How Right Now Campaign

Campaign Overview

World Mental Health Day 2021

Presentation Date: October 12, 2021

How Right Now

Welcome & Background

CDC Foundation

Centers for Disease
Control and Prevention

are

ssional

CDCF
· Purell
· Apple

PPI
Ellen
T. Hanks
NBA player

CDCF (including Apple ideas)

omeless
population

er supplies?
urell
other materials

CITF
CMTF

isk
NO.19 0

(Indirect)
mental
health/
stigma & coping   .3
· Coping after events/   (blue)
               emergency
↳ using influencers
          - bloggers
↳ App?   - celebrities

· teen info (like for vaping)
    - Pandora
    - Spotify Ads ($100K)
· TicToc → videos

Direct
older
adults

· Ad buys - Facebook

· PSAs (celebrities
  from   like T. Hanks)
       recovery/survive quarantine
· Hire contractor/agency
  Training help on how   1.
  to connect virtually → w/ reolime
  - Tip sheet (AARP, ACL)   well-being
       audience   msgs
  - Video on TV

· Prevention videos

Direct
Disability

· Accessible materials   2.
  → ASL, plainer/easy read
       lang   for ID
            braille

community
↳
caregiver

- Ellen Ads
  on being kind
        to all
- not just "save
  but taking care of
  self, that helps others
- protect yourself so can
  support loved ones
- know the

Campaign Overview

Comprehensive effort to reach groups that are at higher risk for severe illness from COVID-19 and are facing adverse mental health and emotional well-being challenges due to the pandemic

– Grounded in evidence-based health communication, psychology and behavior change theory

→ Desired outcomes:

– Improved coping and emotional well-being among audiences

– Reduction of risk of adverse behaviors

→ Priority audiences (with an emphasis on groups disproportionately affected by COVID-19)

– Older adults (65+) and their caregivers

– People with pre-existing physical and mental health conditions

– People experiencing violence

– People experiencing economic distress

→ Nimble and responsive implementation informed by research

→ Conducted in partnership with audience-focused public health organizations

Formative Research: What We Did

eScan

>700 peer-reviewed and grey publications and existing communication campaigns – in both English and Spanish

Data Distillation

>20 data sets analyzed

Social Listening

>1 million social media posts (a total of 129,322 were relevant) – in both English and Spanish

Partner Needs Assessments

>150 partner and influencers assessed; 16 needs assessment calls held

Partner Listening Sessions

6 partner listening sessions conducted to date; 29 members of audiences participated

Online Focus Groups

10 online focus groups conducted; 58 members of audiences participated

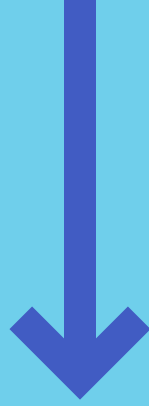| AmeriSpeak® May Omnibus Survey	
Total Weighted Sample: 250,925,936	**Total Weighted Screened Sample: 161,265,124**
Total Unweighted Sample: 1,065	**Total Unweighted Screened Sample: 731**
1,004 (English-language)	682 (English-language)
61 (Spanish-language)	49 (Spanish-language)

What We Learned

- Validation messaging resonates

- Hope and resilience messaging resonates

- People want help, but make it easy and have it come from a trusted source

- The idea of self-care seems to resonate, but it's different for different audiences

- Need to meet them where they are – culturally sensitive and not overly prescriptive

- There is a need for more translated – and transcreated – messages and resources for the Latinx population + partners that serve this community

Note: Gaps identified through the research are time bound; some things have shifted since we began, and we continue to acknowledge new resources that are becoming available as we finalize our messages and materials.

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The Campaign

Truthfully, how are you feeling today?

Afraid

Angry

Grieving

Lonely

Sad

Stressed

Worried

Not Sure

How Right Now/Qué Hacer Ahora was developed to help address feelings of stress, grief, and loss. The website begins by asking a single question—*"How are you feeling today?"*
Visit www.cdc.gov/HowRightNow and www.cdc.gov/Quehacerahora
to explore the resources.

Messaging + Content

Promotion

- Social graphics
- Launch videos
- Influencer content
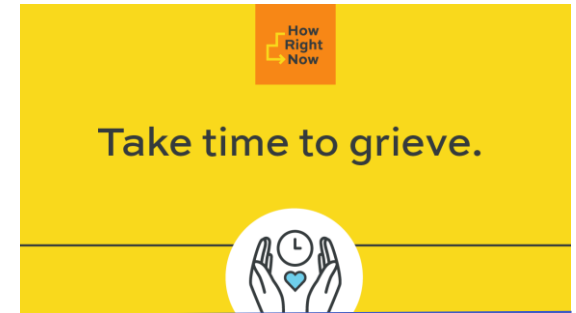- Digital and radio ads

Coping

- Emotion one-pagers and associated resources
- Social graphics
- Crisis lines

Talk

- Conversation guide
- Listening animated graphic
- Expert videos
- Celebrity PSAs

Grief + Gratitude

- Refreshed resources
- Social graphics
- Expert videos on grief
- New gratitude video

The campaign has many different types of content that can address any number of emotions and needs.

Implementation through + with Partners

- Partners were convened monthly about *HRN/QHA* plans and to hear from them

- They were engaged around key campaign moments (e.g., 10/15 Day of Action), and received weekly content pushes and monthly newsletters from the *HRN/QHA* team to continue promotion

- Partners shared messages and materials with their audiences via:

  - Social media channels (paid and organic)

