



WELLNESS • RECOVERY • RESILIENCE



Mental Health Services  
Oversight & Accountability Commission

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## Commission Teleconference Meeting August 24, 2023 Presentations and Handouts

- Agenda Item 5:**
- Presentation: Key Perspectives on Transformational Change
  - Presentation: Data + The Power of Administrative Records
  - Presentation: Towards Transformational Change...A New Attitude
  - Presentation: Behavioral Health Quality Framework:  
A Roadmap for Using Measurement to Promote Joint  
Accountability and Whole-Person Care
  - Presentation: Department of Health Care Services  
Behavioral Health Data
- Agenda Item 7:**
- Presentation: Universal Mental Health Screening of Children and Youth
- Agenda Item 8:**
- Presentation: MHSOAC Budget Overview and Expenditure Plan
- Agenda Item 10:**
- Presentation: Strategic Plan 2024-2027 Community Outreach and  
Engagement Plan
- Agenda Item 11:**
- Presentation: Impact Begun, an Exciting Future Ahead

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# Key perspectives on transformational change

California's Mental Health Services Oversight &  
Accountability Commission Meeting

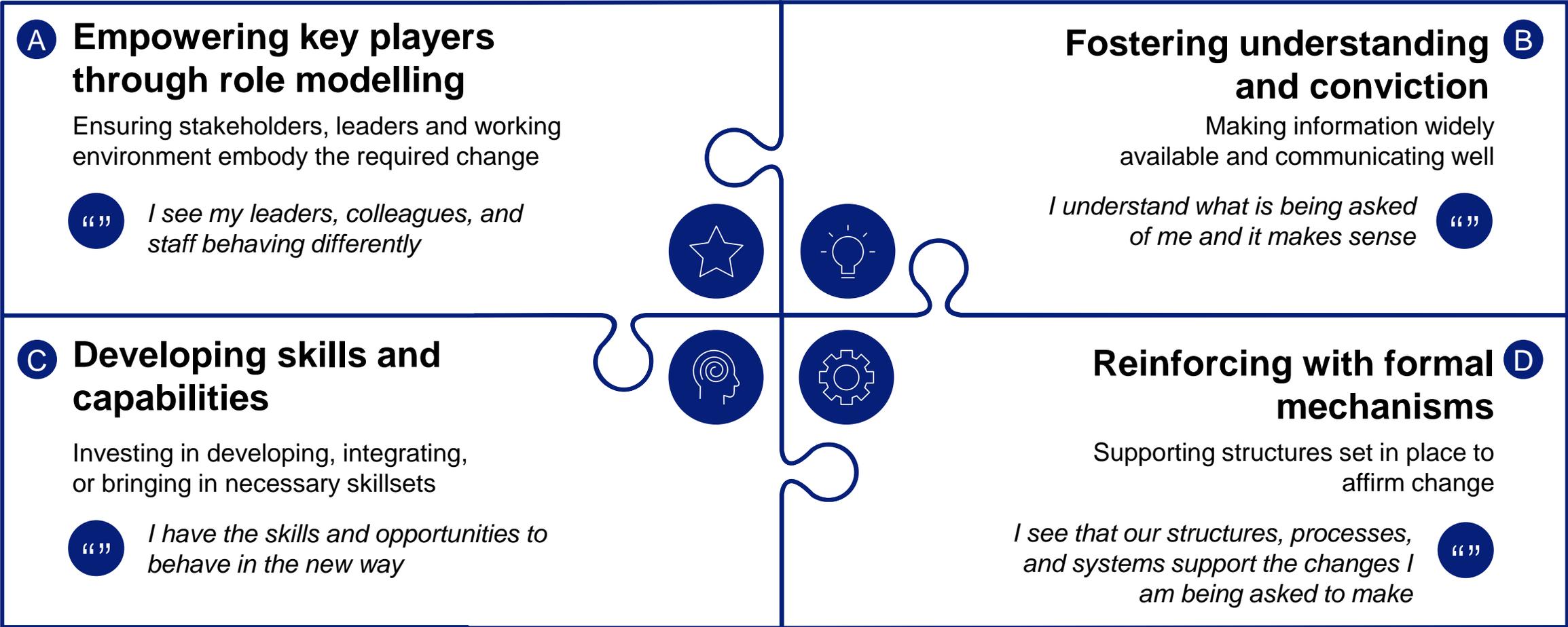
August 24, 2023

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# The influence model defines four categories of activities that can lead to transformational change

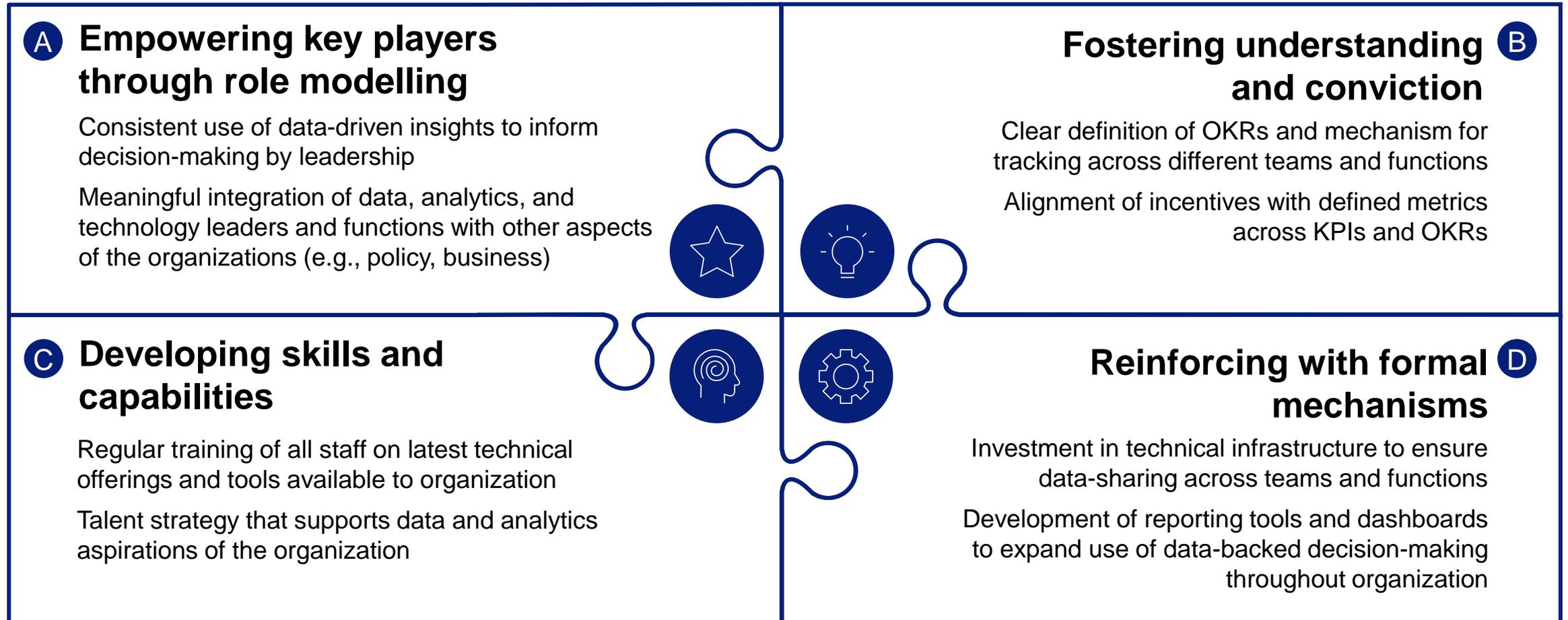
## Key components of the Influence Model



Source: Tessa Basford, Bill Schaninger, ["The four building blocks of change," April 2016.](#)

# Each component of the influence model has implications for underlying data infrastructure to enable transformational change

## Examples of data-backed initiatives within the Influence Model (not exhaustive)



# Across the globe, the safe and secure use of data has been used to drive effective public sector change

 Details to follow

1

## Singapore's behavioral interventions

Ministry of Health Singapore estimated the impact of a behavioral health intervention, the Singapore National Step Challenge (NSC), a **program that incentivizes over 1M Singaporeans to register their steps** on step trackers.

**Using data from Singapore's Health Promotion Board**, the MOH team is using data such as average daily steps, NSC participation, and level of physical activity to incentive actions **to reduce healthcare risk**.

2

## Vibrant's 988 operational readiness

To support the transition to 988 and a 5-year vision for the crisis care continuum, Vibrant **assessed capacity at contact centers** with their current workforce, used analytics **to develop call volume projections and resources needed**, and **tailored network investments to meet expected demand**.

Using these data, Vibrant worked with governments, national, and local partners to bolster capacity to help 988 and the Lifeline network manage 46% more contacts, while **improving answer rates and reducing response times by 75% across all modalities**.

3

## Rhode Island's health equity surveillance system

To have a larger impact at the community-level, Rhode Island's Department of Health (DOH) led the development of a **tech-enabled community-investment model**.

Data is aggregated across multiple systems and informs leaders on **health outcome disparities at the zip-code level**. This allows Rhode Island to **target specific local concerns, improve health equity literacy and measures, and gather evidence of specific health disparities**.

# Deep-dive: Rhode Island's DOH developed a community-led health equity surveillance system to guide policy

## Context

Data collected by RIDOH reflected deep **health outcome disparities between adjacent zip codes in Rhode Island**

## Approach

RIDOH shifted toward **community-investment model (“Health Equity Zones”)** to allow community leaders to guide community interventions and develop policy

To inform community priorities, **Community Health Assessment Group aligned on a set of 15 key performance indicators** of community health (“Health Equity Measures”), spanning across social, environmental, and economic health factors including housing status and civic engagement

**Dashboard with metrics segmented by geographic location and demographic characteristics** are made publicly available to communities and Health Equity Zone leaders to:

- Track progress against goals and increase accountability
- Support business case for state funding and inform community interventions

**Data is aggregated across multiple systems (e.g., BRFSS, census data)** but not yet overlaid for cross-sectional analysis

With guidance of Health Equity Measures and community leadership, **funding to Health Equity Zones has seen significant ROI** (e.g., reported decreases in childhood lead poisoning, increase in access to fruits and vegetables)



## Impact

**\$10.4M+**

Invested in local health zone initiatives 2016-2020

**163%**

Increase in community engagement

**44%**

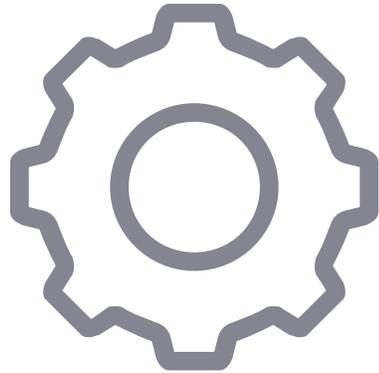
Decrease in childhood lead poisoning in Pawtucket



## Key learnings

Success of Health Equity Initiative:

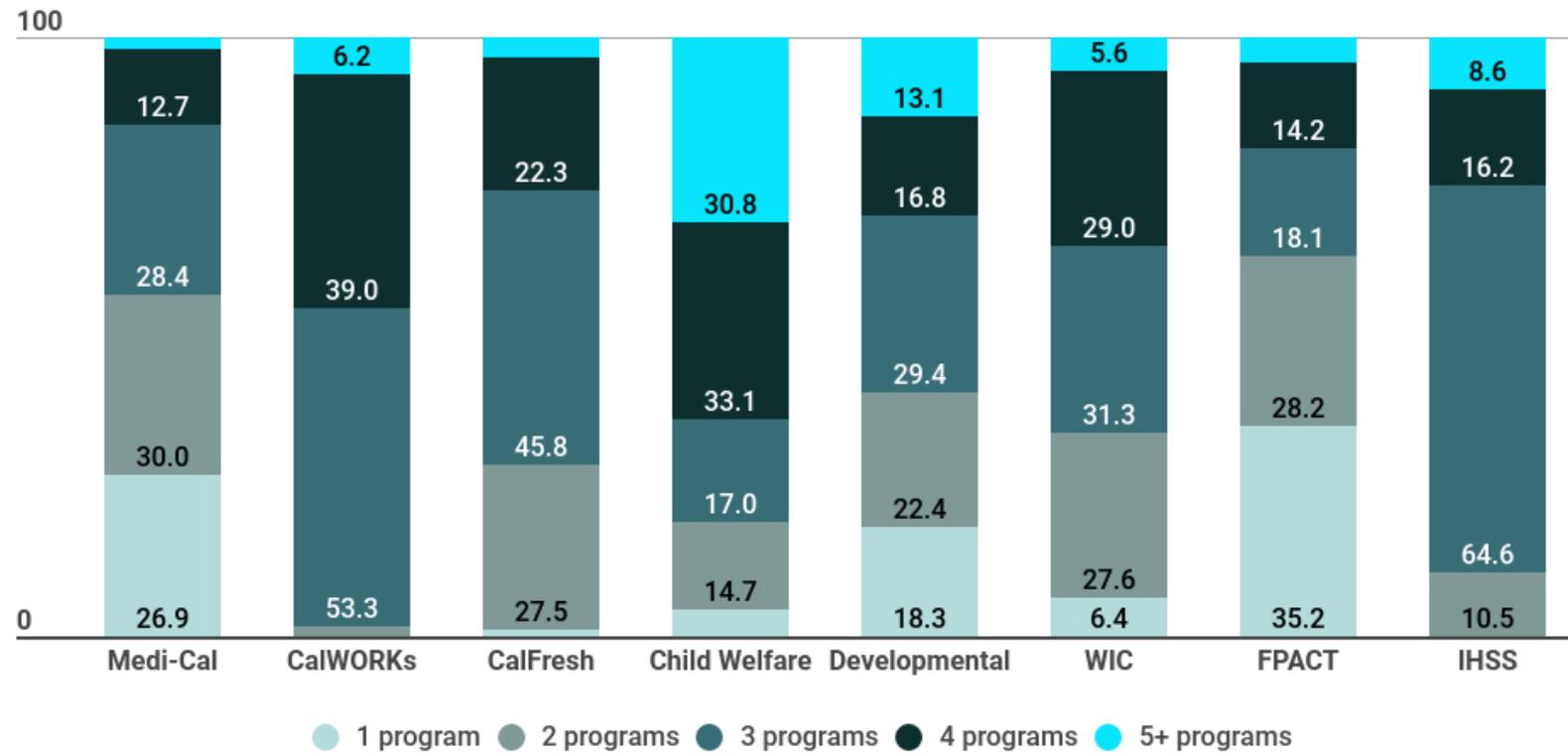
- **Tracking metrics with granular geography** allows targeting of specific local concerns and facilitates building solutions
- **Clear health equity measures** from public data and displayed online can improve health equity literacy, which leads to better outcomes
- Definitive **evidence of a specific health disparity** and **quantification of its magnitude** can drive funding, engagement, and legislation



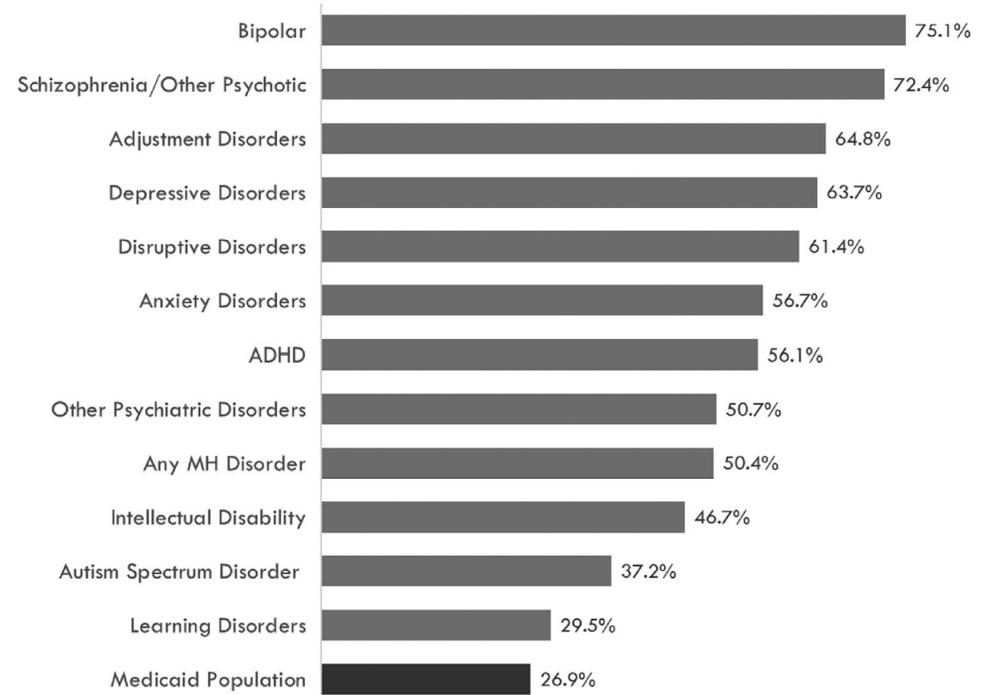
# **data** + the power of **administrative records**

8.24.23

**FIGURE.** Percentage of child clients receiving benefits / eligible for services from a given CHHS program in 2017 and interacting with other CHHS programs between 2015-2018



*“Most children reported for maltreatment will never be placed in foster care, underscoring the importance of ensuring that children who remain at home receive the proper array and coordination of services.”*



**Figure 1.** Medicaid study population (aged 0-17 in 2014-2015) by mental health (MH) diagnostic group and percentage of children reported for alleged abuse or neglect.

Brief Report

# Rates of Emotional Disturbance Among Children in Foster Care: Comparing Federal Child Welfare Data and Medicaid Records in Two States

Child Maltreatment  
2022, Vol. 0(0) 1–8  
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DOI: 10.1177/10775595221118931  
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Lindsey Palmer<sup>1,2</sup> , Sarah Font<sup>1,3</sup> , Toria Herd<sup>1</sup>, John Prindle<sup>2</sup>  and Emily Putnam-Hornstein<sup>2,4</sup>

## Abstract

The purpose of this study is to estimate the rate of emotional disturbance (ED) among children in foster care and assess the validity of the national foster care census data (AFCARS) measure of ED. This study used linked child protection and Medicaid records from 2014 and 2015, for the states of California and Wisconsin, as well as data from AFCARS, a federal population census of children in foster care which states are mandated to contribute to. ED is defined by AFCARS and includes an array of mental and behavioral health diagnoses. According to AFCARS, 13% of CA children in foster care and 15% of WI children in foster care had an ED, whereas Medicaid claims produce rates of 45% and 48%, respectively. Rates of ED among children in congregate care were underestimated by 43–46 percentage points, with substantial proportions having diagnoses of disruptive behavioral disorders. Despite the AFCARS ED measure being cited in congressional testimonies and its wide use in research, results from this study suggest that the AFCARS ED estimates are an unreliable metric for use in research, policy, or practice.

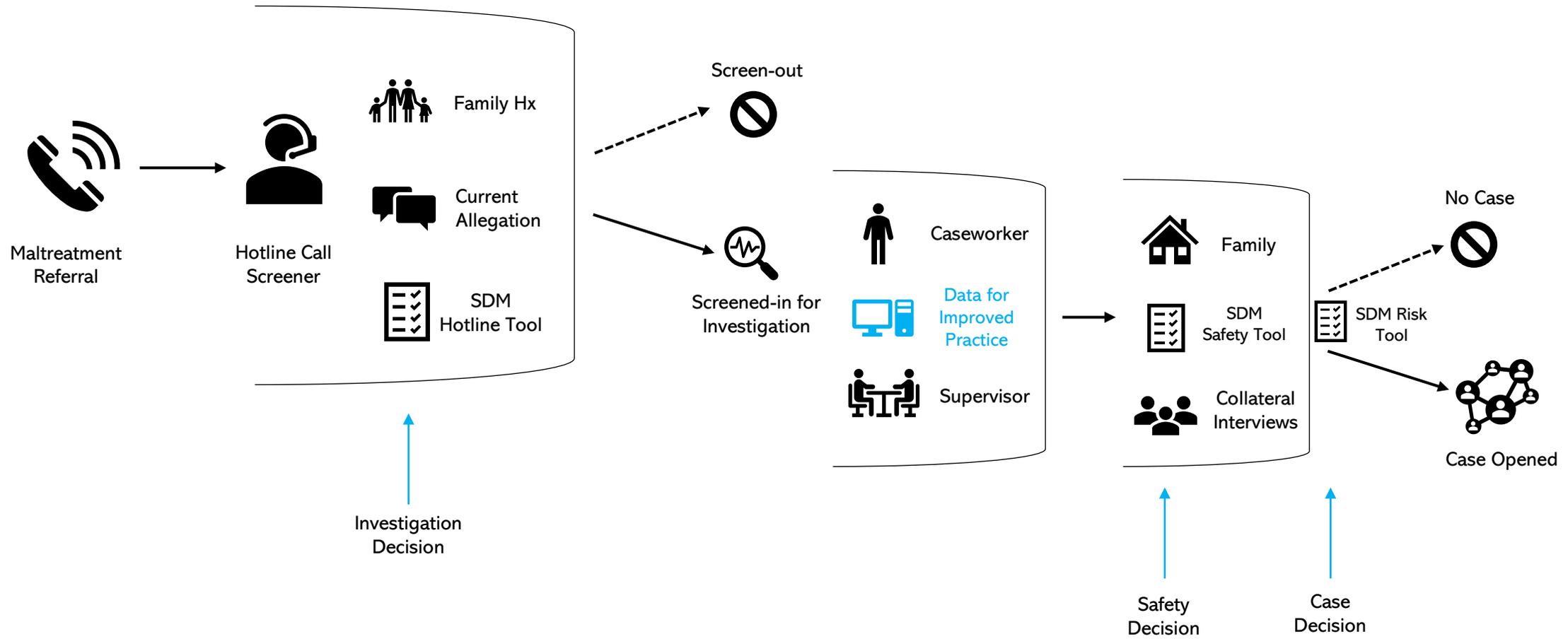
## Keywords

adoption and foster care reporting system, child welfare, foster care, congregate care, mental health

Child Welfare  13%

Child Welfare    46%

Medi-Cal





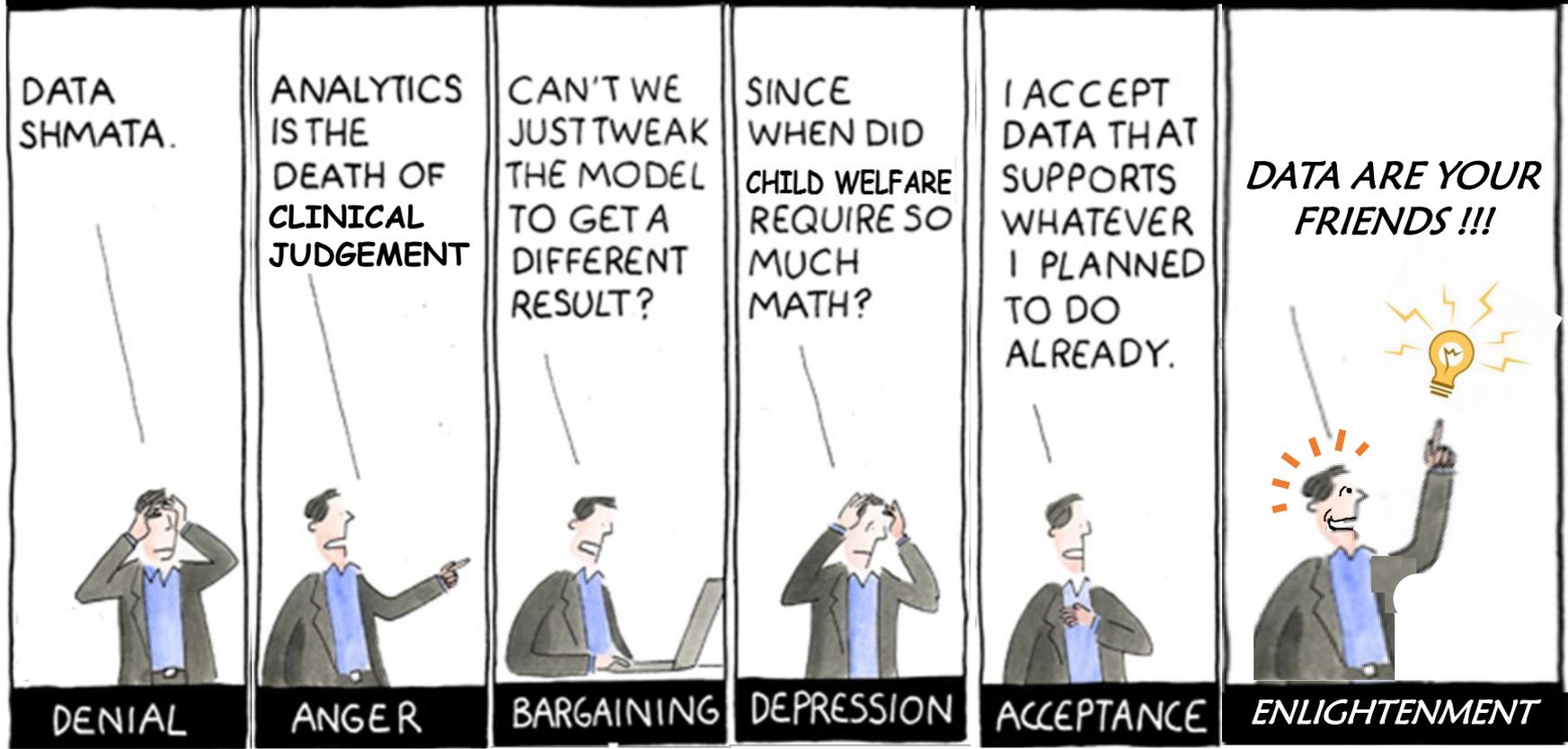
**questions?**  
[eph@unc.edu](mailto:eph@unc.edu)



# Towards Transformational Change...

## *A New Attitude*

### STAGES OF DATA-DRIVEN DECISION MAKING



# Challenges & Barriers to ...

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- ❑ Transparency:
  - ❑ Data Availability (intentionality, sharing, linking, masking).
  - ❑ Centralized Access (public availability).
  - ❑ Ease of Use (intuitive presentation, responsive technical assistance).
  
- ❑ Developing Core Metrics:
  - ❑ Consensus on System Goals.
  - ❑ Avoiding the Garden Path (sound vs. 'easy' methodology).
  - ❑ Unintended Consequences & Counterbalanced Measures.

# System Reform in Child Welfare

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- ❑ Federal Child and Family Services Review (CFSR)
- ❑ California C-CFSR (Assembly Bill 636)
- ❑ Extended Foster Care for TAY (Assembly Bill 12)
- ❑ Family First Prevention Services Act (P.L. 115-123)

# Promising Models

**CCWIP**  
California Child Welfare Indicators Project

California Child Welfare Indicators Project  
**Data and technical assistance to promote child welfare system improvement**

The California Child Welfare Indicators Project (CCWIP) is a collaborative venture between the University of California at Berkeley (UCB) and the California Department of Social Services (CDSS). The project is housed in the School of Social Welfare, and provides agency staff, policymakers, researchers, and the public with access to critical outcome information on California's child welfare system.

**Report Index**  
All Measures

**CFSR4**  
Federal Measures

**Fundamentals**  
Key Reports

**Process Measures**  
CDSS

**CWS Outcomes**  
C-CFSR Report Index

**Dashboards and Frequently Visited Reports**

**TAY-Hub**  
Transition-Age Youth Research & Evaluation Hub

**Safety Dashboard**  
California Child Safety Indicators

**Allegation Rates**  
Rates of children with a maltreatment allegation or substantiation

**In Care—Point In Time Count**  
Children in foster care on a given day

<https://ccwip.berkeley.edu/>

## Other Innovative Projects:

- Children's Data Network (<https://www.datanetwork.org/>)
- Child & Adolescent Data Lab (<https://ssw-datalab.org/>)
- Results Oriented Management (<https://socwel.ku.edu/rom>)
- State Data Center (<https://fcda.chapinhall.org/>)



# BEHAVIORAL HEALTH QUALITY FRAMEWORK:

## A Roadmap for Using Measurement to Promote Joint Accountability and Whole-Person Care

*Serene Olin, PhD, Principal*

Presentation to the Mental Health Services Oversight & Accountability Commission on August 24, 2023

# AGENDA

- Challenges to BH Quality Accountability
- Behavioral Health Quality Measurement Framework
- Roadmap for Joint Accountability to Whole Person Care

# CHALLENGES TO BEHAVIORAL HEALTH QUALITY ACCOUNTABILITY

# BEHAVIORAL HEALTH (BH) IS A KEY DRIVER OF OVERALL HEALTH

- **Behavioral health (BH)\* conditions are a leading cause of disease burden.**
- **Effective treatments exist** but available care is unevenly distributed.
- **BH conditions are costly** with an outsized impact on medical costs across both public and commercially insured lives.
  - Individuals with BH conditions account for more than half of all health care spending, but BH services account for only 4.4% of this cost<sup>+</sup>.
- **National efforts are evolving to pay for value**, rather than volume.

**Quality measures** are needed to guide value-based payment models to support high quality care that is equitable and coordinated care.

*\*Behavioral health (BH) includes mental health and substance use disorders*

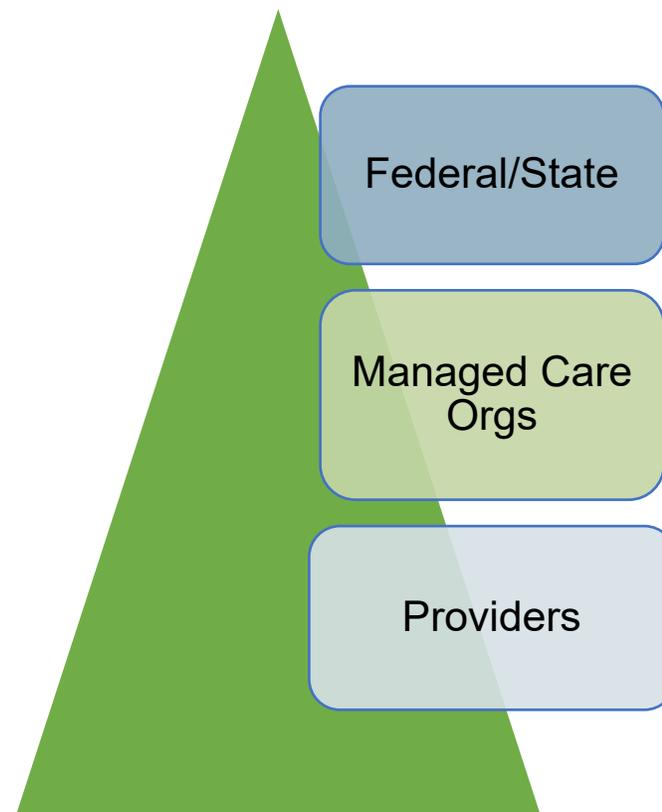
*[+How do individuals with BH conditions contribute to physical and total healthcare spending?](#)*

# ROLE OF QUALITY MEASUREMENT

**Quality measurement** is the process of using data to evaluate the performance of health plans and providers against recognized **quality** standards and performance.

## Measurement

1. Creates **transparency**
2. Fosters **accountability**
3. Drives **improvements in care**



## Macro Level

Set priorities. direct resources through regulations and payment reform

- Measures demonstrate system efficiencies and population outcomes

## Meso Level

Manage delivery of evidence-based care

- Measures incentivize high quality care in provider network, demonstrate effective management and outcomes for covered lives

## Micro Level

Deliver timely and effective care

- Measures improve care delivery and demonstrate positive client outcomes

# BH QUALITY LANDSCAPE:

Abundant measurement, reliance on home-grown metrics, few measures of BH integration

39 active federal reporting programs focused on delivery of healthcare services require reporting of **over 1400 measures**

**Mix of BH and PH** and "cross-cutting" measures common  
*"Whole person" care*

**Reliance on nonstandard performance measurement**, especially in BH

**Few BH measures are consistently used**  
*35 standardized BH measures mostly rely on administrative claims, focus on diagnoses and narrow care processes*

**Lack standard ways to capture key aspects of BH integration**  
*"Home-grown" metrics for cost, care coordination, care experience, outcomes*

# DELIVERY SYSTEM EXPERIENCE OF BH QUALITY MEASUREMENT

BH quality measurement is uncoordinated, burdensome, and inadequate

BH **care** supported through a complex funding streams with disparate reporting requirements

Measures seen as rudimentary and narrow; not useful for improving care delivery

Reporting burden limit available resources to focus on measuring what matters

BH Integration viewed as key to addressing access and stigma, but lack clarity on **WHO** is accountable and **HOW** to measure quality of integration

**Large-scale solutions** and **incentives** needed to improve BH data available for quality measurement

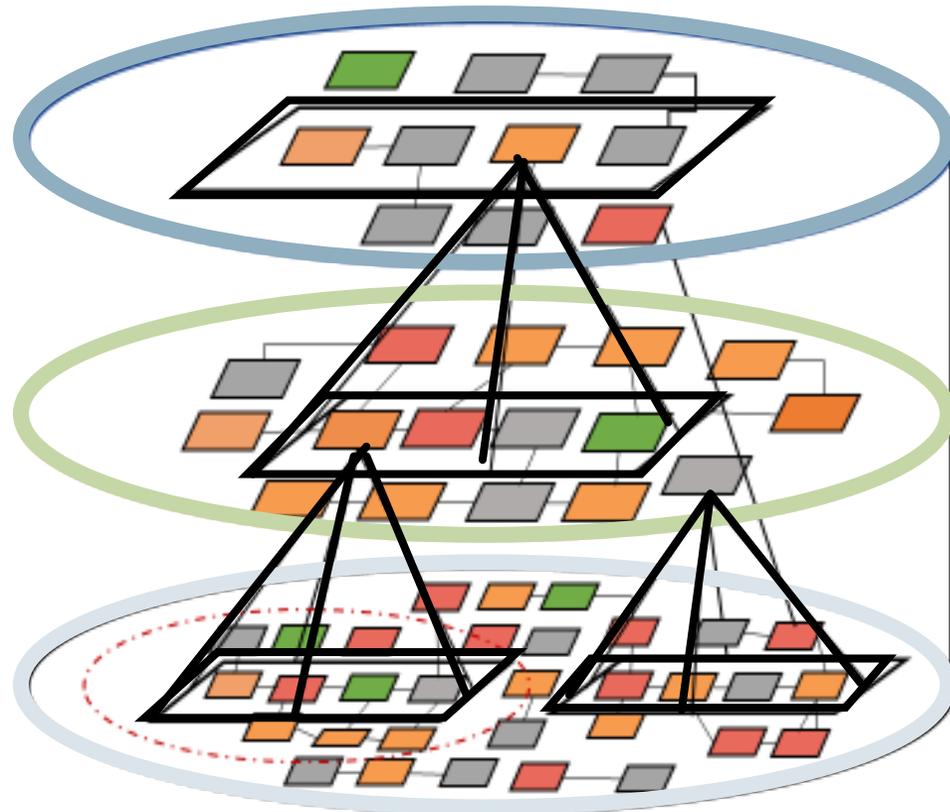
# “MEASURING WHAT MATTERS” DIFFERS BY STAKEHOLDER

Stakeholders at different levels of the system have unique and unmet quality measurement needs

	Measure Category	State	Managed Care	Provider
OUTCOMES	BH symptoms and functioning improvement (i.e., measurement-based care)	X	X	X
	Patient goal attainment		X	X
	Patient experience		X	X
	Social outcomes (e.g., kindergarten readiness, crime rate, employment rate)	X		
	BH integration- outcomes and effectiveness	X	X	
	Cost	X	X	
	Equity in BH outcomes	X	X	X
PROCESSES	Social service coordination (e.g., linkage to social service agency)		X	X
	Health care coordination/referral success		X	X
	Evidence based treatment (e.g., Fidelity to Cognitive Processing Therapy model)	X		X
	Patient goal setting	X	X	X
	BH integration-processes (e.g., data sharing, warm-handoffs)		X	X
	Equity (e.g., equitable access to BH care)	X	X	X

# BEHAVIORAL HEALTH QUALITY FRAMEWORK

# BEHAVIORAL HEALTH QUALITY FRAMEWORK\*



## *Macro Level*

Set priorities and direct resources through regulations and financial support

## *Meso Level*

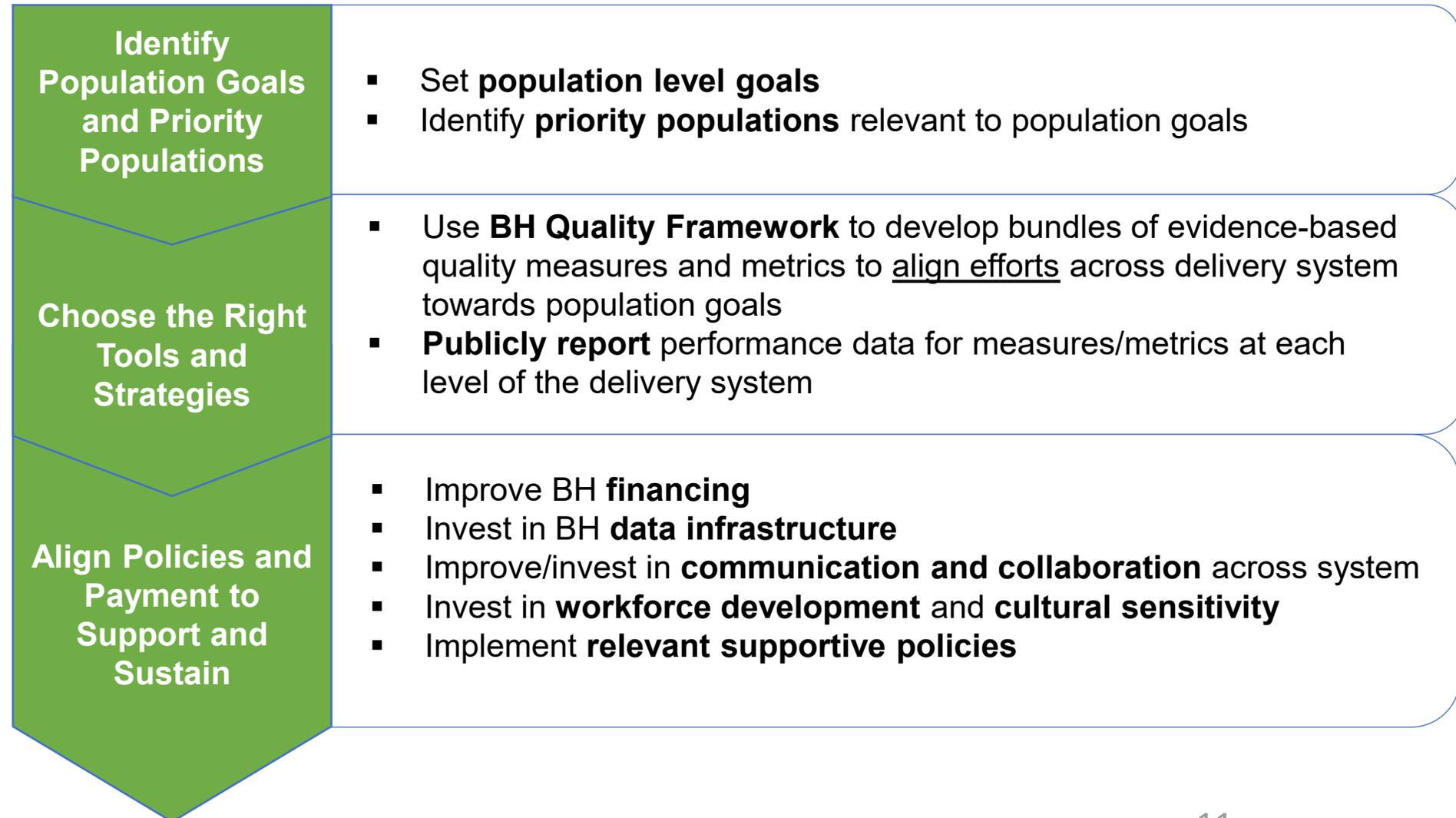
Manage delivery of evidence-based care

## *Micro Level*

Provide evidence-based treatment and services to support whole-person care

A measurement framework to focus reporting  
on what matters at each level of the delivery system

# ROADMAP: APPLYING THE QUALITY FRAMEWORK



# STEP 1: IDENTIFY POPULATION GOALS AND PRIORITY POPULATIONS

## **Population Health Goal:**

- Reduce suicide rates

## **Relevant populations:**

- High risk populations with BH needs (homeless, foster care, LGBTQ+, Disabled, etc)
- Individuals who present to the ED or inpatient care for BH crisis
- Individuals who use BH crisis care (988, or other)
- Individuals with history of past attempt (family or self)

# STEP 2: ALIGN ACROSS THE SYSTEM TO DRIVE IMPROVEMENTS IN POPULATION GOALS

## Example of Aligning Accountability Measures To Reduce Suicide

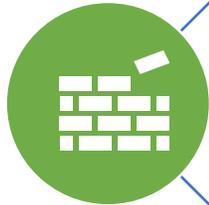


<b>Macro</b> (Set priorities and direct resources)	<b>Outcome:</b> Reduce suicide rate
	<b>Process:</b> Access to crisis services (no wrong door)
	<b>Structure:</b> Monitor and enforce BH network adequacy, adequate payments for EBPs, care coordination, workforce training, data sharing
<b>Meso</b> (Manage care delivery)	<b>Outcome:</b> Repeat BH crises; ED use driven by BH conditions, Cost
	<b>Process:</b> Care management, BH integration with primary care
	<b>Structure:</b> Provider network adequacy, coverage for evidence-based prevention, treatments, care coordination for SDOH services
	Patient experience
<b>Micro</b> (Deliver evidence-based care)	<b>Outcome:</b> Treatment dropout; Symptom remission, functional improvements
	<b>Process:</b> BH screening/risk assessment, monitoring and adjustment of treatment; care coordination
	<b>Structure:</b> Capacity to deliver range of EBP services; team-based care for complex needs; communications & data infrastructure
	Patient experience

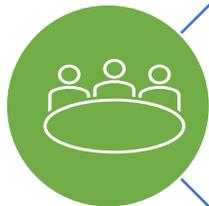
## STEP 3: ALIGN POLICIES AND PAYMENT TO SUSTAIN



BH financing (i.e., coverage and reimbursement for full range of BH care, value based or alternative payment models to support BH care delivery)



BH data infrastructure (i.e., standards, exchange, storage)



System-wide coordination and collaboration



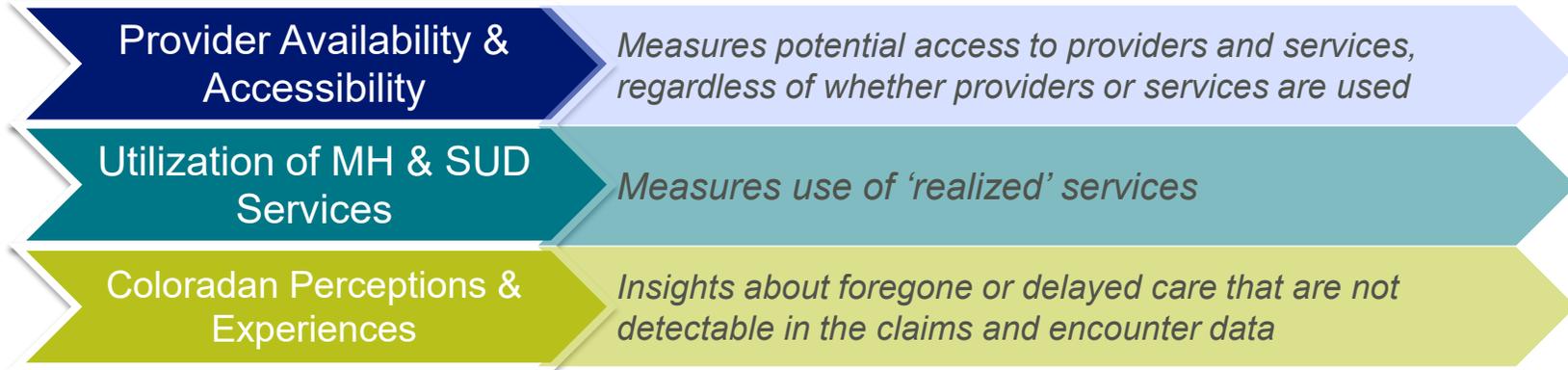
Workforce capacity and training In EBPs and culturally competent care

# USE THE BH QUALITY FRAMEWORK TO...

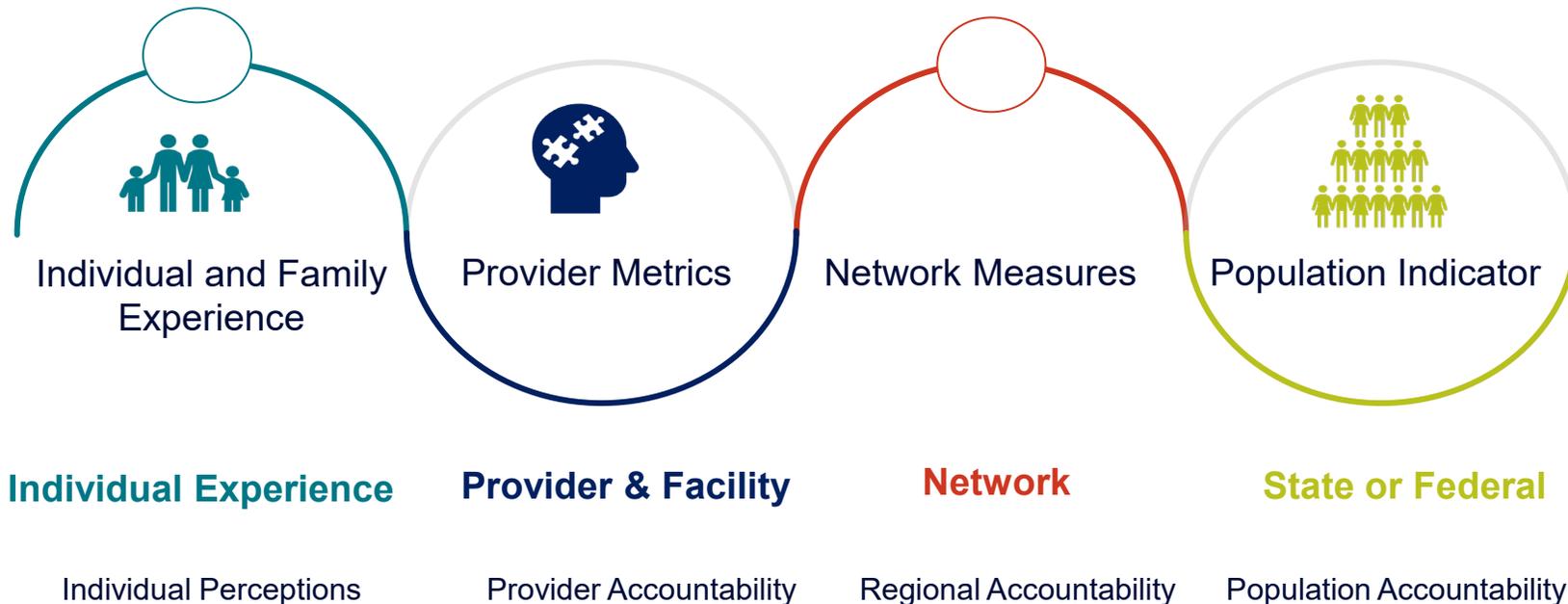
- **Clarify your mission and vision:** What is your role in the larger system and how do you contribute to population and system outcomes?
- **Choose the Right Tools/Strategies:** How will you know you are on the right track?
  - Select **coordinated quality performance measures** tailored to your role/responsibility but aligned with larger system goals
  - Use data to support transparency, inform strategies used to improve the care you deliver, and demonstrate your success (VBPs)
- **Leverage resources, coordinate and collaborate with key partners:**  
How can you coordinate and collaborate with key partners across the system for collective impact?

# EXAMPLE

Domains



Spheres of Influence



- Care Access Domain based on Urban Institute Medicaid Access to Care Framework
- Spheres of Influence are based on NCQA BH Quality Framework

# Department of Health Care Services Behavioral Health Data

August 2023

# DHCS Behavioral Health Data Examples

DHCS oversees several; behavioral health funding sources with various data systems. Some examples:

- **Federal and state grants.** Data includes project outcomes on grant investments.

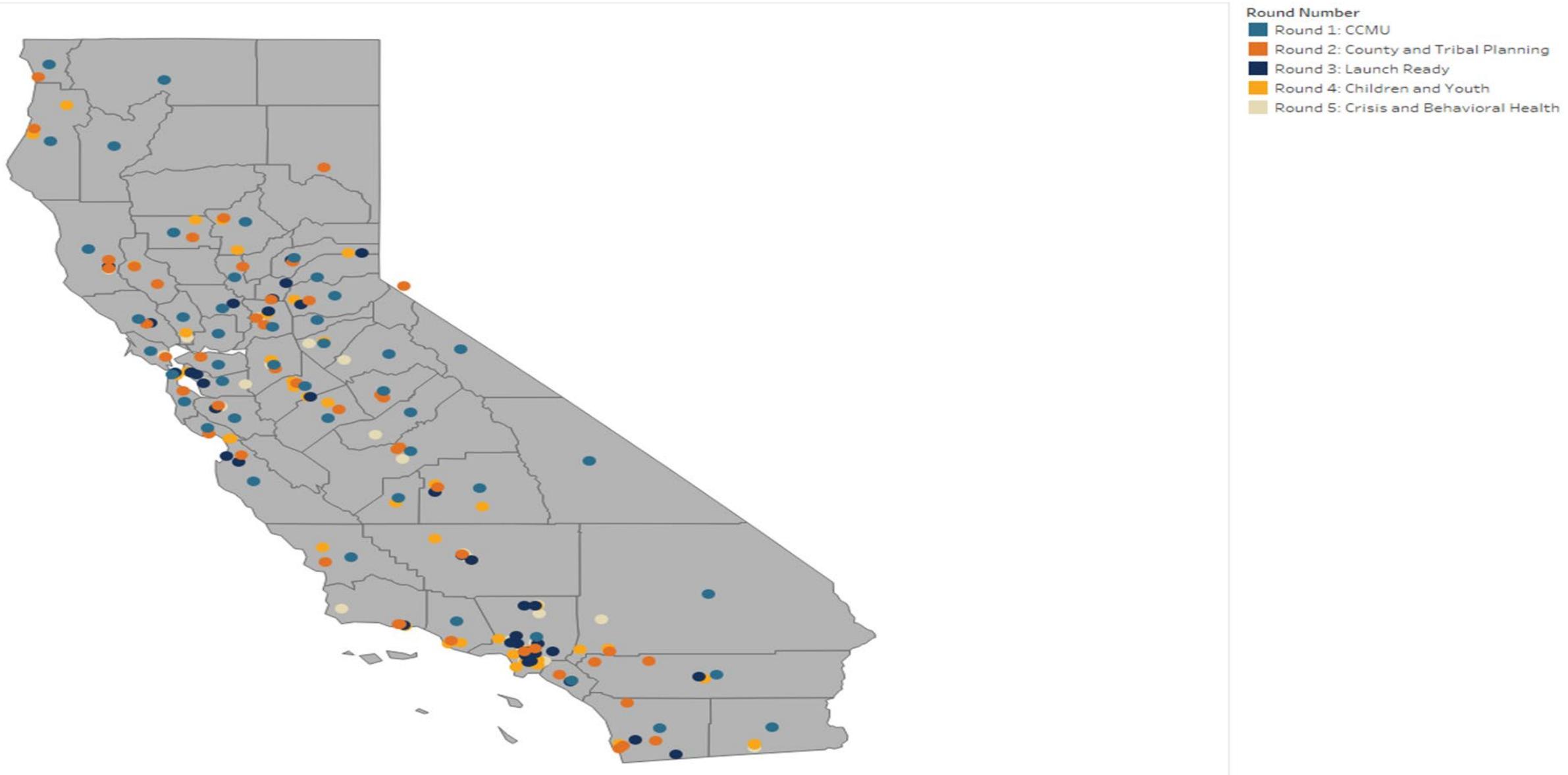
Example: BHCIP Data Dashboard (highlights, facility capacity, regional capacity, facility type).

- **BH Medi-Cal services.** Data includes patient outcomes, core measures, and service data.

Example: Behavioral Health Dashboard [specialty mental health services performance measures, mental health services demographics for child and adult (AB 470), and CMS mental health measures]

# BHCIP Rounds 1 through 5 Awards

<https://www.infrastructure.buildingcalhhs.com/>



# BH Medi-Cal Services Example

<https://behavioralhealth-data.dhcs.ca.gov>



California Department of Health Care Services



## Mental Health Plan Dashboard

### Access

**Measure:** Time and Distance Standards

**Age Group:** Adult

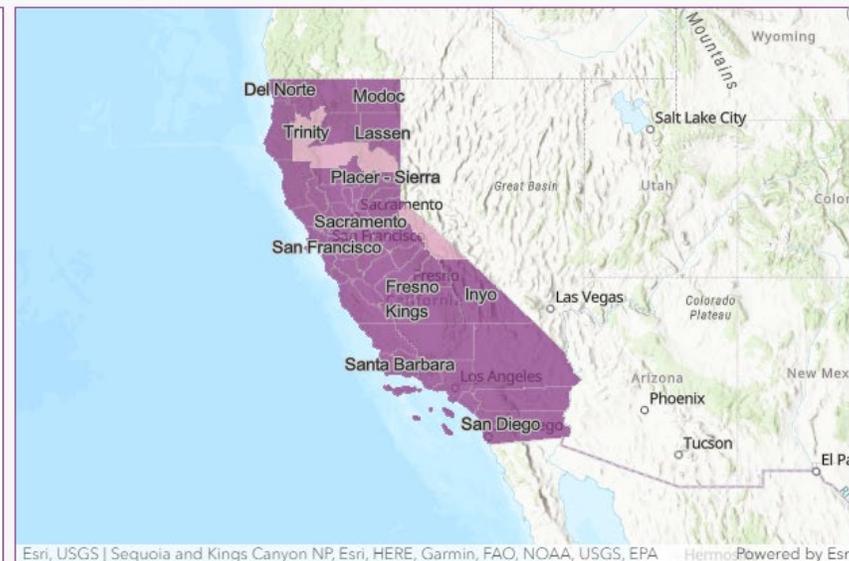
**SMHS Type:** Outpatient

**Urgency Type:** N/A

**Description:** Measures whether the county Mental Health Plan (MHP) has providers located within time and distance standards for Medi-Cal beneficiaries.

**Click below for additional information and reports:**

<https://www.dhcs.ca.gov/formsandpubs/Pages/NetworkAdequacy.aspx>



Esri, USGS | Sequoia and Kings Canyon NP, Esri, HERE, Garmin, FAO, NOAA, USGS, EPA | Hermon Powered by Esri

Map

Timeliness by Age Group

Timeliness by SMHS Type

Fiscal Year	MHP	Domain	Age Group	SMHS Type	Measure	Urgency Type	Result
2022	Alameda	Access	Adult	Outpatient	Time And Distance	N/A	Pass
2022	Alpine	Access	Adult	Outpatient	Time And Distance	N/A	Alternative Access Standards Not Needed
2022	Amador	Access	Adult	Outpatient	Time And Distance	N/A	Pass
2022	Butte	Access	Adult	Outpatient	Time And Distance	N/A	Pass
2022	Calaveras	Access	Adult	Outpatient	Time And Distance	N/A	Pass
2022	Colusa	Access	Adult	Outpatient	Time And Distance	N/A	Pass

# Potential Additional BH Data Changes

## » AB 529: BH Reform

One key element is to improve statewide accountability, **transparency**, and access to behavioral health services.

- Develop **outcome measures**, not just process measures, to drive toward meaningful and measurable system change.
- Create the County Behavioral Health Outcomes, Accountability, and Transparency Report

# Outcomes, Accountability, and Transparency Report

## » The **County Behavioral Health Outcomes, Accountability, and Transparency Report**, which includes:

- Annual allocation of BHSA, Realignment, and all federal block grants
- Annual spend on non-federal match payments including BHSA, Realignment or other county sources
- BHSA, Realignment and Block Grant only spend
- Any other BH investments using local General Fund or other funds
- Any unspent BHSA, Realignment or block grant funds for that fiscal year
- Cumulative unspent BHSA, Realignment or block grant funds, inclusive of reserves
- Administrative costs
- Data and information on workforce
- Quality metrics
- Stratified data to identify BH disparities and outcomes
- Information on services provided to persons not covered by Medi-Cal, including commercial insurance, Medicare, and uninsured.

A person is seen from behind, swinging on a swing set. The sun is low on the horizon, creating a warm, golden glow. The person's hair is blowing in the wind. The background shows a clear sky with some clouds and the ocean in the distance.

# Universal Mental Health Screening of Children and Youth

## Project Plan Overview

August 24, 2023

# A state of emergency for youth mental health.

- 50% of mental health challenges begin by age 14; 75% by age 24.
- Affects 12% of Californians between 3 and 17 years; 30% of adolescents.
- Most are not receiving services or supports according to surveys.
- 527 young people died by suicide in 2020; half were younger than 20.

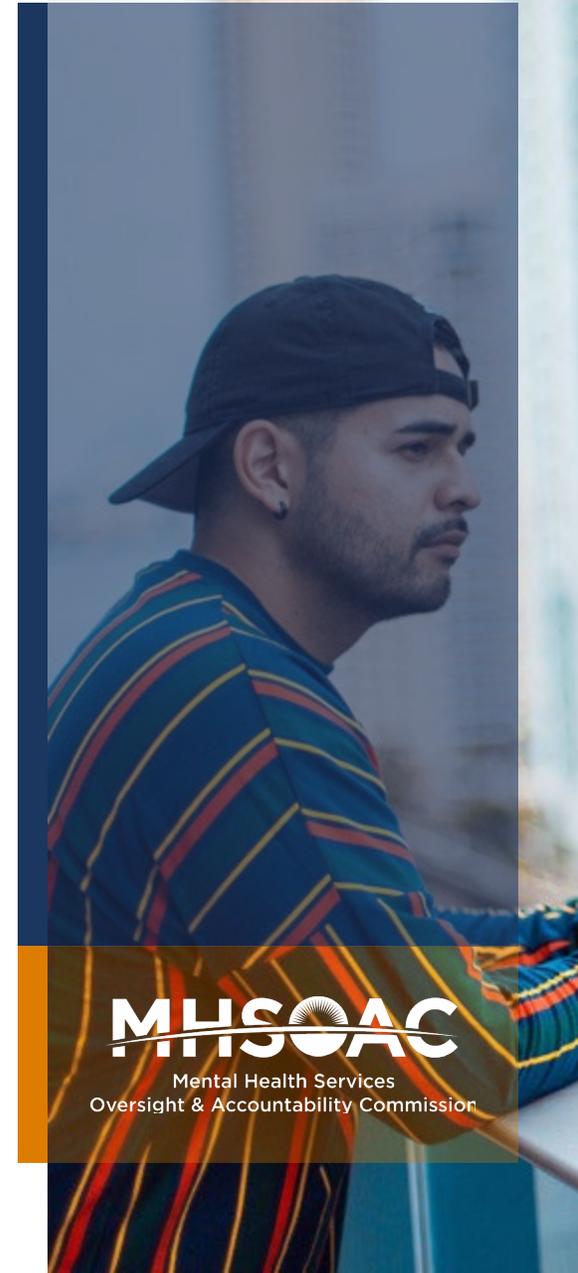


**MHSOAC**

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# Early detection and intervention saves lives - screening is key.

- Early identification and intervention leads to better outcomes, lessens severity, and prevents suffering.
- Average delay for accessing services and support is 11 years.
- Mental health screening is critical to bridging the gap.

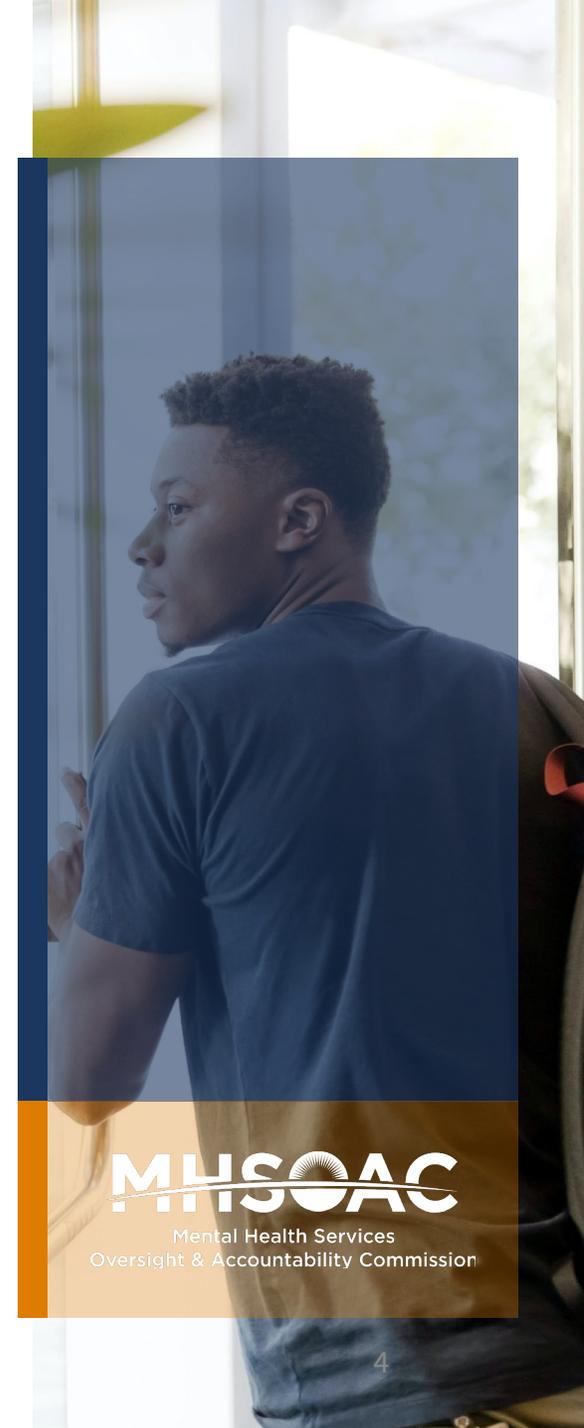


**MHSOAC**

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# Screening in Schools

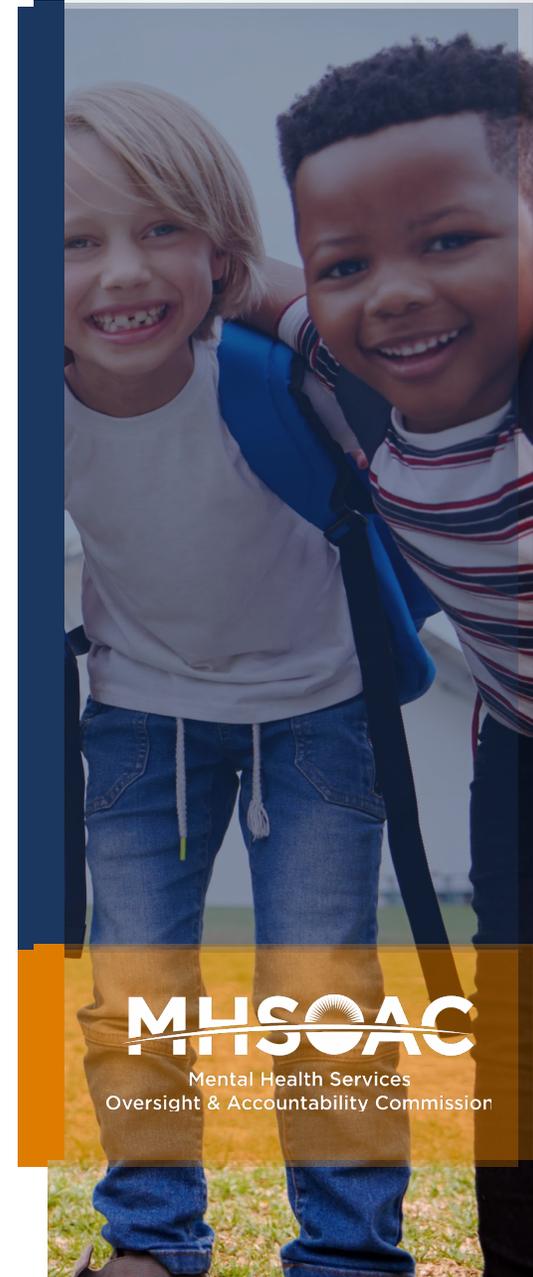
- School is a strategic setting for mental health screening.
- Public health models endorse universal screening – where all students are assessed for risk.
- Capacity concerns and social tensions lead to underutilization in schools.
- California needs a path forward.



# Universal Mental Health Screening of Children and Youth Project

The Legislature requests the Commission to report information and recommendations for expanding universal mental health screening for children and youth in California.

- Tools, best practices, barriers, and costs
- Emphasis on schools
- Used to inform future budget and policy considerations around universal screening.



# Project Plan

The Commission's budget includes \$200K to support project goals and activities.

Research and  
Review

Outreach and  
Engagement

Report  
Development &  
Dissemination

Timeline: March 2024

# Questions...



Mental Health Services  
Oversight & Accountability Commission

# MHSOAC Budget Overview and Expenditure Plan

August 24, 2023

# MHSOAC Budget Overview

2022-23	2023-24
\$111.7 Million	\$64.8 Million

August 25, 2022

- Budget Approved

January 25, 2023

- Mid-Year Update

August 24, 2023

- Final report

August 24, 2023

- Presented for Approval

January 25, 2024

- Mid-Year Update

August 22, 2024

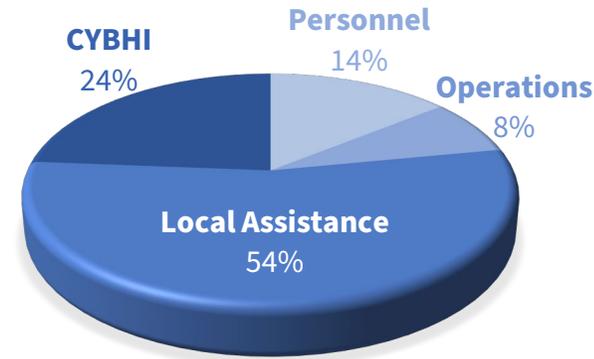
- Final report

**MHSOAC**

Mental Health Services  
Oversight & Accountability Commission

# MHSOAC Current Year Budget Expenditure Plan

Fiscal Year 2023-2024	Proposed Budget
<b>Operations</b>	
Personnel	\$8,968,000
Core Operations	\$1,869,913
<b>Commission Priorities</b>	
Communications	\$599,418
Innovation	\$500,000
Research	\$1,075,669
<b>Budget Directed</b>	
Universal Mental Health Screening Study	\$200,000
Evaluation of FSP Outcomes (SB 465)	\$400,000
EPI Reappropriation	\$1,675,000
Children and Youth Behavioral Health Initiative	\$15,000,000
<b>Local Assistance</b>	
Mental Health Wellness Act	\$20,000,000
Mental Health Student Services Act	\$7,606,000
Community Advocacy	\$6,700,000
<b>Held for Reserve</b>	\$250,000
<b>TOTAL</b>	<b>\$64,844,000</b>



**Operations** { Core Operations, Communications, Innovation, Research, FSP Eval, Screening Study, Reserve

**Local Assistance** { Mental Health Wellness Act, Mental Health Student Services Act, Community Advocacy

## FY 23-24 Highlights

- Universal Mental Health Screening of Children and Youth Study - \$200,000
- Children and Youth Behavioral Health Initiative – Up to \$150 Million for Rounds 4 and 5 plus \$15 Million for TA.
- Mental Health Wellness Act – Up to \$40 Million to provide grants to programs for SUD, Maternal Mental Health/0-5, or Peer Respite.

# FY 2023-24 Procurements

## July 2023

- Children and Youth Behavioral Health Initiative Round 4 - \$50 million

## August 2023

- Children and Youth Behavioral Health Initiative Round 5 – up to \$100 million

## October 2023

- Community Advocacy  
Clients/Consumers   Diverse Communities   Families   LGBTQIA+   Parents/Caregivers   Veterans

## November 2023

- Mental Health Wellness Act Round 3

## January 2024

- Mental Health Student Services Act

## February 2024

- K-12 Community Advocacy

## March 2024

- Mental Health Wellness Act Round 4

The logo for the Mental Health Services Oversight & Accountability Commission (MHSOAC). It features the acronym 'MHSOAC' in a bold, white, sans-serif font. A stylized sun or wave icon is integrated into the letter 'O'. The logo is set against a dark blue background that is part of a larger vertical image of a coastline with waves crashing against rocks.

Mental Health Services  
Oversight & Accountability Commission

# Expenditure Authorization

- ❖ Award \$16.8 million to next 5 top scoring EmPATH applicants and additional funds to the TA contract to support them.
  - \$16,497,727 from past Triage Reappropriations and \$360,000 remaining from last year's EmPATH procurement.
- ❖ \$60,000 funding to support additional grant proposals for K-12 Advocacy.
- ❖ Up to \$300,000 for conferences, seminars and forums, and related travel, stipends, and other associated costs, including the Words to Deeds Conference, the Science Summit at the 78 Global United Nations General Assembly, and other community engagement activities.

# Motion

- ❖ The Commission approves the Fiscal Year 2023-24 expenditure plan and associated contracts.

**MHSOAC**

Mental Health Services  
Oversight & Accountability Commission



# Thank You

**MHSOAC**

Mental Health Services  
Oversight & Accountability Commission



Mental Health Services  
Oversight & Accountability Commission

# Strategic Plan 2024-2027 Community Outreach and Engagement Plan

August 24, 2023

# Engaging Community in Strategic Plan

Community partners, people with lived experience, family members, and others are being invited to inform the plan.

**Purpose:** Hear about impact of recent work, opportunities for improvement, priorities and goals.

**Process:**

- Input is being gathered in multiple ways, without time limits.
- Commission will report what was heard and how it was incorporated or considered in developing the plan.
- Diverse perspectives will be engaged on reducing disparities.



**MHSOAC**

Mental Health Services  
Oversight & Accountability Commission

# How we Engage the Community

## Phase 1-Engagement Plan



**MHSOAC**

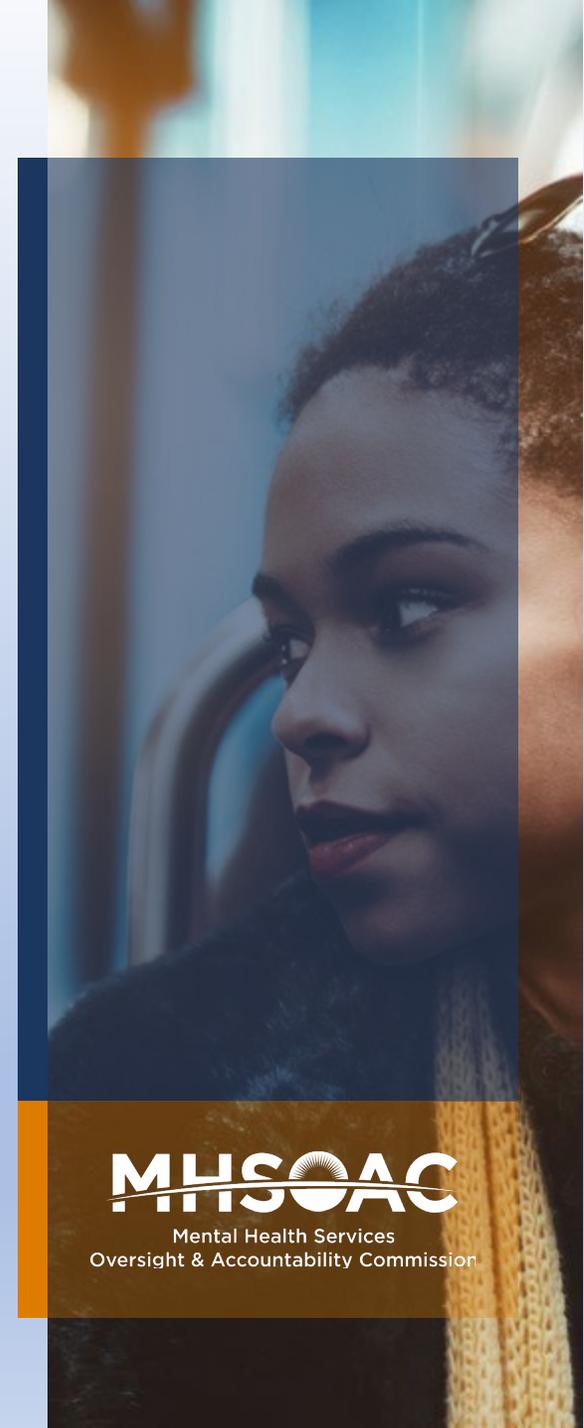
Mental Health Services  
Oversight & Accountability Commission

# Interviews and Public Meetings



# Listening Sessions

Events	
Clients and Consumers	August 1, 2023 – 5:45 p.m.
Diverse Racial and Ethnic Communities	August 3, 2023 – 5:45 p.m.
Families of Consumers	August 7, 2023 – 5:45 p.m.
LGBTQ Populations	August 9, 2023 – 5:45 p.m.
Parents and Caregivers	August 15, 2023 – 5:45 p.m.
Veteran Populations	August 17, 2023 – 5:45 p.m.



