



The University of Texas at Austin
Center for Health Communication
Moody College of Communication & Dell Medical School

Evidence Based Health Communication

TEXAS CHILD MENTAL HEALTH CARE CONSORTIUM

MARCH 2025

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AGENDA

- 1 Conversations With Priority Audiences
- 2 Collaborations With Key Stakeholder Groups
- 3 Social Media Analysis
- 4 Creative and Written Material Development

CONVERSATIONS WITH PRIORITY AUDIENCES



OB/GYN INTERVIEWS

- Interviews with 15 OB/GYNs, enrolled but low engagement.
- Led to creation of program certificate and videos on texting and direct consults.
- Informed outreach plans, collaborations.



SCHOOL COUNSELOR INTERVIEWS

- 13 initial interviews and 6 follow-up field tests with school counselors.
- Led to development & refinement of school counselor flyer, FAQ packet, pullout tools, plus referral form updates.

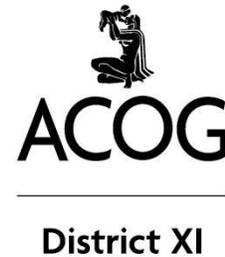


PARENT INTERVIEWS

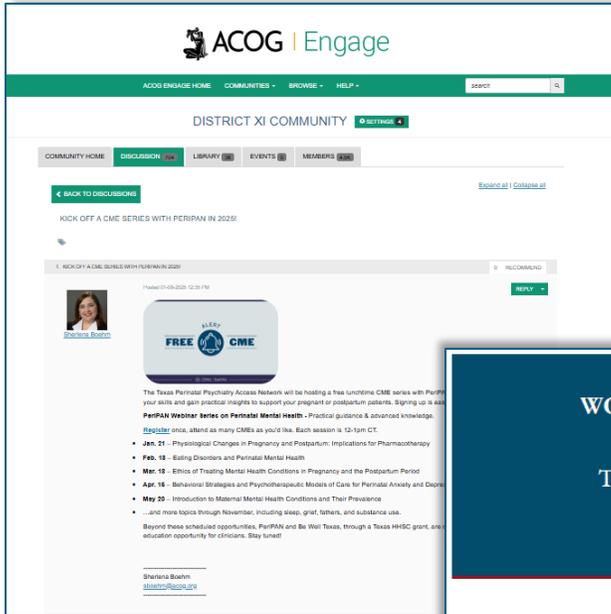
- 23 initial interviews and 7 follow-up field tests with parents or guardians who had used TCHAT.
- Led to development and refinement of parent flyer and student flyer set.

11 COLLABORATIONS FOR COMMUNICATION AND OUTREACH

- Dedicated monthly newsletters (TPS), newsletter spotlight pieces, and varied ads.
- Social media tagging, sharing, and strategic joint posts.
- Conference exhibit booths and speaking engagements.
- Joint CME webinar offerings.
- Coordinated academic detailing training offering for all HRIs.



11 COLLABORATIONS FOR COMMUNICATION AND OUTREACH



WOMEN'S HEALTH GLOSSARY Terms & Definitions 2025

PeriPAN (Perinatal Psychiatry Access Network): A state-funded program for clinicians who treat pregnant and postpartum mothers with mental health concerns. It offers clinician-to-clinician consultations related to specific patients or general questions, care coordination, and training to build capacity and assist with identifying and treating mental health issues in perinatal patients.

District XI of the American College of Obstetricians and Gynecologists (ACOG)

Maternal Mental Health in Texas and the PeriPAN Program

Philip Bollanz, MD, President, Texas Society of Psychiatric Physicians

You have a whole team of mental health professionals backing you up.
888-901-2726

At our TSPF meeting in November, the Federation Lobbyist, Eric Woerner, brought a letter from the Texas Pediatric Society. The letter advocates for increased access to reimbursement from Medicaid for maternal depression screening by pediatricians – from one screening in the first 12 months to four screenings. The Children and Adolescents Committee put it forward as an action item, and the Executive Council approved it. In that letter, it identifies that 1 in 8 mothers in Texas is affected by maternal depression, and that can affect maternal-infant bonding. This impaired bonding may lead to delayed language and cognitive development.

The number of women in Texas receiving prenatal care falls behind the rest of the United States.

The Texas Department of State Health Services identifies that, in the three months leading up to pregnancy, 11.3% of mothers report experiencing depression. Poor mental health before pregnancy increases the risk for preterm birth, low birth weight, and reduced breastfeeding initiation, and outcomes that do not result in live births.