  - Webinars

  - SMS (text message) campaigns

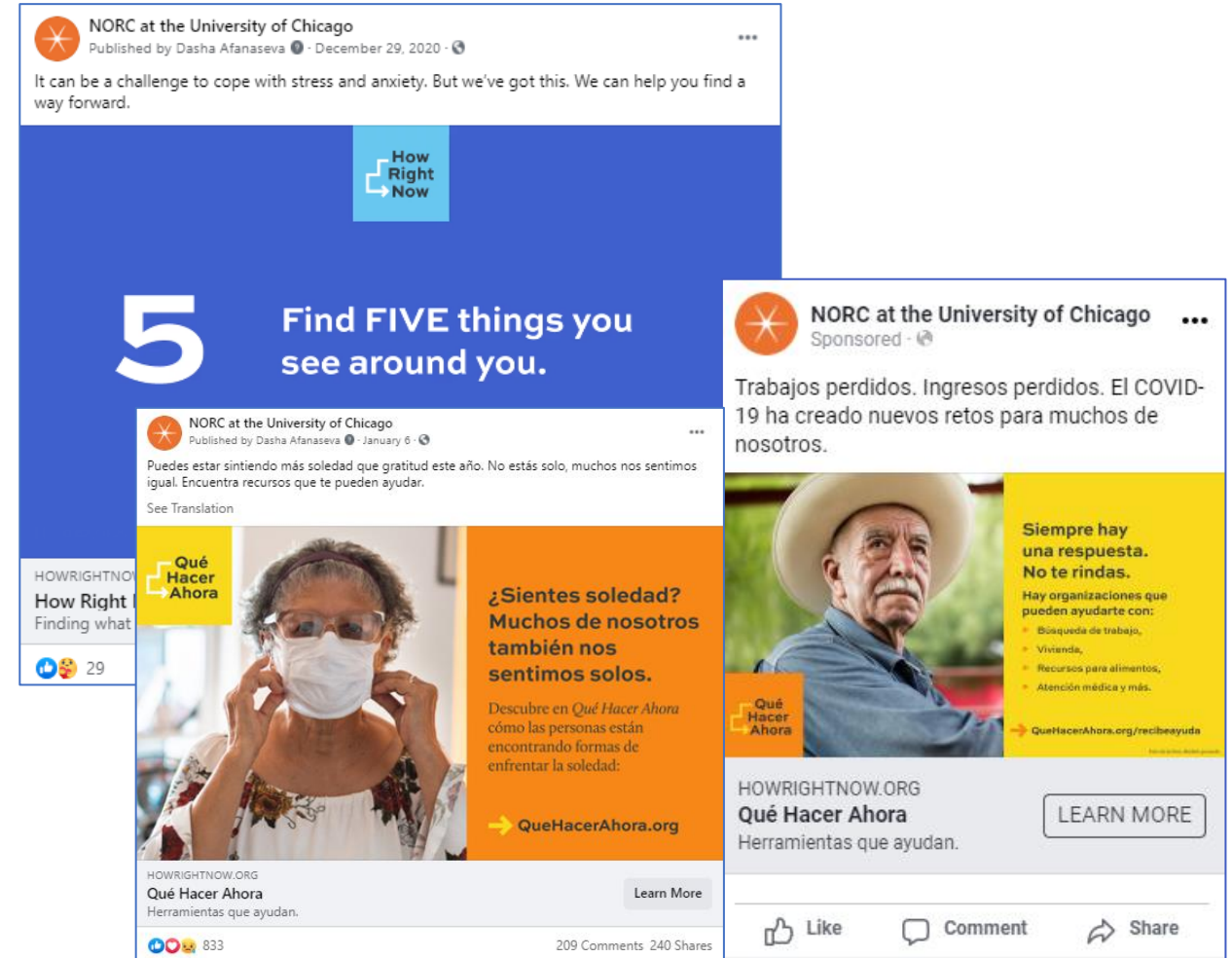 - Email blasts/newsletters

  - In-person events

Implementation through Celebrities + Influencers

- *HRN/QHA* also engaged celebrities and influencers, providing them messages and materials to share on their social media platforms

- Celebrities and influencers received approved content that they could share with their followers

- Some messages were posted as approved; others, mostly with influencers, were adapted to include their individual voice and personal stories

Implementation through Targeted Ad Buys

- Starting in November 2020, *HRN/QHA* began to run targeted ad buys on traditional and digital platforms

- These included:
  - Search ads on Google
  - Social media ads on Facebook and Instagram, including a small pilot on the platform Reddit
  - Radio ads

- These have continued through Spring 2021

Evaluation

Evaluation Purpose

The purpose of the evaluation is to assess the context for, implementation, and reach of the *HRN/QHA* campaign, as well as to assess changes in *HRN/QHA* audience's knowledge, self-efficacy, perceived susceptibility, behavioral control, information seeking, and *HRN/QHA* promoted behaviors over time.
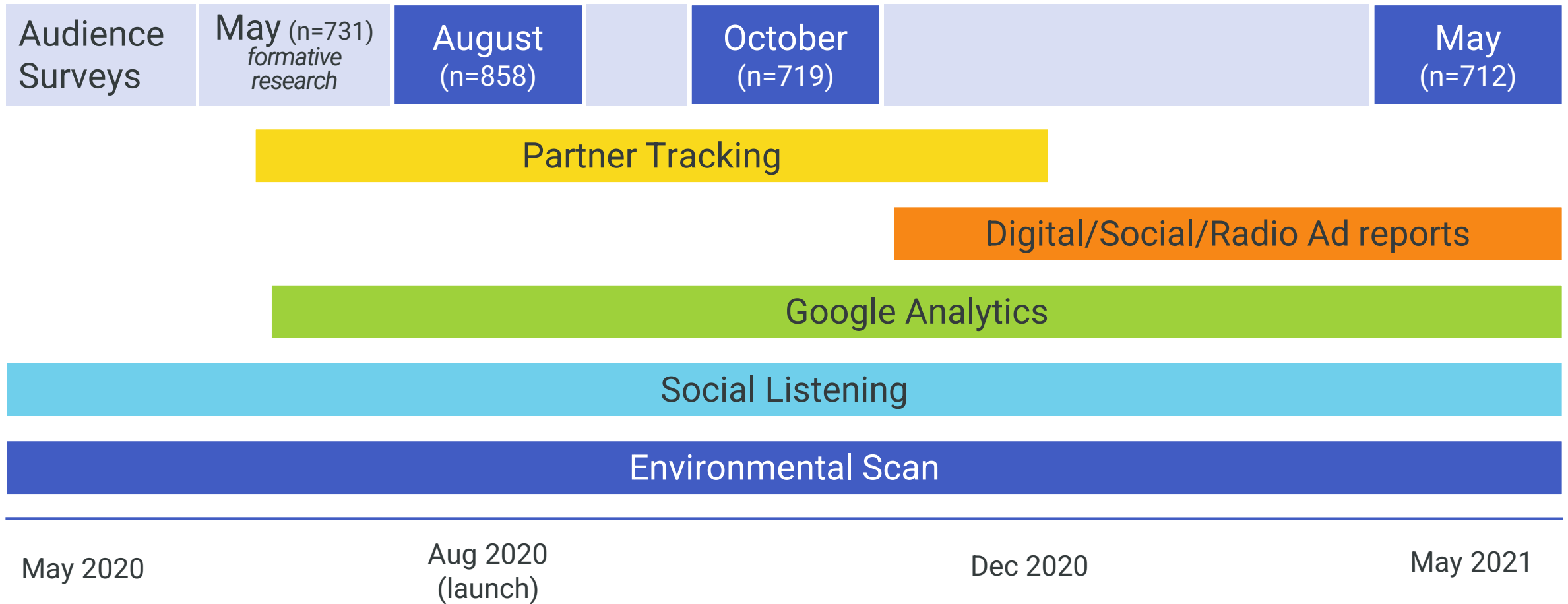
Evaluation Questions