# Next Steps

# Phase 2 Engagement on Elements of the Draft

**Additional Interviews and Public Meetings**

**August – November 2023**



**Additional Focus Groups**

**August – November 2023**



**Social Media**

**August – November 2023**

**MHSOAC**

Mental Health Services  
Oversight & Accountability Commission

# Interviews with Commissioners



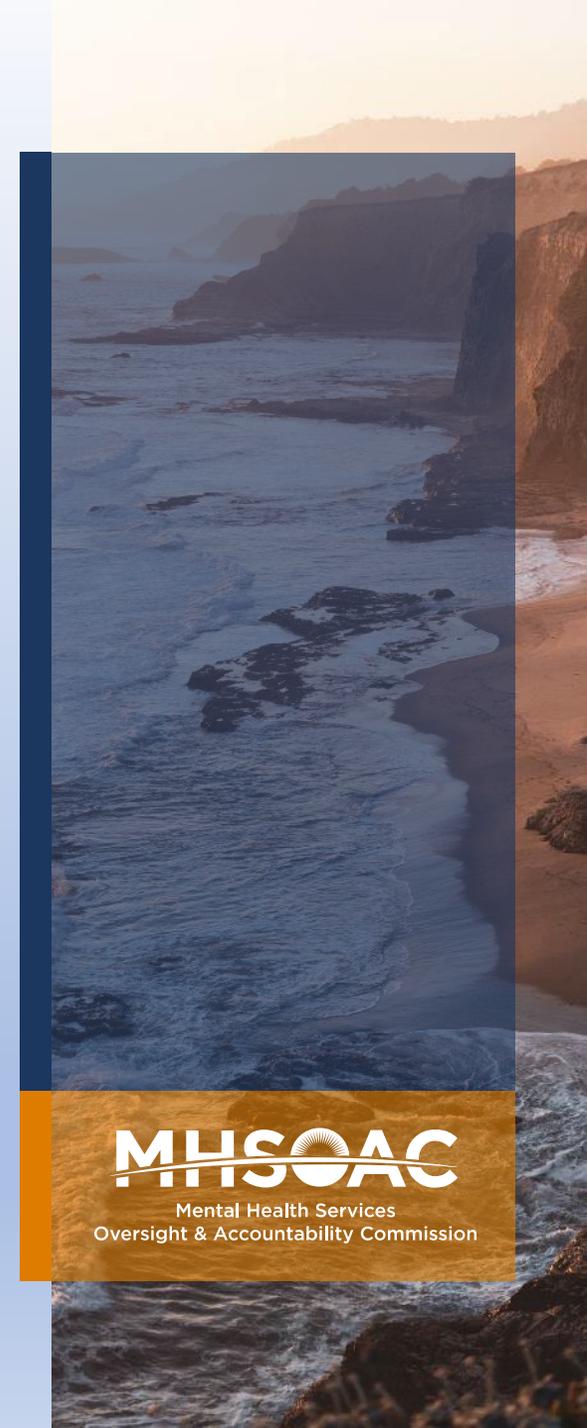
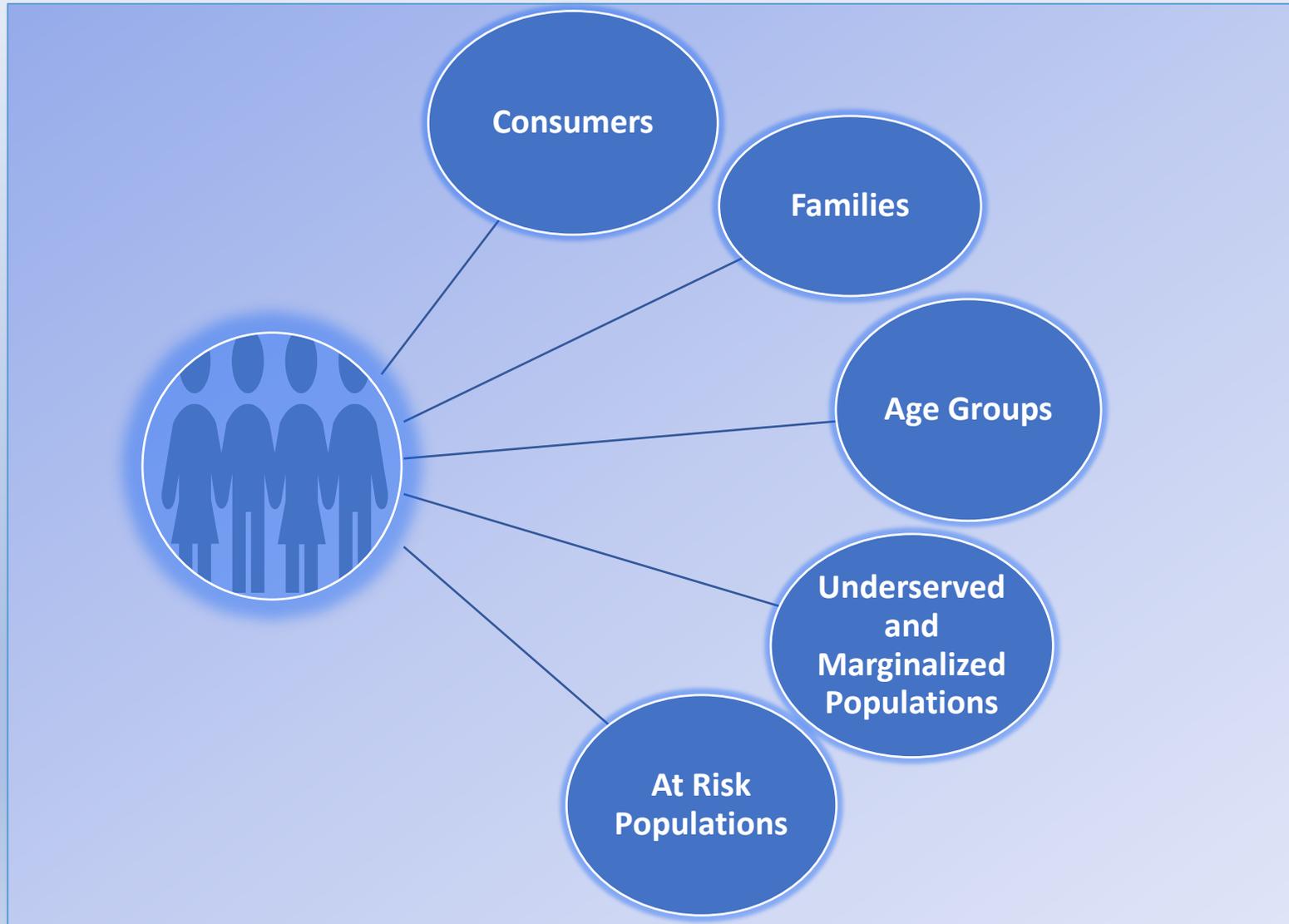
**MHSOAC**

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Oversight & Accountability Commission

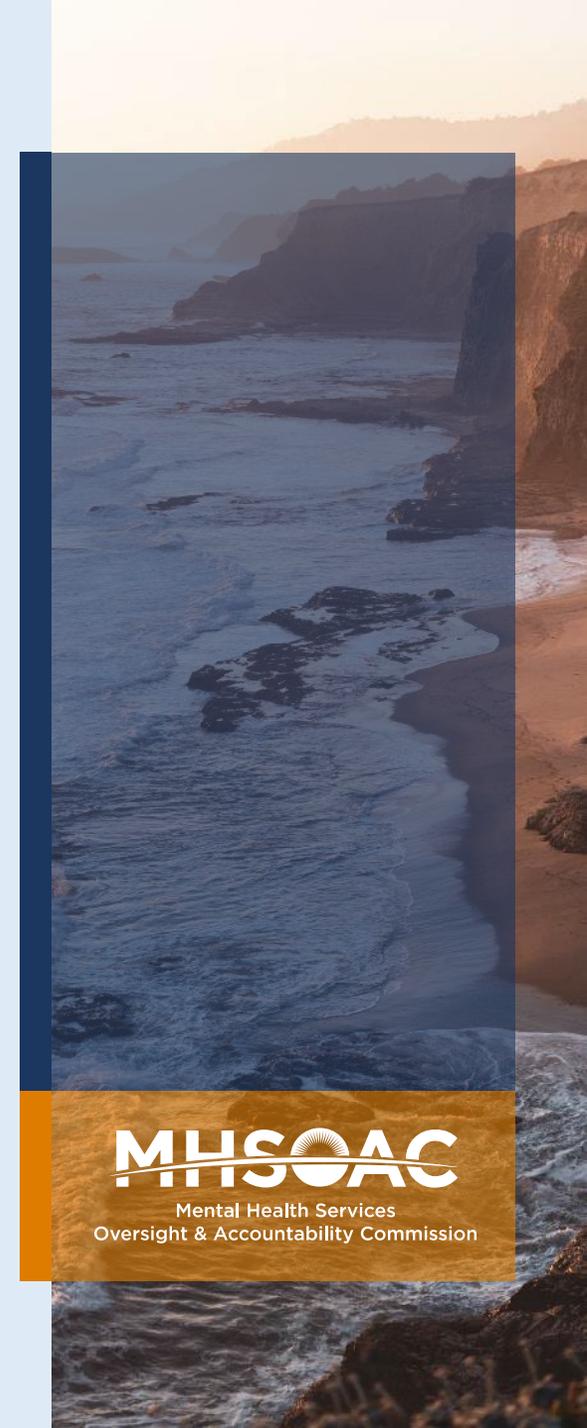
# Key Engagement Opportunities Across the Lifespan



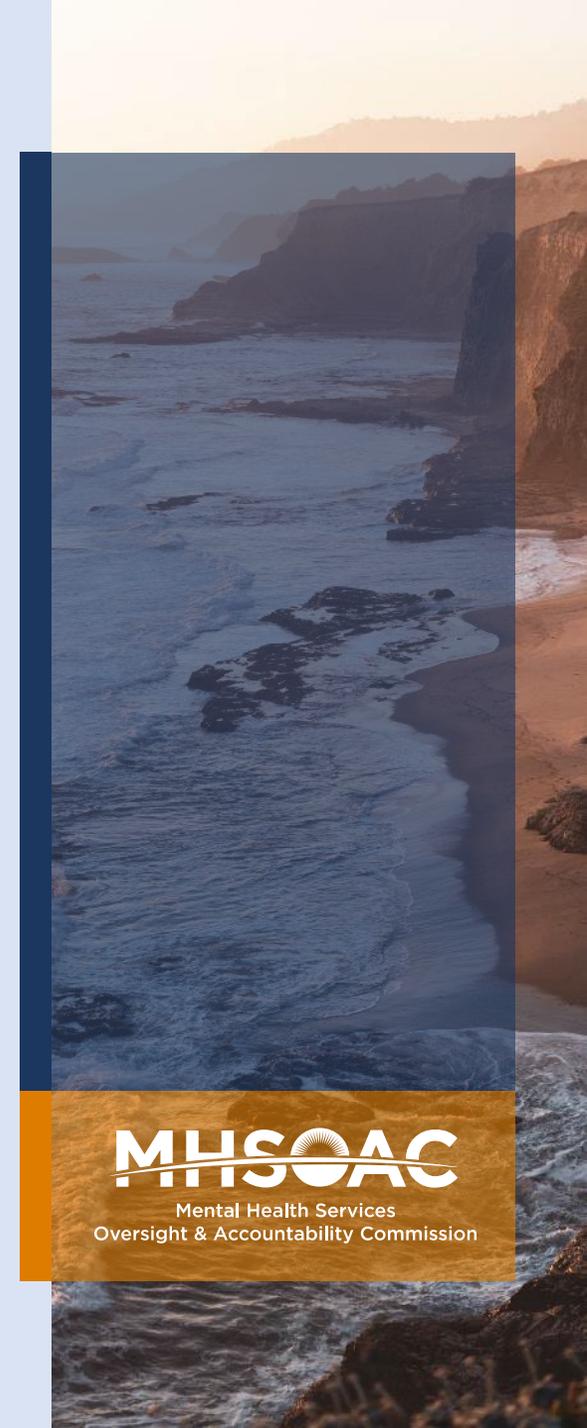
# Those who are Served



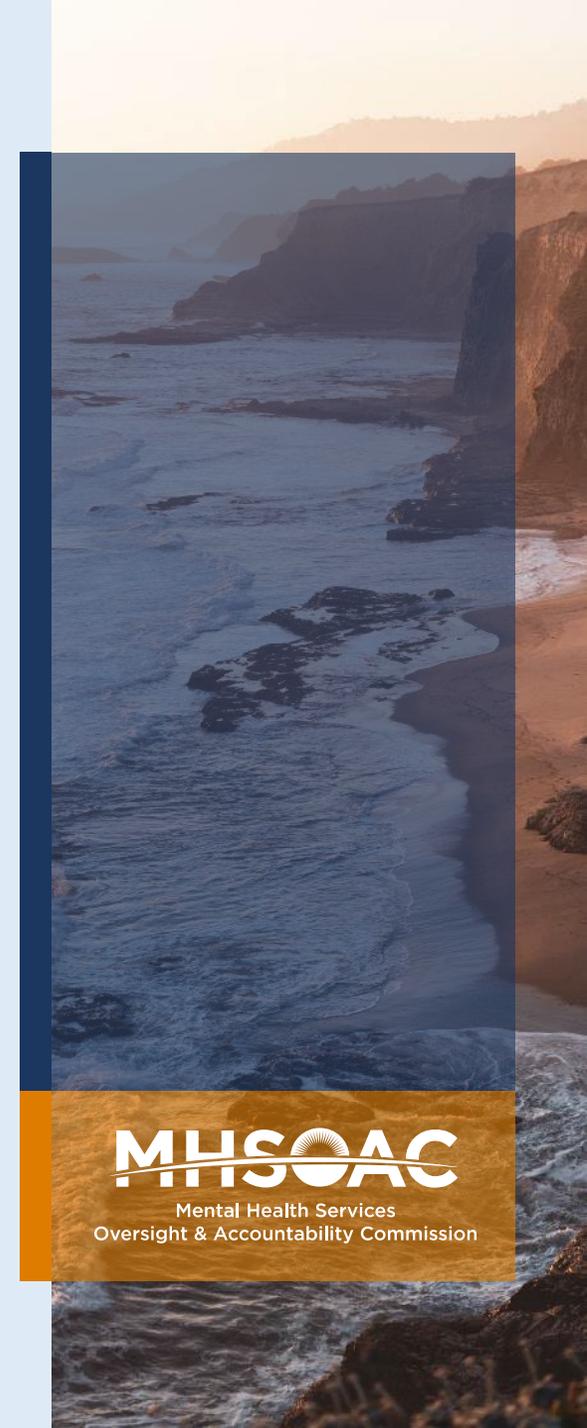
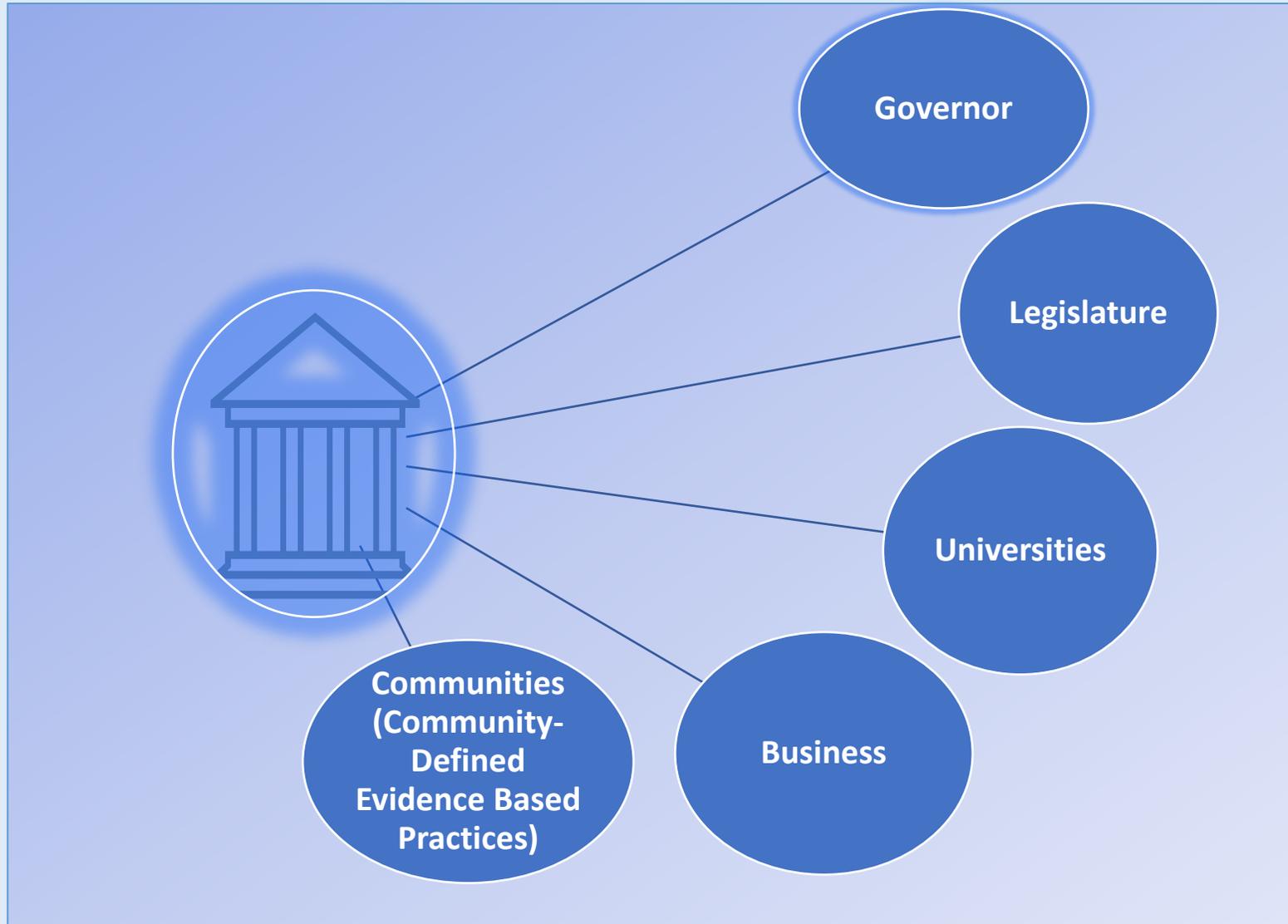
# Those who Serves Them



