

Community Health Improvement Plan Priority Area: Mental Health

Overarching Goal: Decrease mental health stigma and promote awareness of mental health resources to increase community connection.						
Benchmark: Decrease stigma and increase health-seeking behaviors by 5%						
Objective 1: Addressing Isolation here in Klamath Falls - KBBH						
Strategy 1: Events to Decrease Loneliness and Increase Connection of community members						
Tasks:	Process Measures	Process Target	Oct-Dec 2022	Jan-March 2023	Apr-June 2023	July- Sept 2023
Community Sponsored Block Parties hosted by different neighborhoods here in the Klamath basin to promote community connections through engagement with individual neighbors. – Tribes	Number of block parties per year	2 Block Parties in year 1 with 70 participants	no progress made by this date	no progress made by this date		
Implement a community Moais to promote connecting with different members of your community i.e. Dog walking moai, new parent moai, older adult moai, and men’s moai. The purpose of a Moais is a chance to create a group to support individuals and help them find and live with purpose.	Implement a moai	1 moai in year 1 with 5 members participating	no progress made by this date	no progress made by this date		
6-week grief and loss support group hosted by community mental health agencies by a Qualified Mental Health Professional (QMHP).	Group development and implementation	2 6-week groups in year 1 with 5 members of the community participating	Reached out to Klamath Hospice, and they currently run grief and loss support groups and are interested in collaborating on this Task.	Klamath Hospice facilities Adult Grief Support Group once a quarter. We are promoting their service to the community.		
Strategy 2: Community Groups						
Tasks:	Process Measures	Process Target	Oct-Dec 2022	Jan-March 2023	Apr-June 2023	July- Sept 2023
Develop and implement a Men’s mental health community group through an existing high-risk Klamath Falls employer that meets monthly for year one. Potential employer partnership: Rocky Mountain Construction, Firefighter, ODOT, Law Enforcement, military servicemen, school systems, staff.	Developed Curriculum	1 curriculum developed	no progress made by this date	no progress made by this date		

Collaborate with interested employers to promote and hold community groups for their employees.	Amount of interested employers	Agreement for a group from 1 employer	no progress made by this date	no progress made by this date		
Men's Community group to be held once a month and facilitated by different clinicians or subject matter experts from various mental health organizations to promote and discuss a weekly mental health topic to decrease stigma and increase connection.	Amount of men that attended the monthly meeting	1 monthly Facilitated group for a year with 8 participants	Identified program to implement for construction partnership. Created by Lines for Life called "Construction Suicide Prevention Partnership"	Edits have been made for the groups. The MH CHIP team has decided to have more focused topics delivered by local community members and not Mental Health clinicians to lower barriers to participation.		
Objective 2: Community Mental Education Campaigns - KBBH						
Strategy 1: Men's Mental Health Media Campaign						
Tasks:	Process Measures	Process Target	Oct-Dec 2022	Jan-March 2023	Apr-June 2023	July- Sept 2023
Research existing campaigns centered on the importance of men's mental health and decreasing the stigma around men seeking mental health help. Implement the campaign in the community	Campaign developed	One campaign developed	We have identified identified several campaigns, such as: Man Therapy, Movember, and "Boys do Cry" to model our campaign after.	Have identified Movember as a campaign that will run during year two of MH CHIP. KBBH is currently running a "Men's Mental Health Matters" campaign in the community.		
Host a Men's Focus group to gauge mental health awareness and gain a perception of how men in our community view seeking behavioral health services	Number of focus groups and Number of people who participated	2 focus group with 10 participants per group	no progress made by this date	no progress made by this date		

Rollout Media component of the campaign using messaging and data to promote men's mental health through print materials such as newspaper, radio, billboards, bus billboards, social media, and public service announcements	Number of ads created, print material distributed, and views on the social media ads	2 newspaper ads, 1 radio ad, 3 billboards, 1 bus billboard, 1 boosted social media/month, 1 PSA, 50,000 views for social media	Men's Mental Health video PSA in production	Men's Mental Health PSA was completed and has begun circulating on streaming services such as YouTube and Hulu.		
Develop and create deliverables for men's mental health, suicide prevention, and lethal means (firearms) reduction to distribute to the community.	Completed deliverables	3 deliverables created	no progress made by this date	A masculine version of the You Matter to Klamath suicide prevention resource card was developed and has begun circulation in the community.		

