readily available resources in our community.
- Educate the community about the mental health task force and recommendations to become a more healthy community.

Tactics:

National recognition days. There are several “built-in” opportunities throughout the year to promote mental health awareness and related behavior health topics. Each of these opportunities have collateral and resources kits available to make the event a success in the community. Tactics will be developed for each opportunity as the plan progress. National recognition days identified to date include:

- Prescription Drug Recycling Week
- National Children’s Mental Health Awareness Day
- National Prevention Week
- National Recovery Month
- Mental Illness Awareness Week
- National Minority Mental Health Awareness Month
- Suicide Prevention Day

Promoting hope through kites. Kites have been used as a symbol of hope and “rising up” in various capacities of modern society. This plan proposes using kites as a symbol for recovery month in September and includes tactics using kites designed to unite the community.

- Community display. Working with the mental health partners, Fishers will design and promote a kite decoration contest in which the community will participate. The theme will surround the topic of hope. The kites will be displayed in the front yard of the community fire stations, and the number of kites on display will correlate to the number of immediate detentions recorded in 2016. Option 2: kite decorating at farmers markets throughout the summer.
- Kite Flying Ceremony. Working with the Fishers Department of Parks & Recreation, the task force will develop a special event at a community park that shares stories of recovery, resources for help and a kite flying ceremony. This idea will be further developed with parks & recreation programmers.

- Public service announcement. A video will be produced to be shared throughout the community with the intent of it going viral.

Stigma-free Fishers. The Stigma Free Fishers message will be promote throughout the community and on social media. There are several tactics associated with this messaging, including:

- Stigma Free Fishers Pledge. Everyone can participate in the Stigma Free Fishers pledge, and will be encouraged to do so. There will be a landing page created to share messaging, ways to get involved and resources for those wanting to take the pledge. While exact tactics must still be approved and expanded upon, they might include:
 - An online questionnaire in which participants confirming support for a series of statements that includes anti-stigma messaging and actions.
 - Promotion materials (i.e. stickers, wrist bands, etc.) given to those that take the stigma-free pledge.
 - Use volunteers to sign people up for the Stigma Free Pledge at community events, including Fishers Farmers Markets and NPD concerts.
 - Website buttons for Fishers' businesses that take the stigma-free pledge.
- Ride out the stigma. A community bike ride to bring awareness to the Stigma Free Fishers campaign. Some tactics include:
 - Engage the City Councilors and Mayor to participate.
 - Hold a rally either at the end or the beginning of the event.
 - Give participants a Stigma Free Fishers t-shirt.
 - Encourage participants to sign the Stigma Free Fishers pledge.
- Stigma free arts programing. Explore opportunities to engage the art community in promoting the Stigma Free Fishers message. Potential opportunities include: arts crawl, Art in City Hall, pop-up performing art opportunities.

Youth Mentoring Initiative. As an organization that serves young people in our community, sometimes those with acute needs, YMI can help raise awareness and speak to the need in our community. In an effort to engage more residents in the mental health initiative, Mayor Fadness will issue a challenge to the community for 50 new YMI mentors for the 2016 fall semester. Tactics will include:

- Issuing a proclamation
- Announcing the challenge via press release
- Weekly tweets updating new mentor goal progress
- Invite to Mayor's breakfast for all mentors
- Press release to announce the goal being met

Senior engagement. Each year, various city departments engage the Fishers' senior community in unique ways. The communications plan includes exploration of these opportunities to include mental health awareness and/or resources into these efforts, including:

- Senior Safety Series

- Senior Expo

Twitter Town Hall. Organize and promote a twitter town hall two times during 2016 that promotes the mental health awareness campaign and the initiatives identified within.

City Communications. Various opportunities have been identified to promote the mental health awareness campaign through the City's communications mediums, including: social media, Think Fishers Magazine and the website.

Listserv. The city has been compiling a list of community members that are interested in being a part of the mental health task force initiative. The listserv will be activated as a part of the community awareness campaign and will be the boots on the ground for tactics in this document.

Timeline:

Quarter Two: Apr. – Jun. 2016

Email: Listserv with committee options and encourage engagement – Week of Apr. 4

- Community volunteer kick-off
- Committee discussions and activities

Announce Stigma Free Fishers Pledge Campaign – Week of Apr. 25

- Press release
- Heavy social media roll-out: Promote website
- Pitch: Current, Fishers Community Magazine, LarryInFishers Podcast
- Coordinated roll-out in HSE high schools

Mental Health Month – May

- Proclamation
- Blog: My life with a mental illness contributors via #MentalIllnessFeelsLike
- Social media push: Wellness Calendar (activate partners)

Think Fishers: Mental Health Month – May

Think Fishers: #StigmaFreeFishers Pledge – May

National Children's Mental Health Awareness Day – May 5

- Proclamation
- Finding Help. Finding Hope. Viewing Party
- Promote: Text, Talk, Act
 - Host a small group gathering to participate
 - Invite Mayor and Deputy Mayor

Fishers Farmers Market: Mental Health Month booth – Saturdays, May 7-28

[National Prevention Week](#) – Week of May 15

- Press release: Prescription Drug Recycling Program (Fishers Police Department)
- Proclamation
- Social media push

Announce Ride Out the Stigma Bike Ride – Week of May 23

- Press release
- Social media promotion

Announce Kite decorating (contest?) – Week of June 4

- Press release
- Pitch to the Current and Fishers Magazine
- Set-up community stops for materials

Fishers Farmers Market: Kite decorating booth – Saturdays, Jun. 4-25

Communications activities:

- Explore art opportunities (possible link with NPD Business Council)
- Start planning Recovery Month Activities: Kite flying, PSA, kite decorating content
- Start planning Ride out the stigma bike ride with parks department
- Explore senior activities with FPD, FFD, and parks & recreation
- Create resources webpage
- Coordinate YMI challenge with YMI

Quarter Three: Jul. – Sept. 2016

[National Minority Mental Health Awareness Month](#) – July

- Proclamation
- Social media messaging and promotion

Fishers Farmers Markets: Kite decoration booth – Saturdays, Jul. 1-30

Ride out the Stigma Bike Ride – July 9

Announce Mayor's challenge for 50 YMI mentors for the 2016 fall semester – Week of Aug. 1

- Proclamation
- Press release
- Social media: weekly updates with progress

- Mayor's breakfast: YMI Mentors – August breakfast
- Press release: announce the goal being met
- Think fishers

Fishers Farmers Markets: Kite decoration booth – Saturdays, Aug. 6-27

Highlight senior mental health resources at Senior Expo – Aug. XX

National Recovery Month – Sept.

- Proclamation
- PSA (viral video)
- Kites on display at FFD stations
- Think Fishers
- Press release: Kite Flying Ceremony peg

Suicide Prevention Day Kite Flying Event – Sept. 10

Communications Plan Activities:

- Explore art opportunities (possible link with NPD Business Council)
- Recovery Month activity planning: Kite flying, PSA, kite decorating content
- Planning Ride out the stigma bike ride with parks department
- Develop plan for Mental Illness Awareness Week
- Research additional opportunities for Quarter Four

Quarter Four: Oct. – Dec. 2016

Mental Illness Awareness Week – Week of Oct. 4

Press release: Stigma Free Fishers campaign update - TBD

Announce Mental Health Task Force Annual Report – Late Dec. (TBD)

Communications plan activities: