



Overview of Awareness Day Activities - May 8, 2007

Our Rate of Return: 44% or 200 out of 450 filled-out the survey on the day of the event.

This year we surveyed the audience that attended awareness day on May 8th at the Buffalo Convention Center. Our goal this year was to engage the community, gain their participation in awareness day, gain support and involvement from youth and families in the planning of the event.

Family & Youth Involvement

- They participated in the planning process and provided assisted in the following areas:
 - Stuffing envelopes to mail flyers to families that would inform families about the event and increase awareness for their participation and attendance at the event.
 - Parents distributed flyers in the neighborhood, and helped to spread the word about the event in their communities and asked corporate sponsors to support this event.
 - Parents were involved in the marketing concept of the tissue box as an advertising tool and they provided their excitement and feedback. The Family Advocates Network Support (FANS) group gave their acceptance and agreed to create an economical stand for the tissue box to serve as a table centerpiece at the luncheon.
 - Parents stuffed envelopes and participated in the community mailing notices for the Community Organization meeting in January.
 - Parents also participated in data entry activities to help us create a mailing list for various community organizations.
 - Parents reviewed, commented and made suggestions regarding the marketing materials used to promote awareness day - including the "We Support" poster.
 - Parents agreed to share their personal experience with mental health.
 - Youth were involved by agreeing to participate in the event where their creative talents were portrayed.
 - Parents and youth participated in Green Ribbon Day and putting together bookmarks.
 - Parents & youth provided assistant on event day by serving as host, registering guest, encouraging attendees to fill-out forms, assisted with putting marketing material on tables, etc.
 - A youth worked with social marketing providing suggestions for the program book and assisted with the layout of the program book.

Community Collaboration

After the January 18th meeting where we had 104 people attended from 46 organizations, some agreed to work with us on event planning for awareness day. We meet in February, March & April once a month to provide updates as to where we were and what support we needed. The community helped by:

- Agreed to help coordinate showing a mental health movie at 4 libraries, each weekend in May. They eagerly volunteers to have an advocate or social worker attend the library to provide information just in case families had questions.
- They served as judges to review our Most Valuable Voices awards and felt that their opinion counted and they were working in collaboration with FVN.
- They provided feedback on marketing and advertising materials along with the parents and made suggestions on improving the original process.
- They helped to spread the word about awareness day, sponsorships, and provided suggestions for next year.

Overall based on the communities' interest in this event, they felt as though they were part of the process and involved in what FVN was doing - they were very supportive and expressed continued involvement in our activities.

Survey Results & Audience Perception of Awareness Day

450 people attended the luncheon:

- 44.0% or 200 people filled out the survey
- **86 organizations were represented:**
 - This included:
 - 7-Buffalo Schools,
 - 4-Faith-Based Community,
 - 2-Colleges,
 - 3-Diversity groups (Hispanic United, Native American Community Services, Gay & Lesbian Youth Services);
 - 4-medical/health community,
 - 15-non-traditional children's mental health groups, and
 - 45-traditional children's mental health agencies
 - There were 5-unique "**sponsors only**" organizations (Blondies' Salon, Camp Get-a-Way, HSBC Bank, Phillips Lytle & West Herr Automotive). They provided financial support only.
 - Two private practice psychiatrists attended.
 - We had representation from **City & Family Court Judges** attended; representative from the **Legislator office** and three **outside Erie County** organization (Genesee County Mental Health Services, Community Missions of Niagara Frontier, Inc., Hillside Children Center)

Of the 200 attendees who filled out the survey:

- 77.5% or 155 were from an agencies
- 6.0% or 12 were youth
- 16.5% or 33 were parents/caregivers

Overall statistics on the Event:

- 88.9% or 168 out of 189 who responded felt this event was helpful in increasing their awareness of children's mental health issues in the community.
- 95.1% or 175 out of 184 who responded felt the event was appropriately and sensitively addressed the issues of children's mental health in the community.
- 86.4% or 140 out of 162 who responded were interested in seeing the tissue box with organization logos in future events.

We received important comments from some of those who responded to the survey. The overall responses were positive and they felt the event was excellent and met the needs and interest of those who attended. Some respondents analyzed the planning process and they identify areas of improvement. A brief summary of helpful comments:

- Leave the raffle for last
- Felt that all youth performers should have been on stage
- Enjoyed the parent sharing his story
- Great program to support parents and other community agencies for continued services in the future
- Want activities for children and food for children
- Start on Time, End on Time & Problems with parking
- Not enough display tables for late arrivals
- Enjoyed Emcee & MVV Presenter sharing their stories and providing support for the Event
- Different view on individual who won an award

We added some enhancements to the event this year to include community involvement, youth and parent involvement. The survey results informs us of what was effective and where we need improvement to continually gain the community, parents and youth support and interest in future events for children's mental health awareness.

Data speaks ... We Listen!

The percentages are based on the number of people who answer the question and not on the total number of people who filled out the survey.

To increase community involvement we added the “*Table Display with Information*” that was helpful by 58% of those who filled-out the survey.

- All Respondents: 58.0% or 116 out of 200
- Agencies: 60.0% or 93 agencies out of 155
- Parents: 60.6% or 20 out of 33

36% of all those who filled-out the survey rated the “*Display of Youth Creative Work*” as helpful.

- All respondents: 36.5% or 73 out of 200
- Agencies: 36.8% or 57 out of 155
- Parents: 36.4% or 12 out of 33

In our efforts to increase youth involvement, we added “*Youth Talent*” to this year’s event and it was well received by those who responded.

- All respondents: 42.5% or 85 out of 200
- Agencies: 45.2% or 70 out of 155
- Parents: 33.3% or 11 out of 33

The “*Most Valuable Voices Awards Presentation*” was received well by those who responded with some improvement needed with our parents. There responses were low as an individual group.

- All respondents: 37.5% or 75 out of 200
- Agencies: 41.3% or 64 out of 200
- Parents: 21.2% or 7 out of 33

70% of all those who filled-out the survey rated the “*Family sharing experiences*” as helpful. This is reflected in the actual comments of those who filled-out the survey (see charts & comments attached).

- All respondents: 71.0% or 142 out of 200
- Agencies: 71.0% or 110 out of 155
- Parents: 84.8% or 28 out of 33

Time & Location of Event:

91.5% or 172 out of 188 reported the time for the event was convenient

97.0% or 160 out of 165 reported the location of the event for convenient

Agencies Only Responses:

- 78.06% or 121 out of 155 agencies stated that they would post the “We Support Signage” in their office.
- 67.7% or 105 out of 155 agencies stated that they would want to be included on the tissue box next year.

We had 21 people who filled out the “pink slip” indicating they were going to take a “We Support Sign” and many who did not fill-out the pink slip. We produced 200 11x17 “We Support” signs and at the end of the day, we had almost 100 signs. The unexpected surprise is that parents took an interest in the sign and tissue boxes.

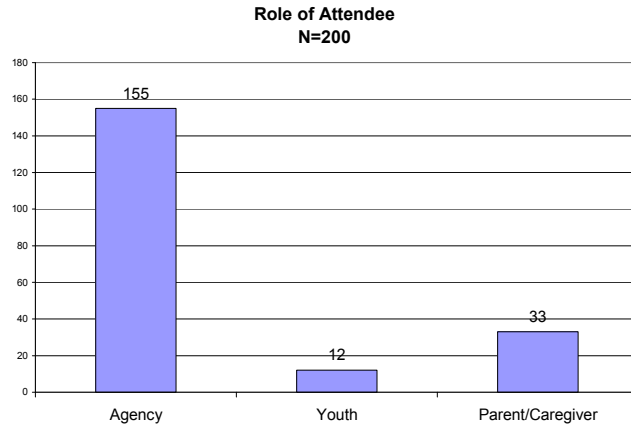
- Parents (5)
- Child & Family Services (4)
- Action for Mental Health (3)
- Mid-Erie Counseling (2)
- Youth with a Purpose (YWAP)
- Child & Adolescent Treatment Services
- Parent Child Connection
- WNY Independent Living
- Medicaid Reform
- Exchange Club
- CDHS

Evaluation Results:

“Erie County Children’s Mental Health Awareness Day Luncheon” (May 8, 2007)

Rate of Return: 200 out of 450 or 44%

Role: 77.5% of attendees who completed the survey were from agencies, 6% were youth and 16.5% were parents/caregivers.



- 5 of the agencies were for-profit, 134 identified themselves as not-for-profit (N=139).
- 27 identified themselves as County/City government, 12 as medical professionals and 87 as other (N=126).
- 43 stated that they did NOT provide mental health services and 92 stated that they did (N=135)
- Of the 18 youth that replied to the survey, 8 were under 12 years of age, 9 were between age 12-17, and 1 fell between ages 18-21.