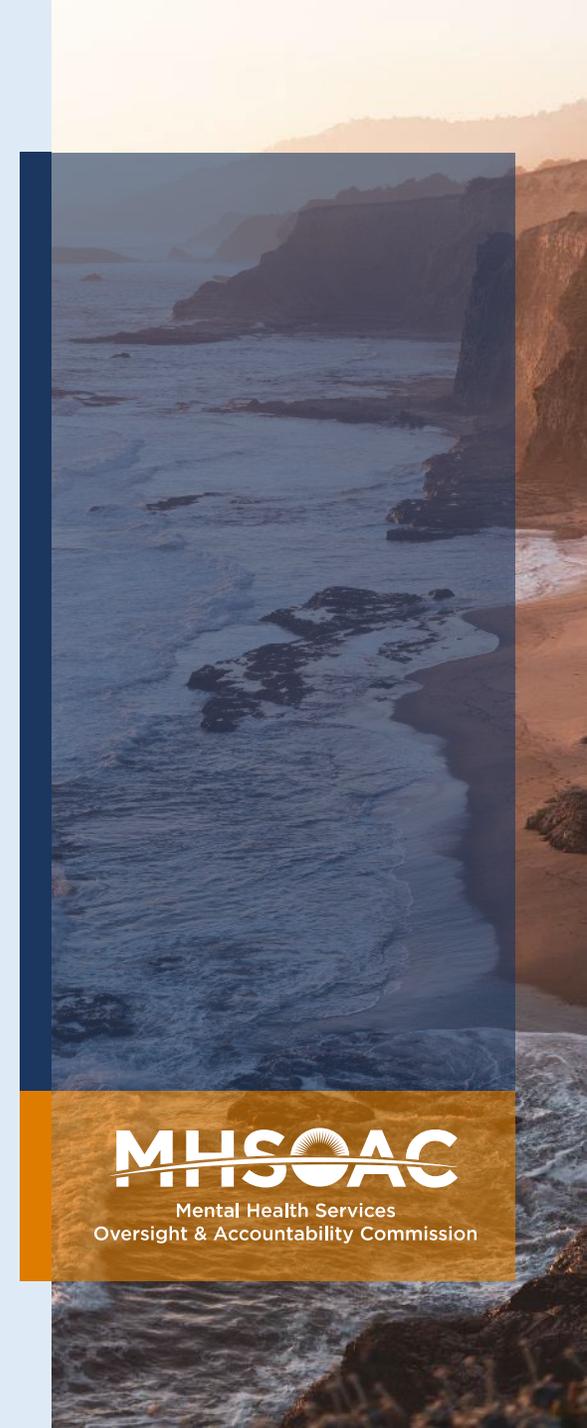
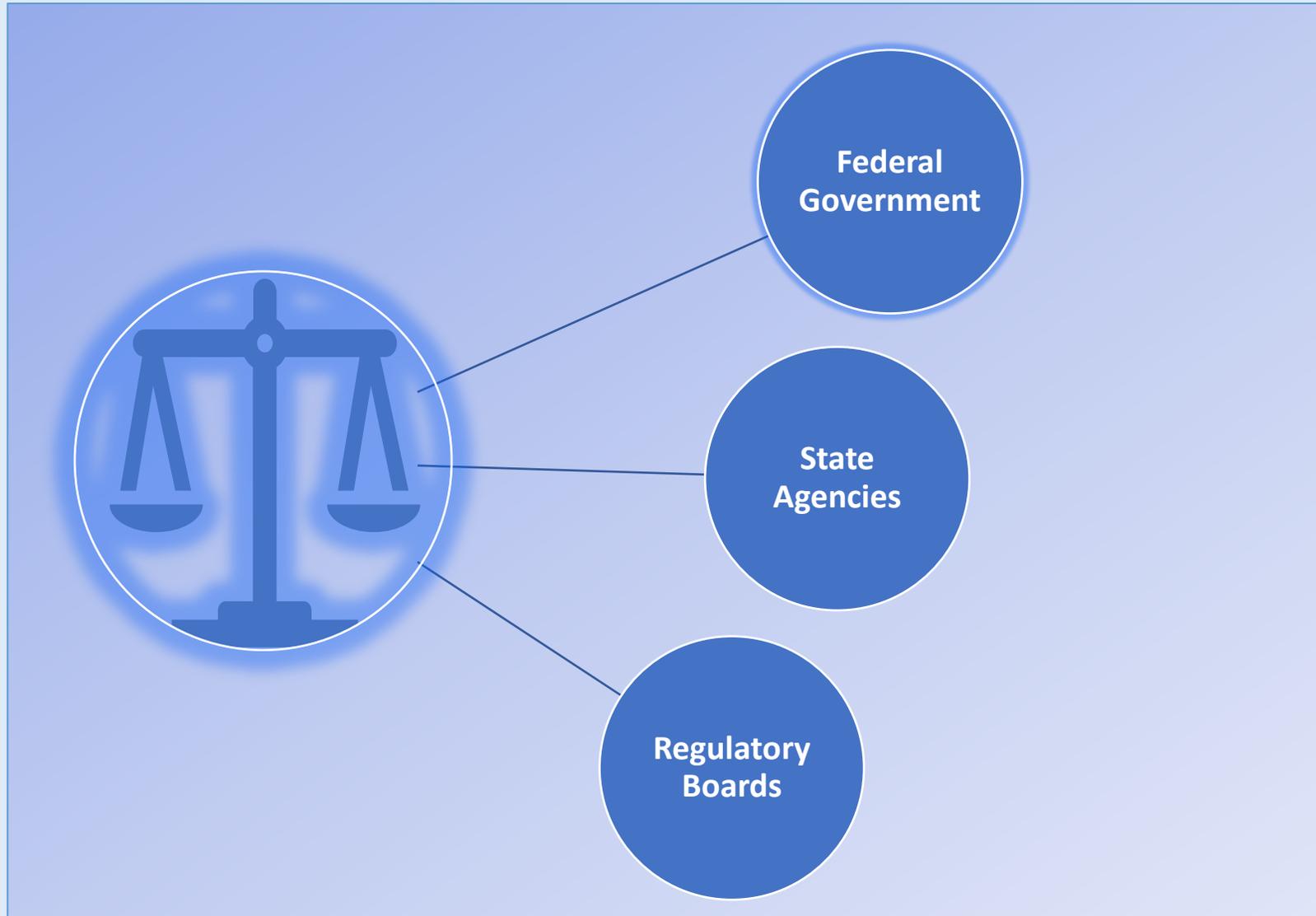
# Where Services are Provided



# Those Making Policy



# Those who Regulate



# Strategic Plan Next Steps



**Present Draft  
Strategic Plan –  
August 2023**



**Engage Community  
Partners on the draft  
August – November 2023**



**Present Draft  
Strategic Plan –  
November 2023**



**Present Final Draft  
Strategic Plan –  
January 2024**





**Thank  
You**

# Impact Begun, an Exciting Future Ahead

August 2023

**RIGHT  
OUR  
STORY** 

For a World Without Bullying

## Table of Contents

<b>01</b>	<b>Background + Executive Summary</b>	<b>04</b>	<b>Takeaways + Looking Forward</b>
<b>02</b>	<b>Progress Update</b>	<b>05</b>	<b>Next Steps</b>
<b>03</b>	<b>Building Momentum</b>		<b>Appendix</b>



One of the **best parts about being a part of the Right Our Story campaign** is knowing that together as we join this community, we can start spreading awareness and education and knowledge to others and the change that we make. Although it might seem really hard to quantify at first, although it might start with a smaller community, it has the potential to **reverberate outside into larger communities** as we venture off into the various things that we do in life.

Ashyah Hewage, YAC Member

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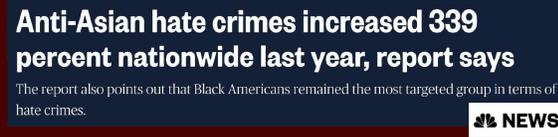
Background +  
Executive  
Summary

# Responding to a Real + Recognized Crisis

Our story began because California lawmakers—you!—realized the need for action and support for young people who had experienced race-based bullying.

You tasked us with creating a **meaningful, social network** that would gather, resource, and mobilize target audiences, with a special focus on young Asian Americans, whose experiences had been exacerbated by the pandemic, while also taking into account the pros and cons of social media platforms.

Additionally, you saw the **intersectionality of race-based bullying and mental health implications** for young people, diverse communities, and educators, and wanted to speak to those topics through the campaign.



# Righting Our Story: Executive Summary

Right Our Story is a denial of despair.

In a time when we, as the American and Californian people, are especially going through times of tension, challenge, and doubt, Right Our Story has come as a reminder of the capacity, capability, and resiliency of Americans—especially young people—to create positive change.

Over the last year, we built the Right Our Story campaign from scratch.

From research and interviews to building the platforms and tools needed, we've leveraged advertising, influencer marketing, social media, events, resources, partnerships, and storytelling to reach our youth and parents audiences and built a strong momentum around the campaign. Here are key numbers as of **July 31st**:

- **207M Impressions**  
Our ads and content were seen by millions of people across the state of California, both online and offline.
- **432K Microsite Visitors**  
The number of unique visitors driven to our website.
- **1.6M Clicks**  
Our paid ads drove over a million clicks.
- **147K Social Engagements**  
Our social content generated discussion and reactions.
- **8,770 Members**  
The number of people that started to follow us across our social media channels and/or became members of our Youth Community.
- **765 Submissions**  
Through our story submission form and bullying incident reporting tool, youth in California have shared their heartbreaking stories and experiences with us.

And these numbers are increasing every single day!

## Key Takeaways

1 /

### Needed + Unique Work

The hundreds of stories we've received so far are a reminder of the importance of this campaign. Youth everywhere in California are dealing with extremely serious situations and painful issues.

As we've been reminded by both youth and partners, our approach, leading this campaign with Youth at the forefront, is unique in this issue area. It gives Youth a safe space to discuss bullying and organize to create impact for themselves and for the community they live in.

2 /

### Real Impact Takes Time

Educators, parents, and youth alike had told us before the campaign that every single year a new anti-bullying campaign emerges, diluting the messaging and limiting the possible impact.

If Right Our Story wants to create real impact, it needs to continue to build on the foundation, momentum, and trust it already created with key stakeholders and audiences.

If Right Our Story is not a long term effort, all we've done so far would have been for nothing.

3 /

### Potential For Much More

With the credibility of the campaign already established, we can dream bigger for what comes next.

Now that youth is firmly at the heart of the campaign, there is a role for parents, educators, schools, and school districts to play in the campaign.

Bigger partnerships with social and gaming companies are also a path we'd like to explore.

This will require additional funding and runway but the possible return on investment is worth it.

2 /

Impact Update

I experienced my first micro aggressions in elementary, first being told I couldn't attend my friend's birthday party because I was Black. When I wore my natural hair out not straightened one of my "friends" told me it looked like I put my hair in a blender. **When I got to 6th grade and switched to a prep school was when I really learned being Black was viewed as a bad thing.**

**For two years, I was bullied and talked about almost everyday for being Black/dark—even by one of the other Black kids. I don't blame him now, though; I realize it's self-hate and he must have been going through his own racial battles.** Almost every day, I would daydream and imagine myself as pale with long blonde hair and blue eyes. In those two years of continuous bullying, I only cried once. But years later, I cry every time I think about the situation.

Anonymous Storyteller

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## Impact Update

# Process Overview

### Completed

Discovery + Research  
Ongoing YAC Leadership + Input

Campaign Strategy  
Brand Development  
Platform Selection + Setup  
Social Media Strategy  
Partner Outreach

Microsite + Community Build  
Tech Stack Set Up  
Campaign Launch (Paid, Influencer, Social)  
Week of Action + Bullied Button

### Where We Are

Evergreen Paid, Influencer, Social  
Evergreen Content Creation  
Community Management

### What's Next

Strategy for 2023 Q3 + Q4  
Discuss need for continued efforts in 2024

### Where We Are

Since the last public meeting, created the overarching strategy, built all necessary platforms and tools, and launched the campaign in February.

The launch was supported by paid media, influencer marketing, and organic social media in order to raise awareness for the campaign, and to gather stories from youth about their race-based bullying experience.

Once someone submits a story, they are added to a user journey that leads them to join a private online youth community, managed and monitored by our team.

In May, the campaign reached its first peak with a Week of Action (May 8-13) and the launch of the Bullied Button, a tool youth can use to anonymously log bullying incidents.

### Where We're Going

During the summer, the campaign moved to a more evergreen state, while we strategize for the rest of 2023 and focus on Bullying Prevention Month in October.

In order to build on the momentum created thus far, the campaign will need to continue beyond 2023 in order to have a tangible impact on youth in California.

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## Impact Update

# What's Been Built

To shift the narrative about race-based bullying, we needed to lead with youth and to empower them to be the change they want to see in the world.

**Right Our Story** is a campaign focused on exactly that: righting the story of who we are as members of our families, communities, country, and world.

We believe we can and will see a world where bullying is not tolerated. We envision and work toward communities in which everyone is safe and confident of belonging, no matter their race, sexual orientation, religion, or any other demographic.

To bring Right Our Story to life, we built a microsite, a private community dedicated to youth, and mechanisms and tools to help them **break the silence, loneliness, and lack of support that has thus far characterized experiences of race-based bullying.**



## Impact Update

# What We Built: Microsite

The Home and campaign's top-level resource is its website: [RightOurStory.com](https://RightOurStory.com).

**RightOurStory.com provides viewers with the purpose of the campaign and invites them to share their stories and experiences of bullying in a safe and—and anonymous way.**

Our microsite leverages three main actions to help our youth audiences take the first step in their journey with us to right the bullying story:

- Sharing their stories
- Accessing resources
- Visualizing their role in the bullying story

The next and deeper step is an always open invitation to join the Right Our Story Community.

### Sharing Their Stories

The fear and loneliness surrounding bullying incidents are real. To overcome that barrier and combat the normalization of bullying, we've asked youth to simply share a story with us via a form on the microsite homepage. It is both cathartic and serves as social proof by showing youth that they are not alone in their experiences.

### Accessing Resources

Over the last few months, we've reached out to community organizations and local brokers to share resources that can be featured on our microsite. These resources are organized by themes and span a wide array of topics and formats to help youth, parents, educators cope with and address bullying.

### Visualizing Their Role in The Bullying Story

We've worked with design studio The Little Labs to produce an animated campaign video featuring monsters (to avoid clichés) navigating a race-based bullying incident. This video coincides with a quiz to take youth engagement to the next level.

## What We Built: Community

If the home of the campaign is the website, **the heart of Right Our Story is our community platform.**

Here, young people can access our full library of anonymously shared stories about real experiences of bullying and have meaningful conversations in a safe space.

Members can also provide support to one another, share ideas on how to have a positive impact in their own communities, attend campaign events, and more.

**We achieved this by** connecting with tweens in California through authentic, relatable, youth-created content about race-based bullying in conversations and spaces where tweens are already highly active.

**We built a safe space** for youth to share their own experiences without judgment, spark vulnerable conversations, create solidarity, and establish a common definition of bullying.

**The community also encourages youth to take action** by sharing their story, and inviting other young people to join our movement. Our community creates the groundwork for young people to organize and mobilize in their own schools and neighborhoods.

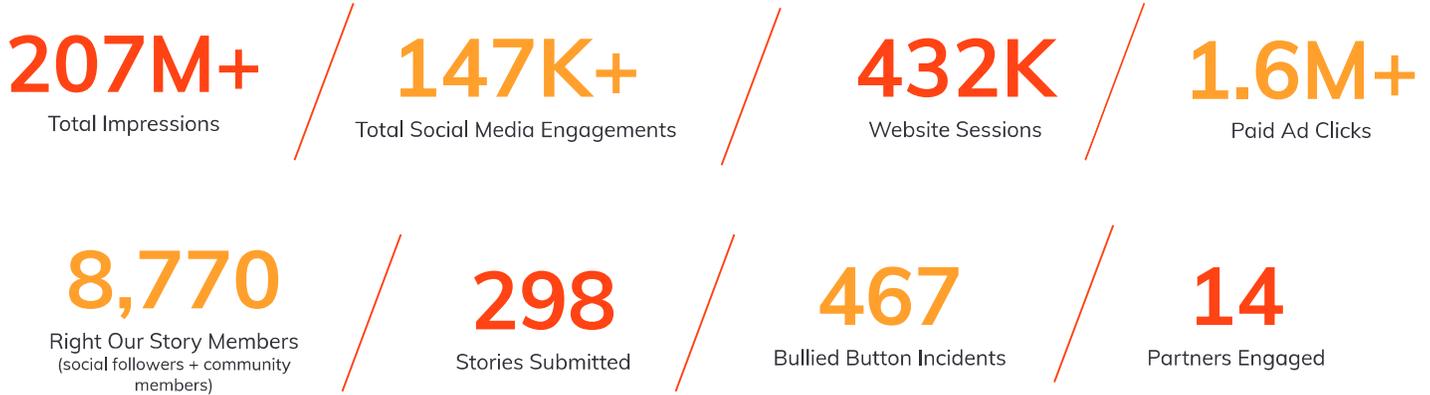
We spend a lot of our time online, much of our world's dialogue and interaction happens online, and offering a resource where you can find community through the Internet— I think it's just so cool. Oftentimes, when you hear speeches about bullying, about those who experience it, they often end with this note, **'Just know that you're not alone.'** But it's more like a vague, almost kind of false sentiment.

Whereas with Right Our Story, when we say you are not alone, we mean that there is an **online community where you can find resources and people** who have had similar experiences. And you truly know that you are not alone.

Khoa-Nathan Ngo (YAC Member)

## Campaign Overview by Numbers

(From Feb 7 to July 31st)



## Behind The Numbers: The Surround Sound Effect

### Paid Media

Our paid media strategy leveraged multiple tactics to build a following on social (driving 10,117 followers\*), raise awareness about the campaign (earning 207M impressions), and get our youth audience to share their stories (driving 225 story submissions) and use the Bullied Button. Overall, our ads generated over 207M impressions and 1.6M clicks at an efficient \$0.60 cost per click.

### Influencers

Our seven influencers posted 18 times, reached close to 300k young people across California, and generated over 13k engagements on their posts. Partnering with influencers and creators allowed us to reach our target audiences in an authentic way and allowed us to jumpstart a content library with genuine stories from individuals whose voices carry weight in their respective communities.

### Stories and Bullied Button

Real, lived experiences are the most powerful representation of the reason for this initiative and the clearest picture of why we're needed. The testimonies we've received from young people and the reports through the Bullied Button are ongoing, absolute proof of the need for this campaign.

### Week of Action

Impact and change depend on meaningful momentum. We used Mental Health Awareness and AAPI Heritage Month to generate focus and action on the Right Our Story campaign.

\*Note: Total social followers driven from paid media may include users who later unfollowed the account. This metric may be higher than the actual number of current followers.

# 3

## The First Wave of Momentum: Week of Action

I remember being taunted for my race, my Buddhist heritage, much of which occurred during my elementary school years. **Pain is cyclical and I inflicted on others as much as I received.**

To those who are or were perpetrators: I extend a hand to own your actions and take accountability. **You have a role to play in ending race based bullying as well.** Don't continue the legacy of pain you've learned.

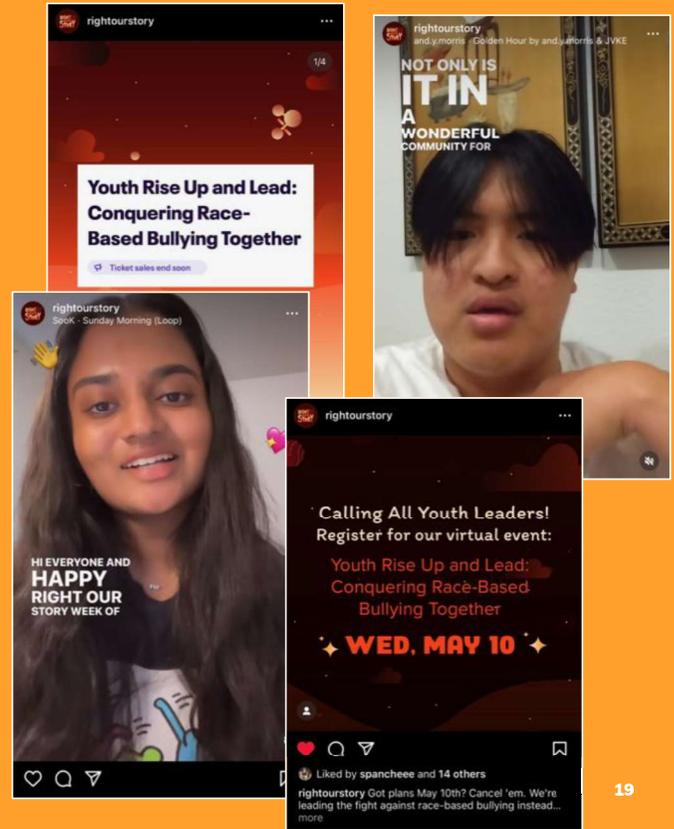
Anonymous Storyteller

## Building Momentum

# Bringing Right Our Story to Young People in CA

With the foundations of the campaign built, it was time to make sure our target audiences knew the campaign existed and had ways to get meaningfully engaged.

**We devised a strategy to leverage paid media, influencer marketing, the campaign's social media channels, and strategic partnerships to build awareness and momentum from scratch.**



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## Impact Update

# Week Of Action (May 7-13)

During the Week of Action, we elevated the issue of bullying by sourcing and supporting solutions from the people who are closest to the problem: tweens and youth.

