

Northeast Kingdom Chamber of Commerce 10th Annual Colors of the Kingdom Festival

Saturday, September 14, 2019

MENTALLY HEALTHY COLLABORATIVE ACTION NETWORK REPORT

“I’m so glad you’re doing this. As someone who has struggled with mental illness in the past...Now I know where to get help.”



Objectives and Outcomes

- **Awareness building** about mental health and suicide prevention groups, events and classes.
- **Providing printed resources** about upcoming events and classes and quick reference materials from the American Foundation for Suicide Prevention.
- **Handing out pinwheels with information tags** with the National Suicide Prevention Lifeline and VT Crisis TextLine numbers and a QR code and link to the MH CAN webpage.
- **Engaging visitors** in a message activity “I liked the encouragement board. We need more random appreciation.”
- **Collecting information** via survey to see if our participation in the event left anyone better off and to help develop and refine target strategies.



How much did we do? The Mentally Healthy CAN booth tracked **167 unique visitors** who stopped to engage in conversations, take information, and participate in activities. **72 pinwheels** were given out. **67 stress balls** were given out. **43 surveys** were completed.

How well did we do it? **43.11%** of visitors left with a pinwheel. **40.11%** of visitors left with a stress ball. **25.75%** of visitors completed a survey.

Is anyone better off?



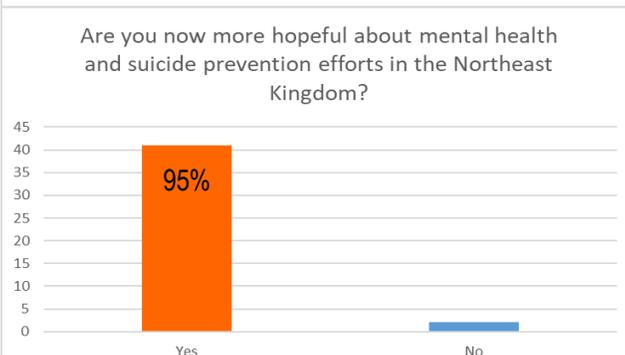
93% of survey respondents are now more aware of resources and support

“Yes”

“Yes!”

“Had no clue there were so many resources.”

“I did QPR trainings at NKHS.”



95% of survey respondents are now more hopeful about prevention efforts in the NEK

“There’s lots of support.”

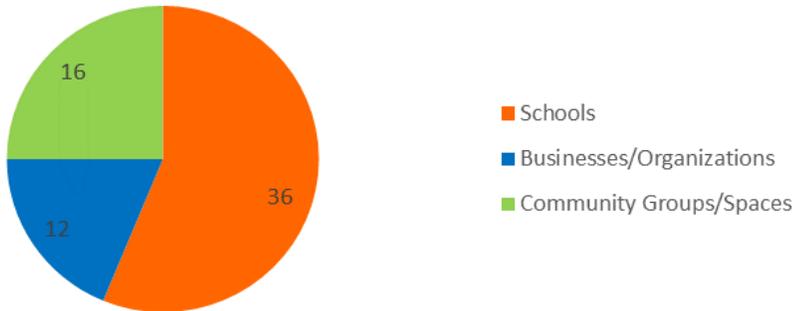
“No - So much drug abuse.”

“Yes – very much so.”

“Definitely! I’m also concerned about opiate addiction.”

Future Focus

If more resources and support are needed about mental health and suicide prevention, where are those resources and support most needed?



56.25% of survey respondents think more resources are needed in schools, 25% in community, 18.75% in businesses

“Educate younger.”

“Definitely – even elementary/preschool.”

“Positive thinking classes. Self-esteem.”

“My school doesn’t have anything useful for mental health awareness.”

Anything else we should be thinking about as we look at making sure everyone in the NEK is Mentally Healthy?

- “Any activity that helps to dispel ignorance about mental health challenges are welcome.”
- “Making sure people have social connections.”
- “Housing.”
- “More support for homeless.”
- “Develop door to door campaign.”
- “More advertising.”



Observations & Lessons Learned

- Again this year, many folks were happy to see us there and relieved to be able to talk about their mental health, experience with suicide and to learn about resources in our communities.
- Put your brand on “things” to give away -visitors wanted stuff (stress balls, pens and pinwheels) instead of brochures and flyers.
- There was confusion about the difference between PositiveBalance and NKHS. A description about PositiveBalance would be ideal for those manning the booth as well as visitors to take away.
- Shorter surveys yielded a higher response rate.
- Need a quick reference about suicide warning signs.
- Visitors were more comfortable leaving a message of encouragement than taking one. Consider doing a big board next year and/or let people leave a message on the Got Balance webpage from a tablet.
- There was some modest recognition of the PositiveBalance logo: “I have seen the signs around.”
- Two different faith community representatives made contact and wanted to find out more about connecting efforts.
- Two NAMI representatives walked in the parade – how do we more fully engage them in the work?
- Darcie McCann offered her help in spreading information from the group.

For more check out nekprosper.org/outcomes/mentally-healthy/