Total Responded to Survey (N=200)



Agencies (N=155)



Parents/Caregivers (N=33)



Awareness Day Survey Comments - May 8, 2007

- 1 **Excellent show - leave raffle for last** - took too long to do during lunch
- 2 Heard complaints about parking and not enough display tables for organization/agencies arriving late
- 3 In program book-, **1st name under picture would be helpful**. Welcome tables near door (inside) with tickets would have made process quicker for drawing

4 Individuals assigned to tables yet no placement, put youth on elevated platform, mic flute, disorganized regarding tickets, **all agencies to contribute to a gift bag for all**, not everyone able to get information on all programs, **stay within time limits - Strengths - Kevin O'Connell great, good food, location good, involvement with youth involvement with adults**, moving, R. Witherspoon, great. **Would be nice to have a write up on each nominee and their contributions. Include first name and agency, and who was nominated for what.**

5 leave religion out, organize event better - don't leave MC hanging with drawings, put performers on stage, mic the musicians, do sound check, start on time, stay on time, have exhibits open prior to lunch, **parents not practiced**, Redo the survey with ??? What is objective of event focus your choices around then to reinforce it, what you are doing with your event and push the purpose forward. Kid's cute, poet decent, panel may have been better. Check the program make sure everyone in #'s did not match names presented, put in bios. **There were no youth experiences.**

6 seemed a bit disorganized for the nominees and the guests - things seemed all over the place

7 **The father that spoke from the heart was most meaningful. His message needs to be heard by everyone! Great choice in families to share experience.**

8 **The program was very good, in supporting parents and other community agencies, for continued services in the future here in WNY**

9 There should be **activities for children to do/ like respite**. Please make the event in the evening. Please choose lighter dinner (maybe cookies for children) **The event was positive.**

10 Unhappy with award to ccrh. Our organization does not believe in their view - Scientology - advocates no medicine

***Comments Received
after
Awareness Day – May 8, 2007***

***Megan Laney, Youth, Age 17
Mental Health Association-Erie
Peer-to-Peer Support***

“I really just wanted to tell you how great the luncheon was yesterday, I really enjoyed it. I really liked hearing the parents stories because even though I'm the kid I understand how he felt and how wraparound changed things for the better. I liked hearing Andrew's poem and hearing from the basketball coach and his demonstration with the mom. It was really funny, really enjoyable not something boring to sit through. I thought it went really well.”

***Amy Upham
Action for Mental Health, Inc.***

“I think the day was a great success, overall. I really just was so touched by the one father who spoke and was most impressed with the diversity of culture and service providers that were in attendance and foci of the event. So, great job.”

***Dr. Kim Griswald
Erie County Medical Center (ECMC)***

“...What an awesome event! ...I thought it was just a magnificent day! I know what hard work and organization went into it all - you are to be heartily congratulated. Nice job.”

***John Grieco
Erie County staff***

“I just wanted to pass along to you what a great job you and all those who assisted you did in making today's event a marvelous one. This was professionally done and very inclusive. I can't imagine all the hrs and sleepless nights you must have put into this so.... ***congrats to you and your team...!!***”

***Thomas Lillis
Erie County staff***

“I think you were an unqualified success. Congratulations.”

***Reggie Witherspoon
University of Buffalo Head Coach Men Basketball***

“Thank you so much for having me at your luncheon. I enjoyed it very much. The event was very well planned and it was exciting to be a part of it. Good luck with your future events. God Bless You.”

Recommendation for Improvements

➤ Scheduling & Informational Table Display:

- Ensure that event starts on time (as scheduled)
- Encourage those interested in Information Tables to fill-out the form, setup early and have the tables available for attendees to view information and ask questions. Ensure enough tables are available for all vendors and anticipate unexpected vendors with an interest.
- We will have vendor names placed on the tables.

➤ Tissue Box:

- Given the interest level in the tissue box, we would open this earlier to allow more people to respond and have their logos placed on the tissue box.
- Open to Corporate Sponsors one month prior to tickets going on sale to accommodate late responses.

➤ Parents & Youth Sharing Experiences:

- We encourage all agencies to assess youth and parents who are interested in sharing their experiences to provide us with contact information in March. This way we have time to interview families and youth. This is also something that cannot be accomplished with collaboration from our agencies.

➤ Scheduling:

- We will start on time and end as close as possible to the schedule we outline.
- Our Registration Desk will be setup to accommodate all the activities for the day (i.e., sign-in, ushers, location for those without tickets, etc.)

➤ Parent/Youth Talent/Attendances:

- Review manageable opportunities to keep parents/youth talents expressed.
- Have Vendors & Agencies provide a head count of the number of youth & parents attending and see if there are special needs – accomplished through improved communications.

➤ Most Valuable Voices Awards:

- Modify the criteria for the nominations
- Encourage more family involvement in selection

Our Financials:

450 people attended the Luncheon; reserved seating for 470

Actual Budget for Awareness Day: \$ 3,000.00

We collected:	\$12,265.00
Total Expenses:	<u>\$13,873.70</u>
Social Marketing Budget:	\$ 1,608.70

Savings:	\$ 1,391.30
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2006 Awareness Day Expenditures:	\$ 5,650.00
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