Strategy 2: Campaign to Empower the community to place importance on their own mental health

Tasks:	Process Measures	Process Target	Oct-Dec 2022	Jan-March 2023	Apr-June 2023	July- Sept 2023
Research existing campaigns centered around decreasing the stigma around seeking mental health services and the taboo surrounding talking about someone's mental health. Use focus groups to gain a perception of potential campaigns.	Campaign developed / number of focus groups and participants.	One campaign developed & 2 focus groups with 10 participants per group.	no progress made by this date	KBBH began sharing a Mental Health Monday Facebook post campaign with messages that destigmatize mental health.		
Develop and create resources/deliverables around building a personal mental and behavioral health tool kit. This toolkit who be designed for community members to focus on their mental health and that of their fellow community members without the need to seek mental and behavioral health services.	Completed resources/ deliverables	3 deliverables created, 1 resources created	no progress made by this date	no progress made by this date		

Implement the campaign in the community and rollout Media component of the campaign to place positive mental health messages and self-care advice through print materials such as the newspaper, radio, billboards, bus billboards, social media, and public service announcements	Number of ads created, print material distributed, and views on the social media ads	2 newspaper ads, 1 radio ad, 3 billboards, 1 bus billboard, 1 boosted social media/month, 1 PSA, 50,000 views for social media	general Mental Health video PSA in production	general Mental Health video PSA was completed. Circulation on stream services TBD.		
Promote local and national resources such as 988 and other mental health crisis calls and text lines made available nationally.	Number of resources distributed	2000 resources distributed	no progress made by this date	Tape Measures Keychains with the 988 number on the side have been created. These will be given out at local community events. 600 were made.		

Objective 3: Promotion of Mental Health focused community events, resources, and trainings						
Strategy 1: Promote Community Mental Health Resources-CHA						
Tasks:	Process Measures	Process Target	Oct-Dec 2022	Jan-March 2023	Apr-June 2023	July- Sept 2023
Promote local and national community mental health services and resources through print materials at local events	Number of resources distributed	2000 resources distributed	“You Matter to Klamath” Suicide Prevention wallet cards have been distributed to local agencies in town as well as distributed at events. Distributed 250 in Oct- Dec	“You Matter to Klamath” Suicide Prevention wallet cards have been distributed to local agencies in town as well as distributed at events. Distributed 500 in Jan- Mar		
Update the local and national community Mental Health resource list and release it on the Healthy Klamath Website	Completed list of community Mental Health resources	1 completed community Mental Health resource list	no progress made by this date	no progress made by this date		
Strategy 2: Promote trainings and events that focus on Mental Health- CHA						

Tasks:	Process Measures	Process Target	Oct-Dec 2022	Jan-March 2023	Apr-June 2023	July- Sept 2023
Promote local community events on the Healthy Klamath website as well as promoted through community agencies' social media ages	Number of times Healthy Klamath Community Calendar is updated for events	Update the community calendar once a month for events	KBBH promoted the You Matter to Klamath Youth Suicide Prevention Video Contest on social media. 3 entries were submitted.	no progress made in this quarter.		
Promote local community trainings on the Healthy Klamath website as well as promote these local trainings through mental health community agencies' social media pages	Number of times Healthy Klamath Community Calendar is updated for trainings	Update the community calendar once a month for trainings	no progress made by this date	no progress made by this date		
Promote Mental Health First AID (MHFA) and Question Persuade Refer (QPR) training here in Klamath county on the Healthy Klamath website, as well as promote through community agencies' social media pages	The number of trainings offered during year one and number of participants	1 MHFA with 15 participants and 10 QPRs trainings with 100 total participants	2 QPR trainings were held with 34 participants in total. 2 MFHA Trainings have been scheduled for February.	One MHFA was held for KBBH staff. There were 8 participants in total and a visiting trainer from Medford helped facilitate. 1 QPR training was held for KBBH Day treatment students with 12 participants.		

Quarter	Successes
Q1	Completed the Mental Health CHIP plan with several community partners and was finalized.
Q2	Several social media campaigns as well as public service announcements (PSA) have been completed and are now beginning to circulate. This is a great step forward in the destigmatization of mental health here in Klamath Falls.
Q3	
Q4	

Quarter	Challenges

Q1	The Mental Health CHIP work group has struggled to maintain consistent participation from community agencies, affecting the amount of work accomplished for quarter one. Will continue to recruit and maintain the current participating relationships to further the strategies of the Mental Health CHIP. Mental Health organizations continue to experience workforce and resource barriers in our community. KBBH is currently offering incentives to new employees and a retention program to keep current employees.
Q2	Mental Health organizations continue to experience workforce and resource barriers in our community. KBBH is currently offering incentives to new employees and a retention program to keep current employees.
Q3	
Q4	