Maternal mental health conditions are the leading cause of pregnancy-related death in the United States and Texas. The following figure is from the Texas Department of State Health Services, showing screening for depression during pregnancy and postpartum.

The 86th Texas Legislature created the Texas Child Mental Health Care Consortium to improve mental health for children and adolescents in Texas. The Consortium consists of several programs that you may be aware of.

- The Child Psychiatry Access Network (CPAN) is a telehealth-based consultation and training program for primary care providers.
- The Texas Child Health Access Through Telemedicine (TCHAT) provides in-school behavioral telehealth to youth.
- The Community Psychiatry Workforce Expansion (CPWE) is a research initiative

To improve the delivery of child and adolescent mental health services in Texas. It funds academic medical directors and psychiatric resident rotation positions at community mental health providers.

Child and Adolescent Psychiatry Fellowship program expands the number of these fellowship positions in Texas. Currently, the American Academy of Child and Adolescent Psychiatry workforce map shows 83 child and adolescent psychiatrists in Texas, with 80% of counties having no child psychiatrists and 10 child and adolescent psychiatrists per 100,000 children. This places Texas in a severe shortage.

To build on these efforts and expand mental health care access for prenatal and postpartum patients, the Consortium introduced an extension of CPAN called the Perinatal Psychiatry Access Network (PeriPAN). PeriPAN is a peer-to-peer consultation and education service for clinicians who see perinatal women. CPAN and PeriPAN see psychiatrists as primary caregivers and are interested in engaging and supporting psychiatrists in their work with their perinatal patients.

PeriPAN offers no-cost support to clinicians in Texas. Here's how it works:

- **Access:** Call 888-901-2726 Monday to Friday, 8 AM to 5 PM, to connect with a mental health expert. Or start a request with a text message (text number provided upon enrollment). A reproductive psychiatrist will consult within 30 minutes or at a scheduled time that works for you. Messages can also be left after hours.
- **Support:** The program provides clinical consultation, vetted local referrals and resources tailored to your patient's needs, and free CMEs.

Other information can be found at TXPeriPAN.org

PERCENT OF WOMEN RECEIVING FIRST TRIMESTER PRENATAL CARE, TEXAS AND THE U.S., 2020

Source: 2020 CDC Wonder

Texas	67.7%
U.S.	76.1%

<https://healthdata.dshs.texas.gov/healthcare/maternal-and-child-health/maternal-health/prenatal-delivery-and-postpartum-care>

MATERNAL DEPRESSION DIAGNOSIS AND SCREENING IN TEXAS

Percent of Texas mothers with symptoms of depression during pregnancy, screened for depression during pregnancy, and screened for depression postpartum, by race and ethnicity, Texas PHRMS 2020.

Category	Hispanic	Non-Hispanic Black	Non-Hispanic White	Other
Depression During Pregnancy	74.8%	83.2%	64.8%	59.1%
Depression Screening During Pregnancy	83.2%	85.8%	85.2%	82.2%
Depression Screening After Pregnancy	83.2%	85.8%	85.2%	82.2%

Total 11.3%

March is Developmental Disabilities Awareness Month

CPAN can help clinicians and families find specialized resources and local support.

CPAN | PeriPAN **888-901-CPAN**

Developmental Disabilities Resources at Our Fingertips

March is Developmental Disabilities Awareness Month, and the CDC reports that about 1 in 6 U.S. children have a developmental disability, and research consistently finds that they are at a higher risk for mental and behavioral health conditions. Did you know that the CPAN team has targeted and specialized resources to help you support patients with developmental disabilities? For example:

- Information about mental health considerations in primary care.
- Vetted web resources on a child's rights and education options in school.
- Community referrals for parents to understand their child's condition(s) and needs.
- Direct patient-psychiatrist consults to clarify mental health diagnosis and treatment plan, as indicated.

Call CPAN to learn more about our resources or to consult on a specific patient need. Enrollees can also text their local CPAN HRI to start a request.

No call is too small: 888-901-2726
www.TXCPAN.org

FREE CME

Other information can be found at TXPeriPAN.org

CPAN | PeriPAN

More Free CMEs & ECHOs on the Schedule Each Month!

Have you joined a monthly free CME webinar yet? We have a range of pediatric and perinatal mental health topics to choose from – and are always adding more to our [events page](#).