Process Evaluation

- What is the context for implementation of the *HRN* campaign?

- How is the *HRN* campaign implemented?

- How many people are reached by the *HRN* campaign?

Outcome Evaluation

- What *HRN* messages/materials are audiences exposed to?

- What are audiences' thoughts about *HRN* messages/materials?

- To what extent is exposure to *HRN* associated with audiences':
  - Emotional health awareness and beliefs
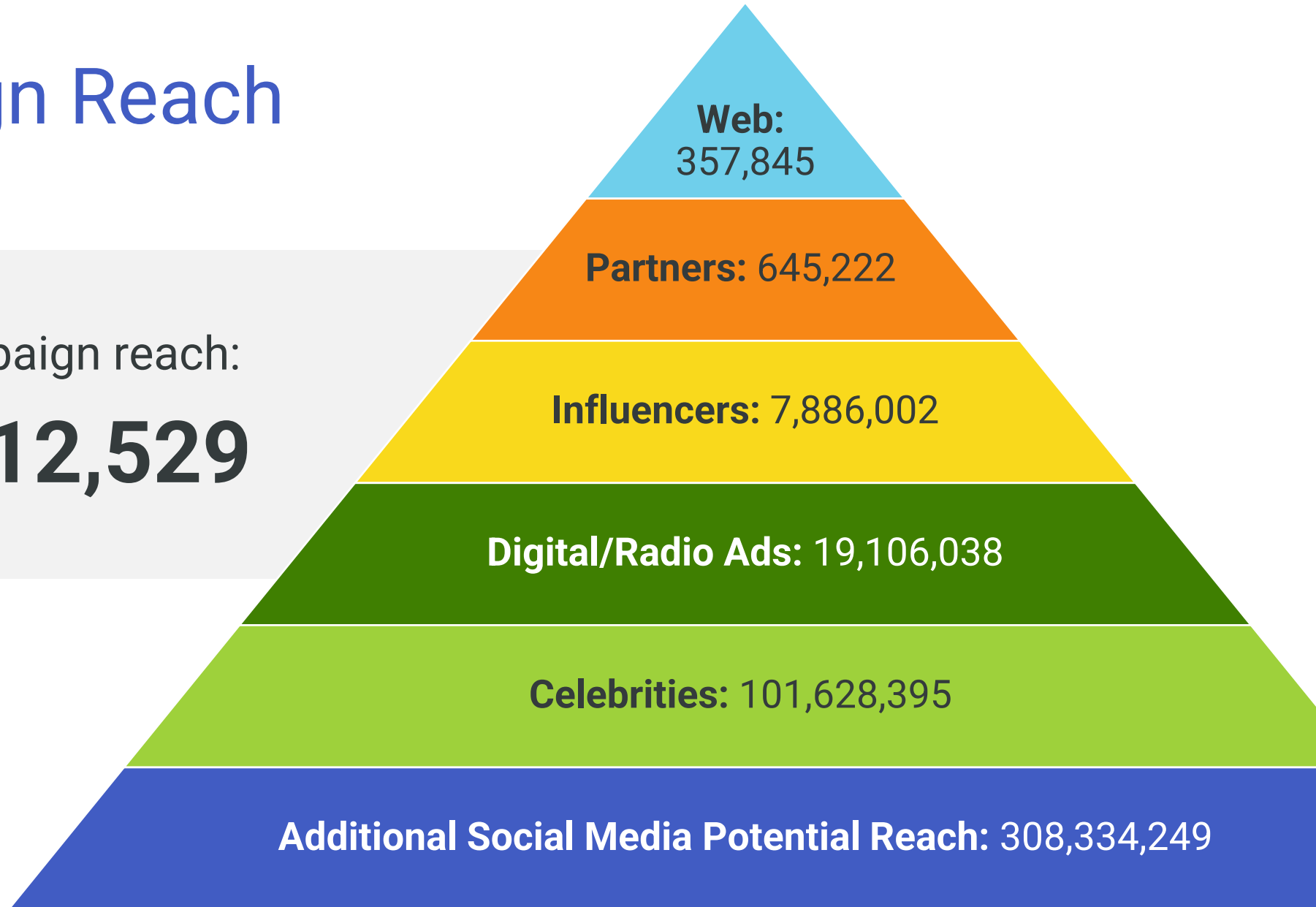 - Information-seeking behaviors
  - Coping behaviors

