

Public Mental Health Campaign Pilot



Anna Hammonds, *Community Liason, Unite Ellis County Champion.*

Anna Hammonds became Unite's Ellis County Champion in January 2022 after leading an interview and research process of leaders from all sectors across the county. Coming in with a background in nonprofit consulting, leadership of the Midlothian Project, and an entrepreneurial spirit, she has been an incredible asset and has since won a spot on the Midlothian City Council.

Project Description:

After an interview and research process of leaders from all sectors, mental health was identified as a challenge the whole county could get behind. Having built their infrastructure in 2022 and activating it in a string of crisis situations, Ellis County is ready to launch a campaign for purposes of destigmatizing mental health and connecting people with resources. After piloting this process in Ellis County, Unite expects to roll it out Metroplex-wide.

2023 Goals:

1. Launch a county-wide baseline Wellbeing Assessment on April 18.
2. Partner with the Grant Halliburton Foundation to launch a county-wide Mental Health Ad Campaign on April 18.
3. Train Community Navigators to receive referrals for prayer, spiritual questions, relationship, and other tangible needs.
4. Reach 50% of the population through frontline organizations, shareable social media, and earned media.
5. Train the community to care for their friends and family using Unite's Emotional Support Overview.

Metrics:

- Number of Community Navigators trained.
- Number of Frontline organizations engaged.
- Number of landing page hits.
- Number of requests for help received by Grant Halliburton.
- Number of neighbors referred by GH to Community Navigators for prayer, spiritual questions, relationship, or tangible needs.
- Number of community members participating in the Emotional Support Overview.

Collaborators:

- Unite DFW Team
- Unite Ellis Mental Health Team
- Grant Halliburton Foundation
- Repurposed and other calling/vocation champion organizations.