



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

MAY 2025

MELANIE SUSSWEIN, MSW



AGENDA

- 1 5th Anniversary Creative Content
- 2 Carrying Our Message Through Stakeholders
- 3 Social Media and Digital Outreach Highlights

CPAN'S 5TH ANNIVERSARY

FOR SOCIAL MEDIA



CPAN'S 5TH ANNIVERSARY

FOR SOCIAL MEDIA



CPAN
Child Psychiatry
Access Network

PeriPAN
Perinatal Psychiatry
Access Network

CPAN'S 5TH ANNIVERSARY

FOR E-BLASTS & NEWSLETTERS

High five! 5 Years of Better Mental Health Care Access - CPAN & PeriPAN

We're celebrating 5 years of the [Child Psychiatry Access Network \(CPAN\)](#), which includes the [Perinatal Psychiatry Access Network \(PeriPAN\)](#). Thank you for supporting 5 years of better mental health care access in Texas!

This Mental Health Awareness Month, it's all about the 5's...

1 in 5 children, youth, and perinatal women has a diagnosable mental health condition, creating a pressing need for care. That's why CPAN/PeriPAN are here for you with quick, evidence-based guidance and support.

All you need is 5...

- 5 minutes to sign up (enroll once, call as many times as needed).
- 5 minutes to connect with a mental health expert by phone or text.

In 5 years...

- 50,000+ clinician-to-clinician consults about 44,500+ patients.
- 650+ direct, one-time patient consults and assessments.
- 14,500+ enrolled clinicians—pediatricians, family doctors, nurse practitioners, OB/GYNs, and other Texas PCPs.

Thank you to our enrolled clinicians and partners for helping us—and most importantly, your patients—thrive!




Customized messages for: HRIs, TMA, TAFP, TSPP/TSCAP, DSHS, TNP, ACOG, & BeWell

STAKEHOLDERS

CARRYING OUR MESSAGE

- Anniversary and Mental Health Awareness Month content.
- Sharing social media posts, e-blasts, & newsletter blurbs.



Five Years of Better Mental Health Care Access

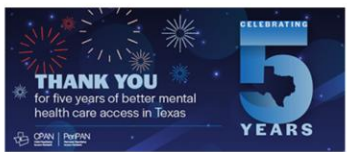
Dear Sherlena Boehm,

May is recognized as Mental Health Awareness Month, and today we are celebrating five years of the [Child Psychiatry Access Network \(CPAN\)](#), which includes the [Perinatal Psychiatry Access Network \(PeriPAN\)](#).

Over the last few years, District XI leaders have worked closely with the PeriPAN team to bring awareness to program services and develop [resources](#) that Texas obstetrician-gynecologists can use in their daily practice.

This Mental Health Awareness Month is all about the fives ...


- One in five perinatal women has a diagnosable mental health condition, creating a pressing need for care. That's why PeriPAN is here for you with quick, evidence-based guidance and support.
- All you need is five minutes to enroll and connect with a mental health expert by phone or text. (You only need to enroll once, and you can call as many times as you need.)
- In the last five years, PeriPAN has:
 - Completed more than 50,000 clinician-to-clinician consults for approximately 44,500 patients.
 - Performed more than 650 direct, one-time patient consults and assessments.
 - Enrolled over 14,500 clinicians, including obstetrician-gynecologists, family medicine and primary care physicians, pediatricians, and nurse practitioners.




Please join me in celebrating the success of PeriPAN. Thank you to all the District XI members enrolled in the program and those who have used the services available to improve patient care.

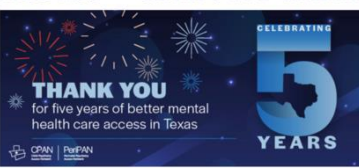
Sincerely,

Gayle Olson Koutrouvelis, MD, MPH, FACOG
ACOG District XI Chair





5 Years of Better Mental Health Care Access – CPAN & PeriPAN



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This Mental Health Awareness Month, it's all about the 5's...