Right Our Story's Week of Action gave people the awareness, tools, and space needed to begin to discuss how we might address this issue, now and in the long term. We did this under the umbrella of three themes: race-based bullying and anti-Asian hate, the impact of bullying on mental health, and storytelling—which has been imbued in the campaign since its launch.

## Primary Engagement: Core Events

We hosted two traditional events, premiered one YouTube video and launched a social series during the Week of Action in partnership with youth, leaders and organizations in our issue area. All of which spoke to the intersection of our three themes.

## Secondary Engagements: The Bullied Button

During the Week of Action, we launched the Bullied Button to give the public—specifically young people!—a top-level action they can take that has real-world impact on issues they care about, including mental health and inclusion.

20

# A Full Spectrum Approach

By using different tactics and platforms, we aimed for a surround sound effect. Our target audience heard about the campaign online and offline through four tactics:

## Paid Media

We set out to meet our youth, parent, and educator audiences **in the places where they were already spending time, and within conversations they were already participating in.** The campaign launched on paid social channels - Instagram, TikTok, and Snapchat - and later expanded to Google platforms (Search, YouTube, and Discovery). We also included offline components with physical banners in youth frequented locations such as in community centers, malls, and at MLB games in L.A. and San Francisco.

## Influencers

We partnered with seven influencers to raise awareness among teens, parents, educators, and advocates about the **Right Our Story** campaign. To tap into existing conversations, we partnered with subject matter experts, adult and youth influencers who frequently post about both social and racial justice.

## Organic Social

We established an organic presence on both **Instagram and TikTok**, channels that were more apt to generate engagement for our target audience. To join the existing conversations we followed, monitored, and engaged with accounts using trending hashtags like: #BullyAwareness, #CyberBullyAwareness, and #StopAsianHate.

## Partnerships

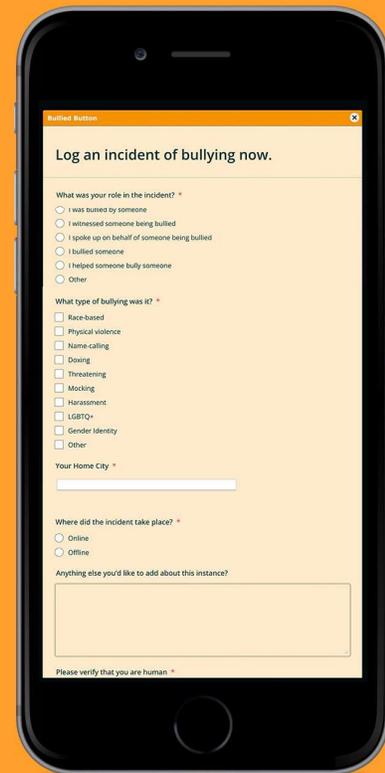
We connected with a number of community, cultural, mental health, and youth led groups to ensure our campaign resonated with our audiences. **Our work was received extremely positively, with many organizations accepting to partner with us on a pro bono basis.** Organizations like AAPI Youth Rising, Dear Asian Youth, and The Hope Coalition participated in the Week of Action, while CA Association of Student Councils, CAYEN, and the Youth Leadership Institute are producing evergreen content for the campaign.



## Introducing: The Bullied Button

The **Bullied Button** is an online tool from the **Right Our Story** campaign where someone can **log a bullying incident quickly, safely, and anonymously**. We positioned the Bullied Button as an important resource to understand where and when bullying is happening in order to develop solutions. **Together, we're counting bullying to counter bullying.**

When someone clicks on the Bullied Button, they're invited to anonymously answer five questions about the incident, including: what was your role, what kind of incident was it, and where did it take place?



# 4

## Takeaways + Looking Forward

**How do we break cycles of harm?** That's something that we talk about a lot through mental health for Asian folks, particularly because a lot of us are affected by trauma, particularly intergenerational trauma that's often passed down either generationally and socially.

Breaking cycles of trauma and breaking cycles of hurt [caused by race-based bullying] is a really important part of **taking care of one another and taking care of our mental health.**

*Carrie Zhang, Asian Mental Health Project as a Right Our Story Week of Action panelist*

#### Takeaways + Looking forward

## 1: Our Work is Needed

The stories pouring in and the Bullied Button's growing count give us **daily reminders and proof** that Right Our Story's work is desperately needed.

As we receive stories everyday, we also see that over a thousand stories were started but not submitted, showing how difficult it can be for young people to speak up while dealing with extremely serious and painful issues. They want and need a safe space—an outlet to build community and organize around solutions.

Partners are excited by the opportunity to join forces for mutual progress around such an intersectional issue space.

"I wasn't even 10 and I wanted to go to sleep and never wake up. I grew up not mattering to anyone (besides my family). I am still struggling from all this."

"My brother has been saying he wants to be white and not brown"

"If you are reading this and going through bullying don't give up."

"They would call me 'ching-chong' and 'dog-eater'... and tell me to go back to China, even though I'm Filipino."

"I can't enjoy my senior year because of bullying."

Takeaways + Looking forward

## 2: Our Work is Unique

Social media and Internet content is both part of the problem—and part of the solution. **We're harnessing the power of the good to make progress against the bad.**

Because young people are experiencing bullying on the social platforms themselves, the control of the algorithms, and the the sensitivity of the topics we discuss, we created a safe space through the Right Our Story community.

But we've also used social media to widen our reach, share resources, form partnerships, and spread positive messages about solutions to race-based bullying.

**We're using social media AND a private community to serve the needs of our audiences.**

"These social media information funnels sort of enable a lot of the race-based bullying, similar to [how] the 'Kung flu COVID' virus [phrase] that was enabled by a member of our last administration. ... When language is widespread, these words really matter...because people will then take that language and utilize it to harm others. ... **But also, then comes the importance of uplifting stories.** I really appreciate the Right Our Story campaign for highlighting the authentic stories straight from the voices of people who have been affected...Let's just talk about what is the actual effect of this and then uplift the stories of those who've been marginalized or harmed, which I think is a very key puzzle piece, to subverting or preventing, race-based bullying and such."

Carrie Zhang, Founder of Asian Mental Health Project

**"In a world today, so full of negativity, we need to shed light and bring joy to the world. Just by telling your story makes the world more aware of bullying, it allows people to see that we need to prevent bullying. If you have a story to share and want to share I encourage you, for one story can stop bullying. One story is all it takes. #Our Story"**

Anonymous Storyteller

Takeaways + Looking Forward

## 3: Resilient + Ready

A core tenet of Right Our Story has always been young people—as the people closest to the pain—need to be closest to the power if we were actually going to create real impact. Unlike many campaigns geared toward youth, we have been intentional about taking a bottom-up approach. Young people are up to the challenge, and they are the ones who are best able to influence each other toward real impact.

The leaders on the Youth Advisory Committee and our partner organizations have proven the appetite, capacity, and creativity young people have to be part of solutions.

**The activist generation has shown us that taking on more responsibility and action through Right Our Story has not been viewed as a burden but rather as a welcomed outlet to respond to what's happening in the world around them.**



Mina Fedor, Founder of AAPI Youth Rising, shares her experience and [calls young people to help right our story.](#)

## 4: Let's Be Here For Lasting Change

In our initial research, we uncovered a sentiment shared by *all* our audiences (young people, parents, and educators):

**Namely, the frustration of being inundated by posters and messaging that are constantly changing, meaningless, and largely ignored.**

We don't want to be that type of campaign—and we don't need to be. Building a campaign from scratch requires time, patience, and ultimately, trust-building.

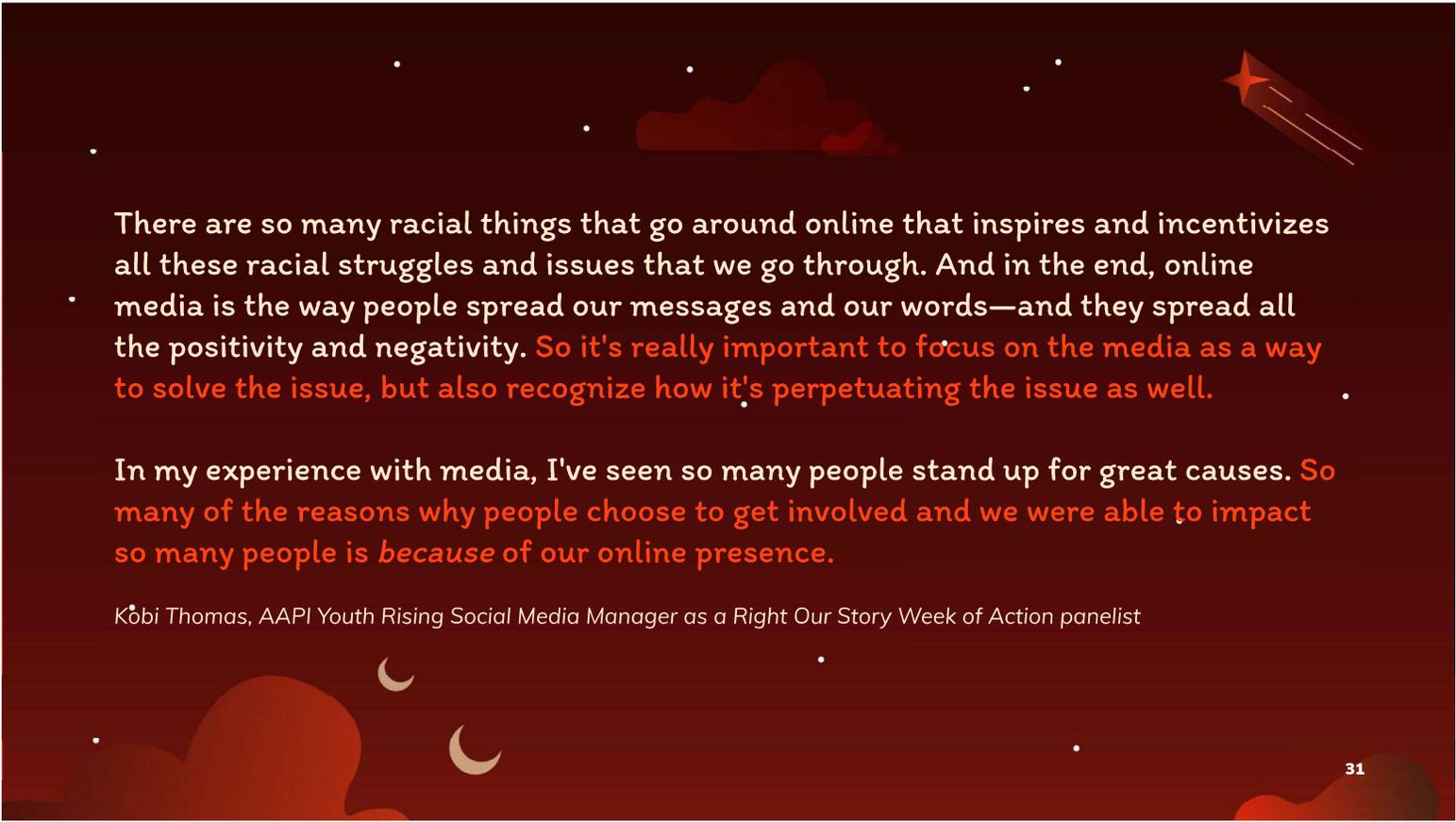
We hope to continue on the momentum we've created, the connections we've made, and commit to scaling the progress we've made so far to impact youth across the state.

Before we can see if an anti-bullying campaign works, something new has come out and we abandon that other thing and we go onto this new flashy thing, whatever it may be, and it usually has an acronym.

Educator, High School

# 5

## Much More To Do



There are so many racial things that go around online that inspires and incentivizes all these racial struggles and issues that we go through. And in the end, online media is the way people spread our messages and our words—and they spread all the positivity and negativity. **So it's really important to focus on the media as a way to solve the issue, but also recognize how it's perpetuating the issue as well.**

In my experience with media, I've seen so many people stand up for great causes. **So many of the reasons why people choose to get involved and we were able to impact so many people is because of our online presence.**

*Kōbi Thomas, AAPI Youth Rising Social Media Manager as a Right Our Story Week of Action panelist*

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## Envisioning the Future

# Authentic is Rare and Desired

The public—especially young people—have been disillusioned by being told again and again that we're genuine in our desire to create real change. Campaigns blip in and out, and that doesn't build trust or speak to our intentionality to really address what's happening in the world. In fact, it does the opposite.

If we quit this initiative now, we will only be confirming this narrative instead of building trust.

Conversely, if we keep up, expand, scale, and deepen the Right Our Story campaign, we will be the exception. We will be showing young people, educators, and community members that we are in this for the long haul and we are truly committed to addressing young people's mental health, race-based discrimination and bullying, and ultimately, how we treat one another.

## Envisioning the Future

# Change Takes Time and Longevity

Everyone here knows that achieving real change and behavioral shifts are not achievable in short-term increments. Every time we choose to 'start over' or 'start something new' we are putting ourselves right back at the beginning. Sometimes that is needed because the trajectory or foundation is off.

But in this case, we've built a really strong foundation and the trajectory is headed into exactly the direction it should be. If we pull out of this campaign now, the only thing we will be communicating to the thousands of people we have involved and the millions of people we've reached is that we aren't here for lasting change.

## Envisioning the Future

# We Can't Stop Now

There are very few initiatives who can rival the personal testimonies and narratives that Right Our Story has gathered. Young people are struggling with how they are treated by other members of society. Young people are struggling with their mental health. Neither of these things bode well for the state of California, the future of our democracy, or the well-being of our citizens.

This project was initiated because there was a clear need, and that need has only been confirmed and grown in urgency through the people who have gathered, joined, and contributed to Right Our Story.

We can't leave the community that has grown around Right Our Story.

## Bringing this Needed Effort to Scale

What we've done together through Right Our Story has laid an incredible runway for further impact. California's young people, educators, and families have so much to benefit from the continuation of the campaign.

The state's education, racial justice, technology, mental health, democracy, and innovation objectives are only a few of the initiatives that will benefit from the growth and longevity of the campaign.

We've intentionally seeded this campaign with young people and built momentum across this audience to lay the foundation of a strong campaign. There is potential to form partnerships with social and gaming companies to incorporate the campaign—the Bullied Button in particular—so we can make progress on cyberbullying and collecting data around bullying. There are deep networks to build with educators, school districts, and families. And there are resources that young people have come to depend on and more need access to.



# 6

## Next Steps

Next Steps

# Moving Forward: Three Scenarios

## 1: No Additional Budget

Campaign runs until 12/31/23

### Evergreen Activities

- Evergreen organic social + paid media management
- Community management

### Other Activities

- Content creation through existing partnerships
- October Activation for Bullying Prevention Month (Light)

## 2: Add'l \$1M Budget

Campaign runs until 6/30/24

Budget Breakdown: Media (\$500k), Partnerships (\$100k), Agency Fees (\$400k)

### Evergreen Activities (identical)

### Other Activities

- Targeted partnerships exploration/activation with others
- Back to School activation
- October Activation for Bullying Prevention Month (Medium)

## 3: Add'l \$2M Budget

Campaign runs until 12/31/24

Budget Breakdown: Media (\$750k), Partnerships (\$450k), Agency Fees (800k)

### Evergreen Activities (identical)

### Other Activities

- Long-term partnership exploration/activation with schools through school year.
- Partnerships exploration/activation with gaming industry, and others (Padres)
- Back to School activation
- October Activation for Bullying Prevention Month (High)

Next Steps

# Next Steps

## MHSOAC

- Review presentation + share feedback/questions by 8/15

## Media Cause

- Update presentation for August 24 meeting by 8/18

# Thank you

Any questions?

# Appendix

## What We've Done/Initial Impact

# A Desperate Need Met with Unfailing Courage

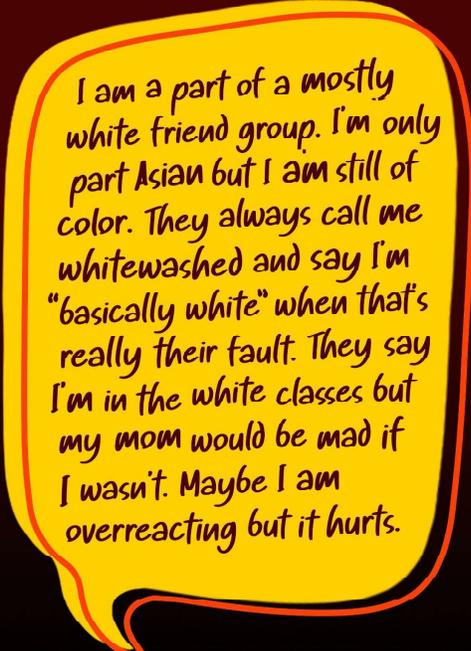
From the beginning, our team was impressed with the bravery of young, diverse people who had been through painful experiences but who were stepping forward to make a difference around race-based bullying.

The testimonies they shared communicated both the hardship and the vision for a world without race-based bullying.

The vast response to the campaign reinforced the need for Right Our Story, and gave us hope for a better future for all of us.

We've been honored to have had the opportunity to build a space for young people to speak up for solutions to race-based bullying, and we want nothing more than to build on that momentum.

**The need and the opportunity are clear.**



*I am a part of a mostly white friend group. I'm only part Asian but I am still of color. They always call me whitewashed and say I'm "basically white" when that's really their fault. They say I'm in the white classes but my mom would be mad if I wasn't. Maybe I am overreacting but it hurts.*

# Lexicon

## Marketing Lexicon Cheat Sheet

We know that marketing jargon can feel like a foreign language at times, so below is a list of definitions that will be helpful, if needed, to navigate through this report:

- **Impressions:** Total number of times the advertising content/organic social post was shown to a user.
- **Website Sessions:** Total number of visits to your website. A session is counted after 30 minutes of inactivity or if the user leaves the site for more than 30 minutes.
- **Engagements:** The total number of interactions with campaign posts via clicks, reactions, comments and shares.
- **Profile Views:** The total number of views a social media profile has received from unique accounts.
- **Followers:** The total number of people following your social media platforms
- **Ad Clicks:** The total number of clicks received on an ad unit.
- **Cost per Click (CPC):** The total amount of money spent on the paid media unit divided by the total number of clicks on said unit or campaign.

## FAQ

## Frequently Asked Questions

### **How many school age children K-5th grade have access to social media?**

This is hard to say as, officially, most social media apps have a 13 and up rule. However, this rule is very loosely implemented. It is very easy for children under 10 to lie about their age and create social media profiles. [A 2021 national poll on Children's Health conducted by the C.S. Mott Children's Hospital](#) reported that parents say half of children 10-12 years and one-third of children 7-9 years use social media apps.

### **Why would we want to drive youth to social media platforms when social media is the platform for so much bullying?**

As mentioned in this report, "social media and Internet content is both part of the problem—and part of the solution". If we want to reach youth, we have to meet them where they are, and most of them are constantly on social media. The Right Our Story has used social media and social influencers/creators to raise awareness about the campaign but also drive youth to safely share their experiences and join a private community, where they can discuss with no fear of trolls or bullying.

