

Aim 1

Staff Gatekeeper Training using QPR (Question, Persuade, Refer)

- Program Component
 - Mental Health America
 - Conducts all QPR Gatekeeper Training of Staff Members at Agencies throughout Jacksonville
 - Project Director-Susan Byrne-Lee (CEO and President of MHA)
 - Will hire and train 2 mental health educators to assist in QPR trainings
 - Mental health educators will also assist in training new trainers
 - Will coordinate with agencies to receive QPR training
- Evaluation Component
 - Pre and post questionnaires will be handed out at each training by trainers.
 - Contact information will be requested of participants for 3 month follow-up to be conducted by USF evaluation team
 - Focus groups will be also be conducted by USF's evaluation team with those who wish to participate
- Expected Outcomes
 - Increase in utilization of 211/United Way services
 - Knowledge gained by participants about suicide prevention
 - Increase in referrals of at risk youths

Aim 2

Case Management Services (Referrals)

- Program Component
 - Meeting to discuss the hiring of a County Case Manager (CCM)
 - Child Guidance Center will hire a (CCM)
 - CCM will coordinate with referred youth and their families
 - CCM should always be notified when a youth is referred for services
 - CCM will request “Ok-to-Contact” of parents of referred youths
 - CCM will fax form to USF (yes or no)
- Evaluation Component
 - USF evaluation team will look at Case Management Services pre-implementation of CCM and post
 - After an “Ok-to-Contact” is received USF’s team will attempt to obtain consent/assent from parent and youth
 - Intake interview
 - Monthly “Keep s in mind” post cards will be sent for 6 months
 - 6-month follow interview
- Expected Outcomes
 - The utilization of a CCM should lead to greater use receipt of services for youths referred

Aim 3

Youth Screening and Training using QPR and SOS (Signs of Suicide)

- Program Component
 - Project Director will coordinate with school leadership
 - Identify potential schools
 - Approach principals
 - Identify site coordinators
 - After parental consent is obtained, youths will be trained using the SOS program in health classes
- Evaluation Component
 - USF evaluation team will keep a record for later analysis of requests for youth trainings
 - Trainings in school will include pre and post knowledge questionnaires
 - Focus groups will be also be conducted by USF's evaluation team with those who wish to participate
 - Screenings will identify youths who may be at risk
 - School counselors will notify parents/CCM/USF
- Expected Outcomes
 - Increase in requests for youth training and screening
 - Knowledge gained by youths on suicide awareness
 - Increase in utilization of 211/United Way services
 - Increase in # of referred youths

Aim 4

Parent Gatekeeper Training using QPR

- Program Component
 - Project Director of MHA will conduct trainings on connecting with families and cultural competence
 - Project Director of MHA (along with trainers) will do QPR trainings of parents
 - MHA will record parent involvement activities
 - Parent liaisons
 - Child care
 - Home visits
- Evaluation Component
 - Parent trainings will include pre and post knowledge questionnaires
 - Focus groups will also be conducted by USF's evaluation team with those who wish to participate
 - USF evaluation team will keep a record for later analysis of # of activities to involve parents
- Expected Outcomes
 - Increase in utilization of 211/United Way services
 - Increase in Youth referrals
 - Increase in knowledge of suicide awareness and prevention

Aim 5

Social Marketing Campaign

- Program Component
 - Smart Strategies-CEO Joy Mills
 - Meeting to discuss hiring of a senior strategist
 - Hires a senior strategist
 - Senior Strategist
 - Meeting to design marketing campaign
 - With Susan Byrne-Lee, USF evaluation team
 - Campaign
 - Web, TV, Print, Radio
- Evaluation Component
 - USF evaluation team will record baseline website hits and calls and again periodically during campaign
 - USF evaluation team will look at persons reached
 - Neilson Ratings
 - Arbitron Ratings
 - USF evaluation team will look at materials distributed
- Expected Outcomes
 - Increase in utilization of 211/United Way services
 - Increase in volunteers at 211/United Way
 - Increase in Crisis Trainings through United Way
 - Increase in youths referred