1 in 5 children, youth, and perinatal women has a diagnosable mental health condition, creating a pressing need for care. That's why CPAN/PeriPAN are here for you with quick, evidence-based guidance and support to consult with another psychiatrist or help PCPs find help quickly.

All you need is 5...

- 5 minutes to sign up (enroll once, call as many times as needed).
- 5 minutes to connect with a mental health expert by phone or text.

In 5 years...

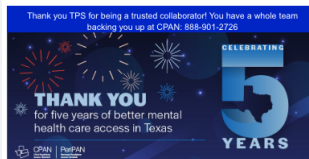
- 50,000+ clinician-to-clinician consults about 44,500+ patients.
- 650+ direct, one-time patient consults and assessments.
- 14,500+ enrolled clinicians/pediatricians, family doctors, nurse practitioners, OB/GYNs, and other Texas PCPs.

Thank you to our enrolled clinicians and collaborators like TSP and TSCAP for helping us - and most importantly, your patients - thrive!



In this issue:

- CPAN is turning 5!
- Free CME coming up - maternal mental health, maternal substance use, & SAFETY-A youth suicidality intervention
- Case of the month: Is a medication worsening a patient's mental health symptoms?



5 Years of Better Mental Health Care Access - CPAN & PeriPAN

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This Mental Health Awareness Month, it's all about the 5's...

1 in 5 children, youth, and perinatal women has a diagnosable mental health condition, creating a pressing need for care. That's why CPAN/PeriPAN are here for you with quick, evidence-based guidance and support for your patients, and their mothers.

All you need is 5...

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- 14,500+ enrolled clinicians-pediatricians, family doctors, nurse practitioners, OB/GYNs, and other Texas PCPs.

Thank you to our enrolled clinicians and collaborators like TPS for helping us - and most importantly, your patients and families - thrive!



This Month, Share CPAN & PeriPAN with a Colleague!

Texas clinicians, who do you know that could benefit from CPAN and PeriPAN? An endorsement from a trusted peer can make all the difference.

Here are just a few types of clinicians we can assist with treatment planning, tailored resources, and vetted referrals for pediatric and perinatal mental health:

1. Pediatricians
2. Family doctors
3. OB/GYNs
4. Nurse Practitioners
5. Psychiatrists

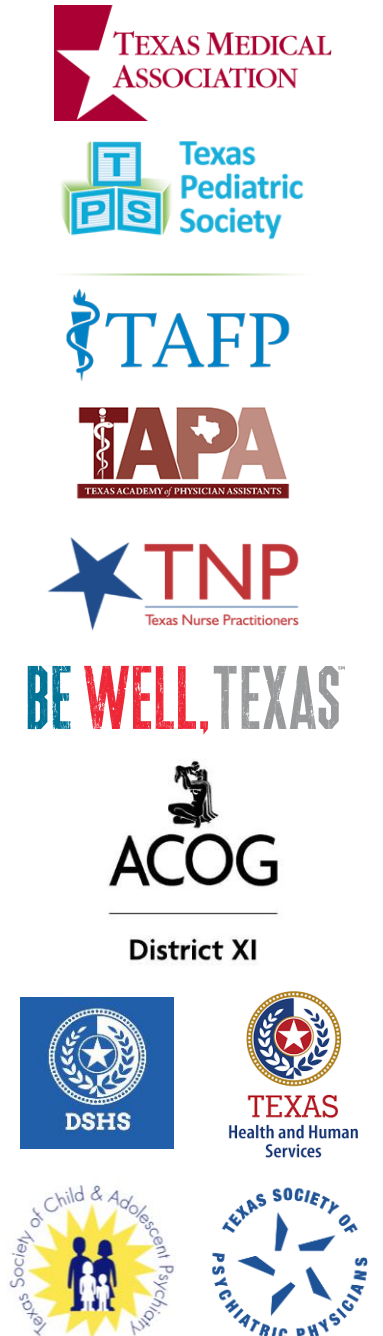
Join us in celebrating **Mental Health Awareness Month** and CPAN's 5th anniversary by reminding colleagues it only takes 5 minutes to sign up or start a consult.

