



CPAN Outreach Support Contract Year 1 Accomplishments

Presented by UT Center for Health Communication

September 2021—August 2022: At the completion of the first year of our contract with the Texas Child Mental Health Care Consortium (TCMHCC), the CHC team has compiled and summarized our Contract Year One (CY1) accomplishments to mark these achievements and inform Contract Year Two (CY2) plans.

Project Goal: To increase awareness and utilization of CPAN.

Completed Work

Administrative: CHC conducted weekly meetings with UT System and COSH project staff; attended and presented at CPAN leadership meetings, CPAN coordinators meetings, CPAN Executive Committee meetings, and ad hoc meetings as needed with stakeholders; and submitted quarterly reports. Processed sub-contract paperwork in compliance with university rules and ensured satisfactory work performance of consultants and sub-contractors.

Research and Communication Plan: CHC conducted qualitative and formative research to develop a communication plan delivered to TCMHCC leadership in February 2022. The plan identified evidence-based strategies, tactics, and messaging. Seven key message themes were identified and developed and remain the foundation of outreach efforts.

Outreach: CHC's Outreach Consultant and Project Manager conducted individual interview sessions with each HRI and subsequently conducted individual follow-up sessions with 11 of the 12 HRIs to focus on their specific outreach questions and self-assessment guidance.

Social Media: Beginning in March 2022, CHC's Social Media Content Strategist created dynamic and awareness-raising posts across LinkedIn, Instagram, and Facebook and provided quarterly performance analysis. Highlights are presented below.

- » **Impact:** From March 2022 to August 2022, CPAN had a total of 165 posts across Facebook, Instagram, and LinkedIn, 141 of which were created by the CHC. The total cumulative reach for all posts was 12,047.
- » **Facebook Growth:** From March 2022 to August 2022, the CPAN Facebook audience grew by 26.8%, from 354 to 449 followers, at an average of 3% growth per month.
- » **Instagram Growth:** The platform reports limited historical data for accounts with fewer than 100 followers, but the account is close to unlocking those insights with its CY1 year-end total of 83 followers. There is not baseline data from March 2022; from the end of Q1 to the end of Q2 in CY1, the account grew by 16.9%, an average of 4.2% growth per month.
- » **LinkedIn Growth:** From March 2022 to August 2022, the LinkedIn audience grew by 141%, from 29 to 70 followers. Because activity is so new in this account, more gradual future growth is expected over time. For example, in Q1 the LinkedIn audience grew by 89% and in Q2 the growth leveled out to 27.3%.

On-Demand Creative: CHC's Designer and Copywriter created a cohesive brand identity and designed several assets to raise awareness and utilization of CPAN, including the following:

- » A revised FAQ for COSH and personalized for each of the HRIs
- » A revised bifold for COSH and personalized for each of the HRIs
- » One-pager on resources for COSH and personalized for each of the HRIs
- » One-pager on program for COSH and personalized for each of the HRIs
- » One-pager on billing for COSH and personalized for each of the HRIs
- » Direct consult pilot for providers for COSH and personalized for 5 participating HRIs
- » Direct consult pilot for parents personalized for 5 participating HRIs
- » Two TPS website banners
- » Thank you card templates for CPAN coordinator use
- » PowerPoint for Brain Summit
- » PowerPoint for Partners in Parenting
- » Promotional materials mockups individualized for HRIs, including tablecloth logo placement design guidance, desk pad calendar, mouse pad, sticky pad, stylus pen, and water bottle
- » Emergency response resources PowerPoint (put together in response to Uvalde tragedy)
- » Crisis communication support for the CPAN response to Uvalde tragedy
- » CPAN branded PowerPoint template for leadership to use
- » Design adjustments and editing to the Dell Healthy Living PowerPoint
- » Four Executive Committee PowerPoint decks
- » Anniversary celebration assets, including a TPS website banner, op-eds placed in two local newspapers, embedded email infographic for COSH and HRIs, content for COSH newsletter, social media graphics, and Canva collateral for HRI use
- » Article for local medical journal
- » Brand guidelines, including standards for TCMHCC/CPAN logo use, partner logo usage, colors, fonts, graphics, photography, and other visual standards