SOCIAL MEDIA ANALYSIS

MARCH 2024–FEBRUARY 2025



IMPACT

LinkedIn

146 posts

25,509
people reached

Facebook

149 posts

19,211
people reached

AUDIENCE GROWTH

LinkedIn

+39%

From 399 to
554 followers

Facebook

+12%

From 653 to
729 followers

TOP PERFORMING POSTS

Texas Child Psychiatry Access Network - CPAN
December 6, 2024

SAFETY-A is a suicidality intervention designed for busy pediatric primary care settings. After a successful pilot, CPAN is rolling out SAFETY-A statewide with 4 training options designed to fit your pace, practice, and limited time with patients. Learn more about each option below and register here: <https://tcmhcc.utsystem.edu/safety-a/>

- 👉 Level 1: Preview – 1 hour/CME credit via on-demand recording.
- 👉 Level 2: Basic Training – 3 hours/CME credits, beginning in Spring 2025... See more

SAFETY-A
is a suicidality
intervention
designed for busy
pediatric primary
care settings.

888-901-CPAN

CPAN | PeriPAN **Free CME training options available**

Texas Child Psychiatry Access Network - CPAN
April 10

Find our new Perinatal Mental Health Toolkit at: <https://tcmhcc.utsystem.edu/peripan-toolkit/>
PeriPAN created this Perinatal Mental Health Toolkit for Obstetric Clinicians. In the toolkit find information on:

- Perinatal mental health conditions
- Screening tools, how to score them & what to do next
- Patient education and care resources

PeriPAN

**Your go-to
guide on
perinatal
mental
health**

888-901-2726

PERIPAN PERINATAL
MENTAL HEALTH TOOLKIT
FOR OBSTETRIC CLINICIANS

Texas Child Psychiatry Access Network - CPAN
October 22

No time to call? A mental health clinician is at your fingertips when you text CPAN & PeriPAN.

CPAN + PeriPAN FACT

**A psychiatrist is only
a message away.**

Enrollees can text CPAN/PeriPAN for a rapid response.

CPAN | PeriPAN

Cheryl Coldwater
This is a wonderful resource! As a pediatrician practicing Pediatric Mental Health in a rural area, it is great to know that I can call or text and get help quickly. It's been very beneficial to my practice and my patients!!

Texas Child Psychiatry Access Network - CPAN
Published by Buffer March 8

Did you know you can call PeriPAN at 888-901-2726 to get free, peer-to-peer advice on perinatal mental health from reproductive psychiatrists and other mental health clinicians? This International Women's Day, we have a special message for clinicians caring for new and expectant moms in Texas.

ACOG District XI Chair Gayle Olson Koutrouvelis, MD, MPH, and PeriPAN Medical Director Sarah Mallard Wakefield, MD explain the key benefits of this statewide effort to #InvestInWomen's... See more

0:10 / 1:34

CREATIVE & WRITTEN MATERIAL DEVELOPMENT

TCHATT CONTENT LIBRARY & STYLE GUIDE

ONE-PAGE FLYERS: STUDENT, PARENT, SCHOOL COUNSELOR

The Do's and Don'ts of Design:
Applying the TCHATT Brand

1 Color There is an approved color palette for TCHATT, which has been made available in Canva. Restrict color use to the approved palette.

Do: Use color sparingly to highlight important information.

Don't: Use unapproved colors that are not included in the palette.

2 Font There is an approved font style for TCHATT, which has been made available in Canva. Restrict font use to the approved options.

Do: Make type legible and use approved font styles (Hayden is the brand standard but Avenue Family, Open Sans Family, and Helvetica Family, are approved alternatives).

Don't: Use unapproved fonts that are not included in the guidelines, and don't skew, warp, or stretch fonts in use.

3 Layout Putting things in a logical order to ensure comprehension.

Do: Guide readers in a logical order to ensure comprehension.

Last updated 7/19/24

TCHATT Writing Style Guide

Contents

1. Introduction: Purpose and Writing Goals
2. Design and Formatting
3. Writing Tips and Techniques (with a communication development exercise)
4. Glossary of Preferred Terms and Phrases

INTRODUCTION

Purpose of this Guide

This style guide was created for the Texas Child Mental Health Care Consortium's Texas Child Health Access Through Telemedicine or TCHATT program team, including HRIs. It helps us write clear and consistent content while allowing room for variation in regional HRI processes and local communities. Please use it as a reference when writing for TCHATT.

If you have any questions about a specific scenario not covered in this guide, please contact TCMHCC Communications Manager Laine McCorkle at lmccorkle@utsystem.edu.