Campaign Reach

Total campaign reach:

437,312,529

Web: 357,845

Partners: 645,222

Influencers: 7,886,002

Digital/Radio Ads: 19,106,038

Celebrities: 101,628,395

Additional Social Media Potential Reach: 308,334,249

Evaluation Main Take Aways

Several main themes emerged from this evaluation:

- *HRN/QHA* has been nimble and responsive throughout the COVID-19 pandemic, meeting its priority audiences **where they are, with what they need, when they need it**

- These **adaptive techniques** resulted in increased reach of and engagement with the campaign

- *HRN/QHA* content drove community engagement - **online and off**

- *HRN/QHA* was effective with the audiences that needed it most:
  - **People experiencing violence**
  - **People experiencing economic distress**
  - **Communities of color**

- Positive campaign effects were found for these audiences for:
  - **Increased resilience**
  - **Increased use of self-care strategies**
  - **Increased community engagement**

Summary & Implications

Campaign Strategies

- During this period of rapid change, flexibility was key to campaign implementation

- Synthesizing multiple streams of research data enabled the campaign to better understand rapidly changing contexts and emerging audience needs

- Though influencers were generally perceived as less trustworthy messengers than partner organizations, influencer approaches were best positioned for the priority audiences that most needed to hear our messages

Campaign Strategies (cont.)

- Targeted ad buys and influencer outreach increased reach, especially with Spanish language speakers

- These adaptive techniques resulted in increased reach of campaign and engagement with the content

Messages + Resources

- The most effective campaign creative offered positive messages with actionable suggestions
  - We saw this both with the attitudes toward the creative tested in the survey, and in the patterns of resources that users accessed on the website

- The most common emotions experienced were grief (English speakers) and fear (Spanish speakers)
  - The most popular website resources accessed by English users related to grief, while the most popular among Spanish users were focused on fear
  - Similarly, on Twitter, sadness was a commonly mentioned emotion among English speakers, and fear was commonly mentioned among Spanish speakers

Thank you.