### **What is the campaign's reach in comparison to the platforms that produce bullying (Instagram, Facebook, Snapchat, Kik)?**

This is a bit like comparing David and Goliath. Social platforms have hundreds of millions of users in California, and billions for some of them across the world. Our campaign has had millions of impressions, and is building on the momentum created the last few months to increase its reach amongst its target audiences. It takes time, effort, and budget to sustain and grow that momentum.

## Frequently Asked Questions

### **How will Media Cause measure success of the campaign?**

In this report, we shared the metrics that we are looking at to measure the initial momentum and success of the campaign. In a nutshell, how many people are seeing our ads, how many people are we reaching, how many people engage with the campaign. Moving forward, we also want to include number of schools and educators activated, as well as measuring the impact the campaign has on race-based bullying behaviors and solutions. The latter will take more time.

### **What are the other strategies that don't include social media?**

As presented in this report, social media is only one strategy that we have used to promote the campaign and drive engagements. We have used advertising, in particular outside on social platforms, to connect with our target audiences where they live, shop, and enjoy their free time. We've also used strategic partnerships to that effect. Leveraging bigger partnerships with schools and school districts, the gaming community, and sports community (we are in talks with the San Diego Padres on a wide ranging partnership), will be key to continue to build the campaign in the next few months. All of these efforts should, however, come, alongside what we've been doing on social media.

# Paid Media



## What We've Done/Building Momentum

### Paid Media

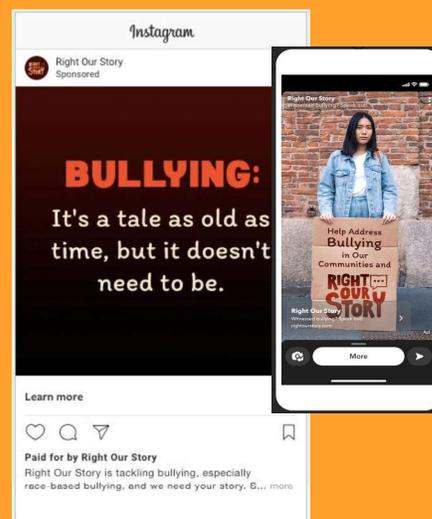
We set out to meet our youth, parent, and educator audiences in the places where they were already spending time, and within conversations they were already participating in. We sought authentic ad placements that would engage with the target audiences—not speak at them.

To do this, we used high impact advertising placements - both digital and physical - to capture their attention.

The campaign launched on paid social channels - Instagram, TikTok, and Snapchat - and later expanded to Google platforms (Search, YouTube, and Discovery). After building our search and social presence, we expanded to display banners and video across the web, including gaming websites.

Finally, physical banners were placed in community centers and other youth-frequented locations, like malls, around Los Angeles and San Francisco. We also had in-stadium signage behind home plate at a number of MLB games, which could be seen by fans at the game - and those watching at home.

Overall, we built a robust campaign presence experienced by youth, parents, and educators - both on their devices and in-person.



What We've Done/Paid Media

# Follower Growth

Our paid media efforts began with a Follower Growth campaign in late March. **Follower Growth ads launched on our two key social channels, Instagram and TikTok. Ads clicked through to Right Our Story's social media accounts and encouraged users to follow them.** These ads targeted the Tweens/Teens and Parents + Educators audiences.

Follower Growth ads ran March 30-May 26, and drove:

**8,015 TikTok followers**

**315 Instagram followers**

Launching our first ads on these two follower-focused channels enabled us to begin building audiences and creating partnerships. This first phase helped build momentum for the following paid media phases.



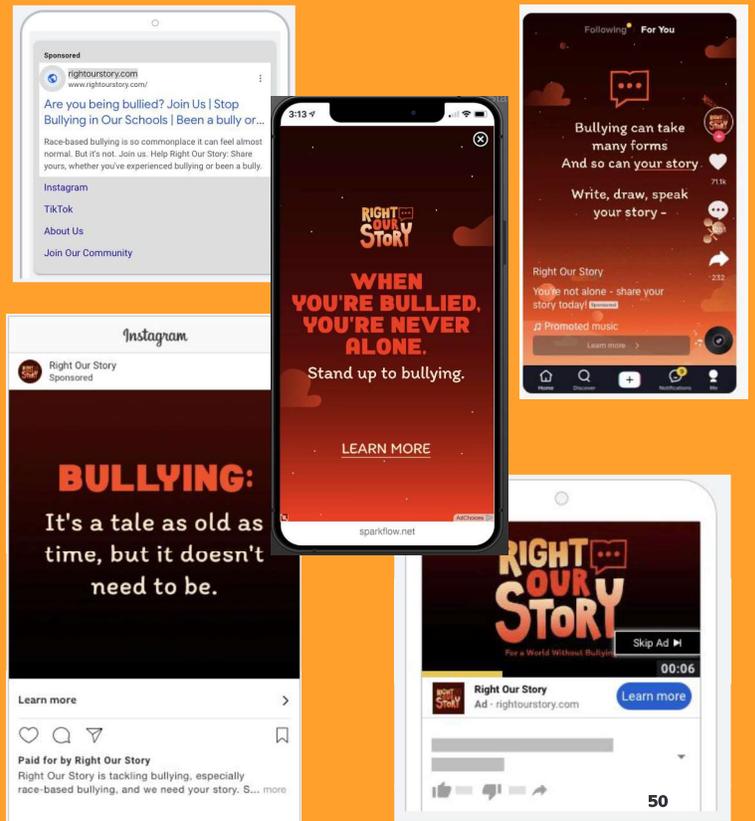
What We've Done/Paid Media

# Awareness + Lead Generation

To continue building ROS's paid media presence, we launched Brand Awareness and Lead Generation campaigns across a wide variety of channels. Both campaigns targeted the Tweens/Teens and Parents + Educators audiences.

Brand Awareness campaigns launched on paid social (Instagram, TikTok, Snapchat, YouTube), paid search (Google Search), and on digital display banners that appeared across the internet. Brand Awareness ads clicked through to the microsite, where users could explore the ROS website. Awareness ads launched in late March and are still live—these ads will continue to run to build ongoing awareness. **Brand Awareness ads earned 46.7 million impressions (ad views).**

Lead Generation ads launched on paid social (Instagram, TikTok, and Snapchat) in mid-April, and ran through mid-June. These ads click through directly to the **'Share Your Story'** typeform site. **Lead Generation ads drove 96 bullying story submissions.**



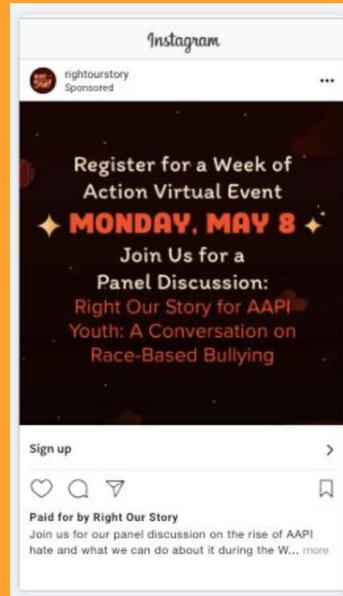
What We've Done/Paid Media

# Week of Action Events

In late April, we launched a paid media campaign to raise awareness around and engagement with the [Week of Action](#) that took place from May 7-13. Specifically, paid ads promoted the AAPI Youth Panel on May 8th and the Youth Rise Up and Lead event on May 10th.

Week of Action Events ads ran on paid social (Instagram, TikTok, Snapchat, YouTube) and paid search (Google Ads). Ads targeted the Teens/Tweens and Parents + Educators audiences, and clicked through to event-specific Eventbrite pages, where users could register for the events.

Overall, Week of Action Events ads earned **6.4 million impressions** and **drove 54k clicks to the Eventbrite pages**.



What We've Done/Paid Media

# Bullied Button

After building brand awareness and website engagement in the prior paid media campaigns, we launched the Bullied Button campaign activation following the Week of Action.

This campaign launched in mid-May and remains ongoing. Ads are running on paid social (Instagram, TikTok, Snapchat, YouTube), paid search (Google Search), on digital display banners across the web, and in-person physical ads at malls, community centers, and MLB baseball stadiums.

Bullied Button ads encourage users to click the "bullied button" (or scan a QR code) and log their experience with bullying on the Right our Story [microsite](#). From launch to date (including June), the Bullied Button campaign has driven 50 Bullied Button form submissions.

This phase of the campaign encourages active engagement, and will build the foundation for larger scale activations in the remainder of 2023 (and onward!).



# Partnerships



## What We've Done/Building Momentum

### Partnerships

We connected with a number of **community, cultural, mental health, and youth led groups** to ensure our campaign resonated with our audiences.

Our work and outreach was received extremely positively, with many organizations accepting to partner with us on a pro bono basis. A number of the following organizations shared our resources with their networks and accepted to share theirs on our microsite:

- Alliance for Children's Rights
- Southeast Asia Resource Action Center
- Asian Youth Center
- Las Fotos Project
- LAVsHate
- Organization of Chinese Americans - Sacramento
- Asian Mental Health Project
- The Children's Partnership
- Teen Line / Didi Hirsch
- Sacramento County Office of Education

Additionally, the following organizations participated in Week of Action events: **AAPI Youth Rising, Dear Asian Youth, and The Hope Coalition.**

The following organizations established formalized, contract-based partnership agreements to produce evergreen content for the campaign and participate in the Week of Action: **CA Association of Student Councils, CAYEN, Youth Leadership Institute.**



Matthew Diep, YAC Member and CAYEN's Program Manager



# Influencers

## What We've Done/Building Momentum

### Influencers

We partnered with seven influencers to raise awareness among teens, parents, educators, and advocates about the Right Our Story campaign.

To tap into existing conversations, we partnered with subject matter experts, adult and youth influencers who frequently post about both social and racial justice.

Collectively the influencer posts have reached 250K users on TikTok and Instagram and have garnered over 13K engagements. 44% of the audience was based in California.

- [@janeparkang](#) (18.6K IG followers, 3.4M [TI](#) followers)
- [@teachandtransform](#) (170K IG followers)
- [@knowingtracy](#) (107K IG followers)
- [@thepositivemom](#) (14.5K IG followers)
- [@latinparenting](#) (183K IG followers)
- [@amandangocnguyen](#) (195K IG followers, 463.1K [TI](#) followers)



## Our 7 Influencers



**Amanda Nguyen**

👁️ 50K Reach, 868 Eng,  
0.13% Eng Rate



**Leslie Priscilla**

👁️ 13.9K Reach, 563 Eng,  
0.1% Eng Rate



**Tracy-Ann Frazier**

👁️ 21.1K Reach, 458 Eng,  
0.43% Eng Rate



**Jane Park**

👁️ 49.7K Reach, 6.1K  
Eng, 0.18% Eng Rate



**Elayna Fernandez**

👁️ 3.4K Reach, 227 Eng,  
0.52% Eng Rate



**Liz Kleinrock**

👁️ 40.8K Reach, 662 Eng,  
0.39% Eng Rate



**Alfred Lewis III**

👁️ 74.9k Reach, 4.6K  
Eng, .67% eng rate

📘 Reach refers to the number of people who have viewed an influencer's campaign posts

## About the Influencer Campaign

**7**

**Influencers**

**18**

**Posts Published**

**5**

**Community  
Sign Ups**

**289K**

**Total Reach**

**13.1K**

**Engagements**

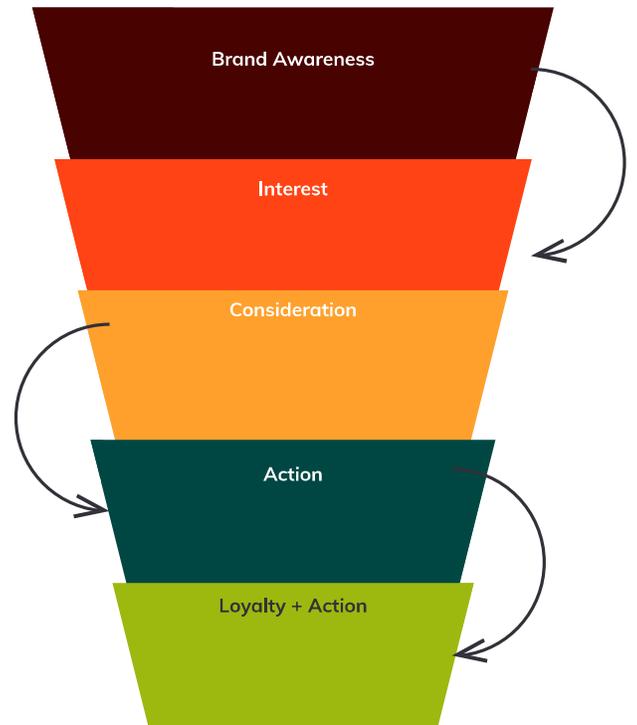
**602**

**Page Views  
Generated**

📘 Mostly women in the state of California ages 25-34

## Takeaways

- Partnering with influencers and creators allowed us to reach our target audiences in an authentic way. It also allowed us to jumpstart a content library with genuine stories from individuals whose voices carry weight in their respective communities. The possibilities for repurposing this content on other channels allows for further Return On Investment.
- While influencers posted on both Instagram and TikTok we saw more utility on Instagram. Instagram profile views far exceeded TikTok profile views at the tail end of this pilot.



# Organic Social

## What We've Done/Building Momentum

# Organic Social

We established an organic presence on both Instagram and TikTok, channels that were more apt to generate engagement for our target audience.

To join the existing conversation we followed, monitored, and engaged with accounts using trending hashtags like: #BullyAwareness, #BullyAwareness, #CyberBullyAwareness, and #StopAsianHate.

We published a variety of graphics, videos and Instagram stories featuring key facts about bullying, stories from young people and related events like The Week of Action. We leveraged influencer posts to further drive engagement and drive traffic to both the Bullied Button and the Right Our Story Community.

Across both TikTok and Instagram since Feb 15, 2023 we saw:

**299K**

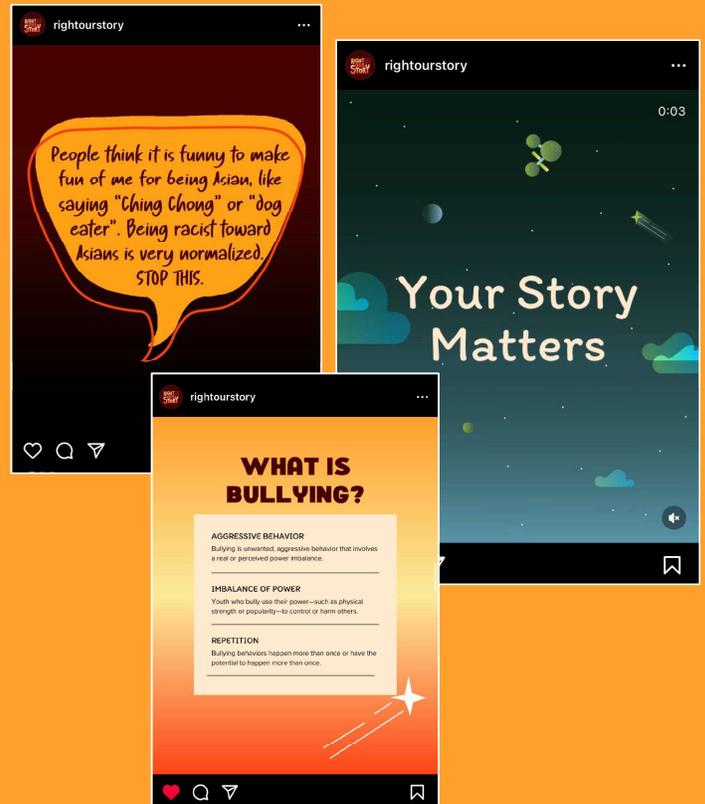
Profile Views

**5.2K**

New Followers

**58K**

Engagements



# Week of Action

What We've Done/Week of Action

# The Apex of the Momentum Arc

Successful campaigns depend on time-bound, focused efforts that create momentum and urgency.

The apex of our initial arc for Right Our Story was the Week of Action, held from May 7-13, 2023.

May was chosen as ideal timing because it was during the school term, AAPI Heritage Month, and Mental Health Awareness Month.

## Five Key Activations During the Week of Action

- ★ Right Our Story for AAPI Youth—A Conversation on Race-Based Bullying and Mental Health ([Watch](#))
- ★ Youth Rise Up and Lead: Conquering Race-Based Bullying Together ([Watch](#))
- ★ #HowICope Social Series
- ★ Draw Our Story ([Watch](#))
- ★ The Bullied Button (Access the [Bullied Button](#) Tool)

[RoS.com/WeekofAction](https://ros.com/WeekofAction)

## Week of Action

Join Right Our Story during our Week of Action by taking part in these four critical actions:

### May 7-13

From May 7th to May 13th, we banded youth, educators, parents, and other allies together to elevate the issue of race-based bullying and support solutions from those who are closest to the problem: young people. During this week, you'll find us across YouTube, Instagram, TikTok, our virtual community, and the web as we inundate the state with youth voices and calls-to-action.

PARTICIPATE IN VIRTUAL EVENTS

JOIN OUR COMMUNITY

SHARE THE BULLIED BUTTON

SHARE YOUR STORY

What We've Done/Week of Action

# CA's AAPI Youth Activists Come Together

Right Our Story for AAPI Youth brought together the state's most prominent AAPI Youth activists, like Mina Fedor, the founder of [AAPI Youth Rising](#), and Carrie Zhang, the founder of the [Asian Mental Health Project](#).

Together, we shared personal stories of bullying and envisioned solutions that are youth-centered and youth-led. This and other WOA events created incredible evergreen content that can be repurposed and will continue to engage young people.



What We've Done/Week of Action

## Why Right Our Story —In Young People's Own Words

**Draw Our Story** is an articulation of the reason why Right Our Story exists and what we're trying to do—told largely through the voices of anonymous storytellers who have shared their pain and their power with the campaign.

**It is a beautiful, creative, and moving expression of the need for and purpose of Right Our Story.**



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What We've Done/Week of Action

## Outcome: Meaningful Conversations with Lasting Impact

Across channels, platforms, content, and audiences, **the Week of Action created space for important dialogue** for partners and audiences around the **intersections of race-based bullying, mental health, and youth leadership** in creating positive change.

Just within my community, my outreach, and my friend group, I've noticed them talking about **being more open with their own mental health struggles**. It's been quite a high percentage of any youth I've talked to, especially among teenage girls—as well as teenage boys—I've noticed a big uptick in **sharing personal experiences, and people talking about their suicidal ideations** or things like that. And they're only like 13 or 14. **So it's definitely a crisis.**

**COVID really accentuated that as well, especially for Asian Americans:** That sense of loneliness in the pandemic, and not having that sense of community and feeling 'other than,' made to feel like an outsider. Because you're Asian, and because of all the scapegoating related to COVID-19.

**So race-based bullying is a really big thing, and a really horrible trend that I've personally witnessed.**

Panelist Mina Fedor, Founder of AAPI Youth Rising

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