Writing Goals

With every piece of content we publish, we aim to:

- **Educate.** Tell readers what they need to know and help them understand TCHATT, its benefits, and key process points. Give them the exact information they need, along with opportunities to learn more.

Is Your Child Struggling?

You're Not Alone. TCHATT Can Help!

1 in 5 children have mood, behavior, or relationship challenges. Students who get mental health care:

- ✓ Do better in school.
- ✓ Have more self-confidence.
- ✓ Learn to handle challenges, and more.

How TCHATT Works

- Free, virtual, and private visits with local, licensed clinicians. No insurance needed.
- Coordinated with your child's school.
- TCHATT doesn't tell your child's school what you or your child share with us, unless you ask us to.

What to Expect

- To start, we meet with you and your child for a virtual assessment to learn about your child's needs and how we will help.
- Ongoing appointments focus on your child's needs. Flexible appointments.
- If they need more, we connect you to community services.

To Get Started

Reach out to your school counselor to learn more about TCHATT and how to get started.

TCHATT is free. Call 911 or 988 for a crisis line.

7/11/24 version

Key TCHATT Messages and Common Language Library

Target Audience:	School Counselor	School/District Leadership (for districts not yet enrolled)	Parent/Guardian	Student
Program Overview	Given all the responsibilities school counselors have, let TCHATT support you in supporting the mental health needs of your students. We offer free, virtual, and targeted mental health care with licensed clinicians.	TCHATT partners with school districts for free, virtual mental health care with licensed clinicians. It extends the capacity of school counseling staff to give students access to much-needed services.	If your child has challenges with mental or behavioral health, they are not alone. Many children have these needs and TCHATT can help. We offer free, virtual mental health care with licensed clinicians.	Want to feel calmer on the inside and have more confidence and self-esteem? TCHATT can help when your emotions and thoughts feel like too much. We work with your school to offer free, virtual mental health care.
Free Services	TCHATT is a free service paid for by the state and does not require any insurance. We are a free service paid for by the state and do not require any insurance.	(same as school counselor entry)	TCHATT is a free service paid for by the state and does not require any insurance. We are a free service paid for by the state and do not require any insurance.	TCHATT is free to all students, no health insurance needed.
Local, Trusted Source	TCHATT is a statewide program based at (HHS) in your community. (HHS) operates this program in your school district. TCHATT is offered across Texas.	TCHATT is a statewide program based at (HHS) in your community.	TCHATT is a statewide program based at (HHS) in your community. (HHS) operates this program in your child's school. TCHATT is offered across Texas.	Your school counselor works with others they trust.
Targeted Services / How TCHATT Provides Care	TCHATT gives students the care they need, when they need it, conveniently arranged through you and your school. Our targeted services assess and address a student's mental health needs, and if those needs extend beyond what TCHATT offers, we will	TCHATT gives students the care they need, when they need it, conveniently arranged through a designated liaison at their school. These targeted services assess and address a student's mental health needs, and if those needs extend beyond what TCHATT offers, we will	TCHATT gives students the care they need, when they need it, conveniently arranged through your child's school. Our targeted services assess and address a student's mental health needs, and if those needs extend beyond what TCHATT offers, we will	TCHATT can help you now. If you need more services than TCHATT provides, we will help you find a place in the community that can help for longer.

Feeling Overwhelmed? Stressed? Anxious? Like No One Gets It?

You're Not Alone. TCHATT Can Help!

1 in 5 students have mood, behavior, or relationship challenges.

100% free, virtual and private on a computer

Try TCHATT. Start feeling better.

Easy to start: You or your parent/guardian just needs to tell your school counselor: "I want to try TCHATT."

Getting help really does help: Build your confidence & self-esteem. Manage stress & emotions.

Need help now? Call or text the national crisis line at 988, they're open 24/7.

Attention: School Counselors

Let Texas Child Health Access Through Telemedicine (TCHATT) support you in supporting the mental health needs of your students.

Our program is:

- FREE (No insurance needed)
- VIRTUAL
- FOCUSED
- ALL AGES (Part of TCMHCC)

Focused mental health care, coordinated by schools to help students miss less class.

Basics:

- All sessions must be held in a quiet, private place on a device with internet access.
- Parents/guardians must be part of the initial TCHATT assessment.
- Our licensed clinicians assess and address student mental health needs. And if a student needs more mental health care, we will help their family connect to other community services.

When to Refer?

You can refer a student for a range of mental and behavioral health symptoms and concerns.