Collaborations:

- » Collaboration for **Michael and Susan Dell Center for Healthy Living** Webinar – made initial outreach and connection and completed PowerPoint design
- » Collaboration with **Texas Health Steps** for presentation to physician liaisons
- » **Texas Health Communications Survey:** CHC added survey questions related to CPAN programming that may help inform CY2 strategies. The survey reached 723 Texans who are currently a parent or guardian of a child under the age of 21.
- » Collaboration with Texas Department of Family and Protective Services for the Partners in Prevention Conference– made initial outreach and connection

Video: CHC created an awareness-raising video centered on the evidence-based key message themes. The 3-minute video will be posted on the TCMHCC website, used for digital outreach and social media, and provided to the HRIs for their individual use. CHC created one general video and 5 key message shorter cutout videos.

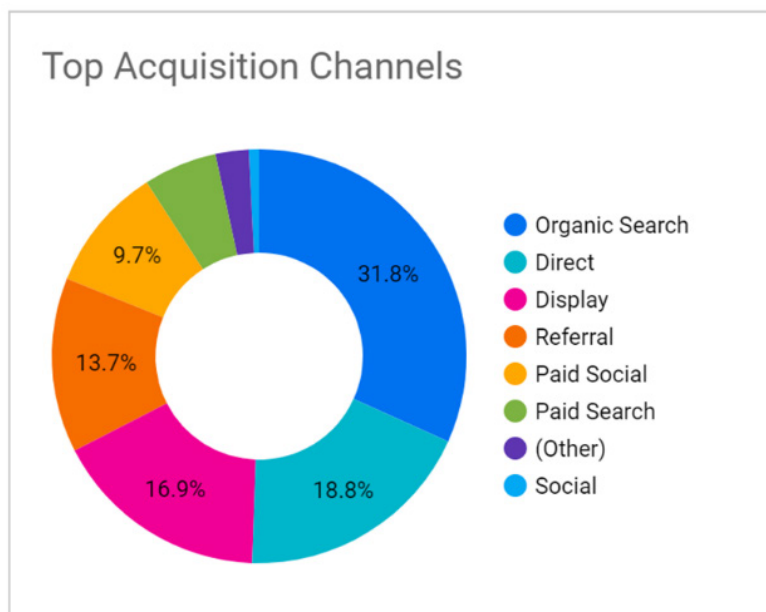
Digital Outreach: CHC created and conducted search engine optimization digital outreach for 4 months (February–May 2022), generating 32,500 impressions and 1,330 clicks. Beginning in June 2022, CHC contracted with a digital media vendor to facilitate targeted online outreach, including paid search, digital ads, and behavioral retargeting.

The digital advertising was placed August 1, 2022, for the final month of CY1:

- » Created two digital ads: one for awareness building and one for retargeting.
- » Cross-use of two video cutouts for digital campaign.

Reach of Digital Campaign (single month in market August 1, 2022–August 31, 2022):

- » Budget: \$4,139
- » A total of 707,792 impressions
 - 78,951 via Facebook
 - 623,562 via Programmatic display ads via websites
 - 5,279 via Google Ads
- » A total of 1,641 clicks, with 9 resulting directly in a call to CPAN
- » Note: An increase in consults during the same time period is visible in Trayt. Consults increased from 654 consults in July to 837 consults in August.
- » CPAN website traffic (during same time period, August 2022):
 - 5,323 users (153% increase from previous month)
 - 6,915 sessions (112% increase from previous month)
 - 72.5% of users were new site visitors (5,014, a 171% increase from previous month)
 - Top acquisition channels driving traffic to website are attributable to digital campaign (see figure below).



In Contract Year One, CHC focused on foundational research, understanding, responsiveness, relationship building, and initial content production. As we enter Contract Year Two, we look forward to a planned approach that builds upon these accomplishments and leverages our team’s wisdom about CPAN strategy.