888-901-2726
www.TXCPAN.org
www.TXPeriPAN.org



High-Yield CMEs: 6 Coming Up Into Summer!

We've worked to increase clinician capacity with more than 900 free, high-yield CEUs and 100+ specialized trainings on treating pediatric and perinatal patients.



SOCIAL MEDIA ENGAGING WITH STAKEHOLDERS (MARCH – APRIL 2025)

→ Above average growth compared to previous 2 months.

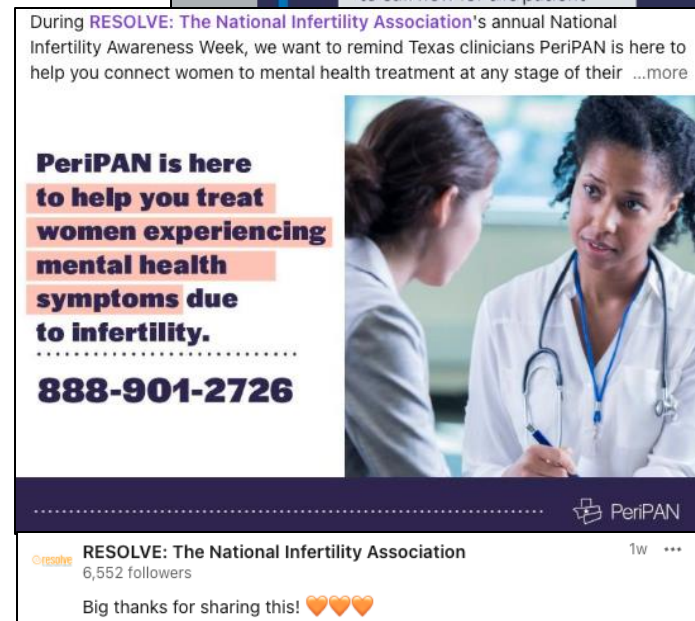
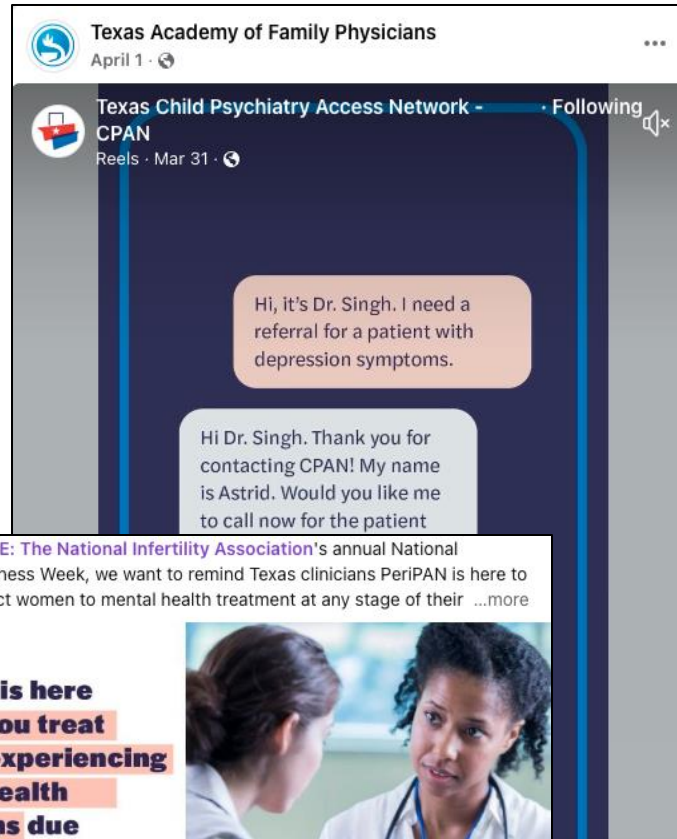
→ Visit & follower growth around dates stakeholders shared posts.