These can include:

- Changes in mood or behavior, such as outbursts, isolation, or changes in school performance.
- Anxiety or high stress, such as social anxiety or sleep troubles.
- Challenging relationships at school or home.
- Thoughts of suicide or self-harm.

NOTE: TCHATT is not a crisis service. Active self-harm plans or attempts need immediate attention—activate your school's crisis protocol.

How Does a Family Sign Up?

The process is easy and includes both you as the school liaison and your local TCHATT partner. Enter your referral in TRAYT or contact your local TCHATT partner if you have questions.

To learn more about TCHATT visit: tcmhcc.utsystem.edu/tchat

To contact us, call 409-747-8360, or email tchat@utmb.edu

In Development: CPAN/PeriPAN content library, school counselor FAQ, Spanish flyers

CREATIVE & WRITTEN MATERIAL DEVELOPMENT

2 BRIEF VIDEOS – TEXTING & DIRECT CONSULTS

SPANISH: OB/GYN TOOLKIT PATIENT TOOLS & DIRECT CONSULT FLYER

Trabajando juntos para su bienestar

Su médico está recomendando una cita única con un psiquiatra reproductivo.

Su médico y el psiquiatra trabajarán juntos para comprender mejor sus necesidades de salud mental y recomendar los siguientes pasos. El psiquiatra pertenece a la Texas Perinatal Psychiatry Access Network (PeriPAN), un programa financiado por el estado que cubre el costo de esta cita única.

- Qué debe saber:**
 - No tiene **ningún costo** para usted ni su seguro.
 - Esta es una sola cita para identificar su diagnóstico y plan de tratamiento solamente.
 - El equipo de PeriPAN lo verá una sola vez y luego hablará con su médico sobre las recomendaciones.
- Qué le pedirán que haga:**
 - Aceptar una cita única de PeriPAN.
 - Brindar información de trasfondo al equipo de PeriPAN.
 - Estar presente y participar en la cita.
- Qué debe saber sobre la cita:**
 - El equipo de PeriPAN se comunicará con usted para programar la cita en un **plazo de 14 días** después de haber aceptado la evaluación.
 - La evaluación durará entre **una y dos horas** y se realizará en el **idioma de su preferencia**.
 - Puede ser **virtual (por videoconferencia) o en persona** dependiendo de la disponibilidad y ubicación.
- Qué sucede después de la cita:**
 - El equipo de PeriPAN llamará a su médico y juntos con ellos crearán los siguientes pasos para ayudar con su bienestar.
 - Su médico hablará con usted sobre los resultados de la cita y los siguientes pasos recomendados.
 - Los siguientes pasos pueden incluir pruebas de laboratorio, medicamentos u otras recomendaciones según la disponibilidad y su plan de salud.

Texas Child Mental Health Care Consortium | Perinatal Psychiatry Access Network

Wellness Tools

Pregnancy and life after having a baby can come with many emotions. It's normal to feel happy and excited one moment, stressed or sad the next. Many new moms feel overwhelmed or unsure—this is normal! Taking care of your mental health helps you and your baby.

These easy-to-use tools and resources were designed with you in mind. They can help you understand your feelings and give you simple ways to feel more like yourself again.

- Item #1: Action Plan for Mood Changes During Pregnancy or After Giving Birth**
Read about different feelings you might be having and ways to find help.
- Item #2: Self-Care Plan**
This worksheet can help you think about simple ways to take care of yourself and feel better when you are stressed, down, or overwhelmed.
- Item #3: Safety Plan**
This worksheet may help you notice your feelings when a mental health problem or crisis is building so you can act as soon as possible to feel better.

Remember, you're not alone. Many moms go through this, and reaching out for help is a sign of strength. Talk to your doctor or nurse about how you feel. You deserve support, and we're here to help you feel better.

If you need help now: call 1-833-TLC-MAMA
The National Maternal Mental Health Hotline provides confidential support for mothers and their families before, during, and after pregnancy.

Mental health symptoms are common and treatable.
If you have questions or concerns, talk to your doctor or health care provider.

To better support your mental health, this office is proud to be enrolled in the **Texas Perinatal Psychiatry Access Network.**
Expert mental health care consultation for clinicians.

tmhcc | CPAN | PeriPAN

Have you referred a patient for mental health services and they're still waiting to be seen?

CPAN | PeriPAN

**Short on time?
No time to call?**

A PeriPAN or CPAN psychiatrist is just a text away!

Call your region to get your texting number.
888-901-2726

In Development: CPAN/PeriPAN engaged clinician/clinic certificate, perinatal patient wellness tools packet



**Thank you.
Questions?**