

## Goals Surrounding Mental Health:

**Goal 1:** To improve general mental wellness through community education on effective stress management and resiliency.

### Impact Objectives (2-3 years):

1. By 2024, 3% (~550 people) of Hancock County residents will be educated on stress management, self-care, and mental health resiliency through various education strategies to promote mental wellness.
  - a. Would be measured by the number of interactions with mental health education events and social media posts. Each interaction could translate to 1 additional person receiving some form of education on stress management.
  
2. By 2024, 50% of Hancock County schools will have a referral mechanism to assist children with high levels of stress and anxiety.
  - a. Would be evaluated by reports on the number of schools that have developed this protocol by the deadline of 2024.

### Outcome Objectives (5+ years):

1. By 2027, 50% of Hancock County residents will indicate that they were able to effectively and safely manage their stress over the past year.
  - a. Would be assessed with the 2027 CHNA by adding the question, "Over the past year have you been able to effectively manage your stress?".
  - b. Can adjust goal based on responses obtained from the 2024 CHNA.
  
2. By 2027, 100% of Hancock County schools will have a referral mechanism to assist children with high levels of stress and anxiety.
  - a. Would be evaluated by reports on the number of schools that have developed this protocol by the deadline of 2024.
  - b.

### Success Indicator Measurement:

- Community Health Needs Assessment

- Records on number of participants attending community education events (through sign-ins, flyers distributed, etc.).
- Records on social media interactions (likes, shares, comments, etc.).
- Reports from county schools on development of referral mechanism for stress/anxiety.

**Interventions:**

- Develop one community mental health/stress management educational campaign/program to be delivered in Hancock County communities each year.
  - Could be performed during January or February (after the stress of holidays is over)
  - Focus on tips for maintaining general mental wellness and highlighting of local mental health services for managing mental health.
  - Could be similar to the “Detox Your Brain” event from 2019.
  - MH, HCHD, MHCWI
- Make monthly health communication posts offering information on stress management and local mental health resources people can use to maintain mental wellness.
  - Can use social media, paper materials, radio podcasts, etc.
  - MH, HCHD, MHCWI
- Develop Mental Health Minute Videos
  - Short videos covering stress management and relaxation techniques (breathing techniques, visualization, yoga/stretching, organization, stress reducing objects, etc.). These videos can be shared in the social media campaigns, and can also be archived together for residents to access on the website.
  - MH, HCHD, MHCWI
- Provide education to parents on the resources available to their kids with stress and anxiety.
  - Create resource list for mental health/stress/anxiety for children that can be distributed to local schools for educating parents.
  - MH, HCHD, Local Schools
- Promotion of the available stress/anxiety call lines currently available to community adults and adolescents.
  - Illinois Call4Calm Text Line
  - Illinois Warm Line
  - HCHD, MH, MHCWI

**Goal 2:** Increase access to mental health and substance abuse services for adult and child residents of Hancock County.

**Impact Objectives (2-3 years):**

1. Add an additional local resource in Hancock County for mental health and substance abuse treatment by 2024.
  - a. Based on current plans for Memorial Hospital to develop a mental health/substance abuse service line.
  
2. By 2024, 3% (~550 people) of Hancock County residents will be educated on the availability of mental health and substance abuse services offered locally to them.
  - a. Would be measured by the number of interactions with mental health and substance abuse service marketing and social media posts. Each interaction could translate to 1 additional person receiving some form of mental health service education.
  - b. Could partner with the Hancock County Addiction Coalition
  
3. By 2024 there will be a 50% increase in the number of adolescents being offered counseling treatment for substance abuse and mental health in the local schools.
  - a. Baseline data from MHCWI (Joe Little) shows that there is currently 1 counselor lined up to provide services to students in the schools. Each counselor is able to serve around 50 students. Thus, a 50% increase from a baseline of 50 students would be around 75 students being served (which would require hiring 1 additional counselor). MHCWI would like to expand the services in the schools, but are having trouble with recruiting counselors.
    - b. Measured via reports from MHCWI.
  - c.
  
4. By 2024, 100% of Hancock County junior and senior high schools will receive education on substance abuse and prevention strategies.
  - a. Could be achieved by organizing a substance abuse speaker to visit the schools (this was already scheduled and paid for but just couldn't complete yet because of COVID).
  - b. Collaboration with Hancock County Addiction Coalition and West Central Area Health Education Center

**Outcome Objectives (5+ years):**

1. By 2027 there will be a 5% increase in Hancock County residents who are aware of available mental health care providers.
  - a. Can be measured using the 2027 CHNA question 12: “Are you aware of a mental health specialist you can go to?”.
  - b. The 2021 CHNA found that 68% of Hancock County residents were aware of a mental health service specialist they could use.
  
2. By 2027 there will be a 5% increase in Hancock County residents who are aware of available substance abuse counselors.
  - a. Can be measured using the 2027 CHNA question 12: “Are you aware of a substance abuse counselor you can go to?”.
  - b. The 2021 CHNA found that 53% of Hancock County residents were aware of a substance abuse counselor they could use.
  
3. By 2027 access to substance abuse and mental health services will be expanded to all schools in Hancock County.
  - a. Determined by reports from MHCWI and Hancock County Addiction Coalition.

**Success Indicator Measurement:**

- Hospital records □ Numbers of people being served by new mental health service line
- MHCWI records □ Number of students in the schools being served by MHCWI counselors
- Community Health Needs Assessment □ Measurement of residents awareness of service options
- Social media/marketing interactions
- Records of youth substance abuse education events and number of schools involved
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**Interventions:**

- Design and release new mental health and substance abuse service line for the hospital.
  - Would need cost estimations regarding starting the new mental health service line with Shelly Wear and Tammy Teal.
  - MH
  
- Use marketing and social media to increase awareness of mental health services available to Hancock County Residents.
  - Using print materials, social media posts, radio podcasts.

- MH, HCHD, MHCWI
  
- Provide 3 youth and 3 adult mental health first aid classes per year to educate the local community on identifying and supporting those who may be struggling with mental health and substance abuse.
  - AHEC is planning on sending Lauren to be trained as a facilitator for the program.
  - MH, AHEC
  
- Collaborate with HCAC, MHCWI, and school administration to increase opportunities for counselors to be present in each of the schools.
  - MHCWI would be leading this initiative. We have already gotten budget estimations from their end and they are hoping to expand counselor services in the schools.
  - MH, MHCWI, HCAC, Local School Districts
  
- Collaborate with HCAC, MHCWI, and school administration to host substance abuse adolescent and parental education programs in the local schools.
  - AHEC has already paid the schools to host a substance abuse education lecture from Tim Ryan. It has just been delayed due to the COVID-19 pandemic.
  - Use of the Hidden in Plain Sight educational display for parents at local community or school events.
  - MH, HCHD, MHCWI, HCAC