• LinkedIn Growth:

- 17 new followers
- 219% ↑ page views
- 39% ↑ unique visitors

• Facebook Growth:

- 26 new followers
- 26% ↑ page views
- 25% ↑ engagement
- 10% ↑ link clicks

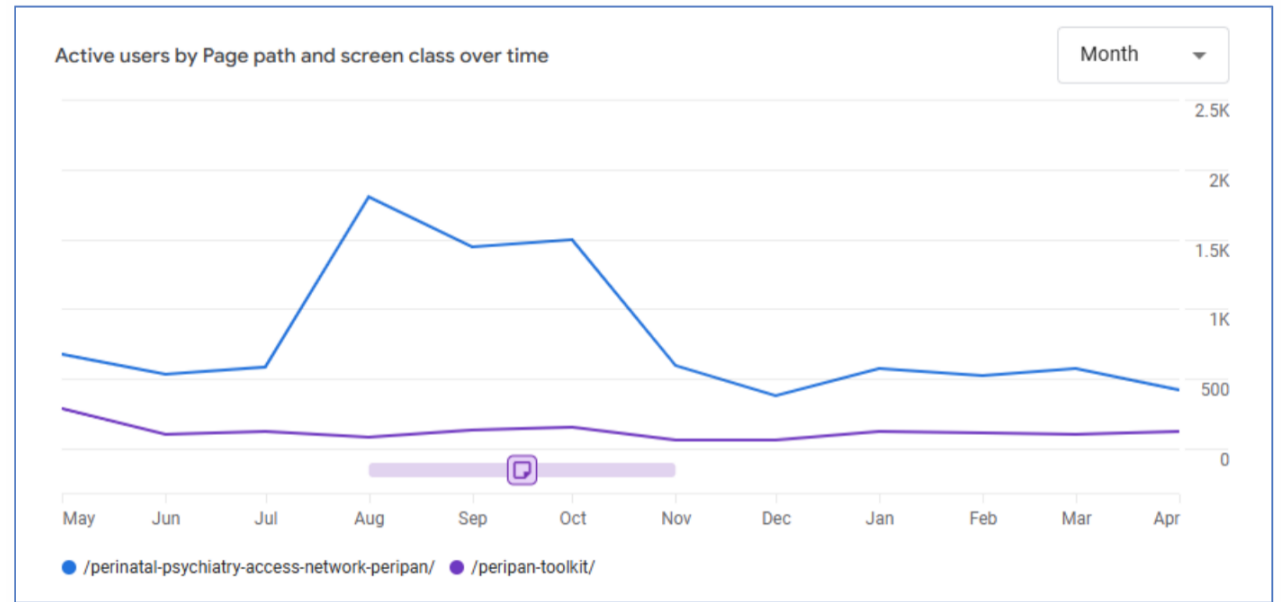


Liked & shared by stakeholders:

- Be Well Texas – 3 FB & 3 LI posts
- TAFP – 3 FB posts
- ACOG District XI – 1 FB post
- Physician Associate Moms – 1 FB post
- Resolve: The National Infertility Association – 1 LI post

DIGITAL OUTREACH

Prior Campaign Impact on Web Traffic



New Campaign Launch:

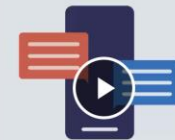
- May 1 to August 30: Launched new digital campaign targeting OBs and pediatricians in the Houston and Dallas regions.
- Video performs best with our audiences.
- Messages developed from findings with clinician interviews – texting and direct consult are motivational



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



**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



**Thank you.
Questions?**