

Trust

Alaska Mental Health
Trust Authority

Trust Communications Update

Board of Trustees

May 9, 2019

Overview

- Trust Communication Goals
- Communications Tools
- Looking Ahead
- Trust Anti-Stigma Campaign



Communication Goals

- Goal 1: Reduce stigma related to trust beneficiaries
- Goal 2: Increase understanding and positively impact perceptions of the Trust, the Trust's mission and TLO activities
- Goal 3: The Trust as catalyst for change: Increase awareness of issues critical to beneficiaries

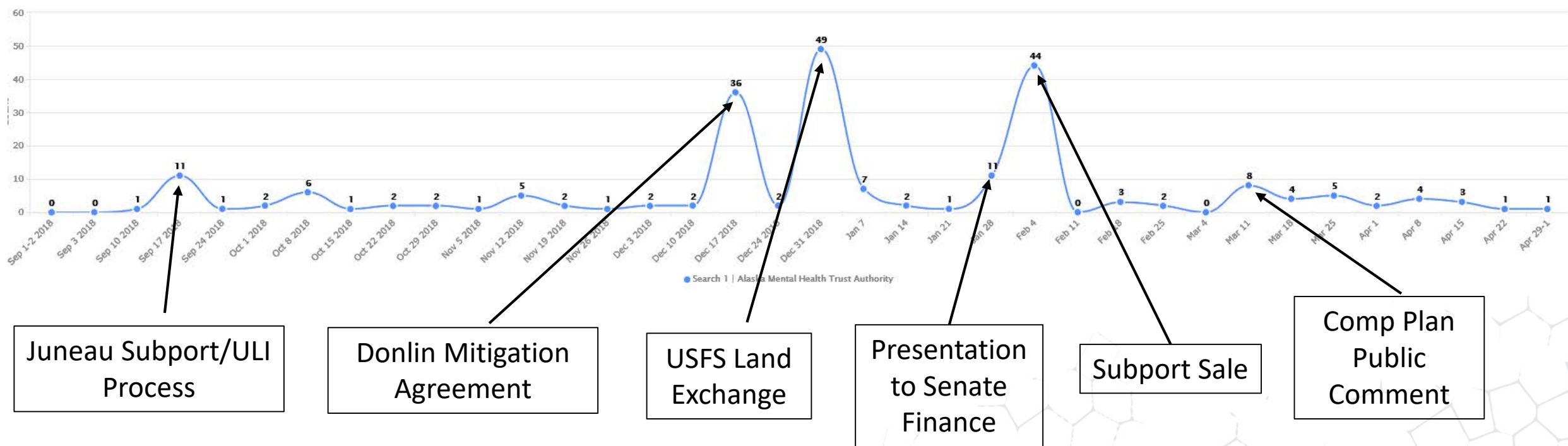


Communications Tools: Earned Media

- Press releases
 - Grants/Funding directives
 - TLO activities
 - Staff/Trustee announcements
- Targeted media outreach
- Trust comment



Media Analytics



Communication Tool: Website

alaskamentalhealthtrust.org

New site launched June 2018

- Single site for Trust
- Over 22,000 unique visitors
- Commonly visited pages

Additions to the site

- Partner news
- “Of Interest” fields
- “About the Trust” video



Our Mission

It is the duty of the Alaska Mental Health Trust Authority to provide leadership in the advocacy, planning, implementing and funding of services and programs for Trust beneficiaries. The Trust Land Office is contracted exclusively by the Alaska Mental Health Trust Authority to manage its approximately one million acres of land and other non-cash assets to generate revenue to better serve our beneficiaries.

[Learn more about our values](#)

OF INTEREST

- + 2018 Annual Report
- + Apply For a Grant
- + Legislative Audit
- + Trust FAQ
- + Board Meeting Dates
- + Find Land and Maps



“About the Trust” video



Communication Tool: Social Media

Facebook


- 3,900 followers (Trust Authority)
- 961 Followers (TLO)



Informational Posts

Informational posts re: grants, job listings, press releases, workshops and other events have an average of:


- 313 people reached
- 6 post clicks
- 3 reactions, comments, shares



Alaska Mental Health Trust Authority
Published by Northwest Strategies [?] · October 12, 2018 ·

Many people don't seek treatment or remain unaware that their symptoms could be connected to a mental health condition.
[#MentalIllnessAwarenessWeek](#)

Learn more about mental health treatment and services here:
<https://www.nami.org/Learn-More/Treatment>



218
People Reached

4
Engagements

[Boost Post](#)


Maureen Pace, Melissa Lampert and 1 other

Like Comment Share

Articles/Video Posts

Links and shared articles/videos have an average of:

- 774 people reached
- 18 post clicks
- 23 reactions, comments, shares




Alaska Mental Health Trust Authority
Published by Allison B. Trust [?] · January 17 ·

Here's a great story featuring a Trust micro enterprise grantee.

Micro enterprise grant applications are being accepted through January 30, 2019. You can learn more here:

<https://alaskamentalhealthtrust.org/.../gra.../micro-enterprise/>
[https://www.ktva.com/.../workforce-wednesday-statewide-grant...](https://www.ktva.com/.../workforce-wednesday-statewide-grant-...)



KTVA.COM

Workforce Wednesday: Statewide grant helps Alaskans with disabilities become their own boss

983 People Reached 73 Engagements [Boost Post](#)

Kelda Barstad, Bonnie Douglas and 12 others 3 Comments 6 Shares


Like Comment Share

Community Outreach Posts


Community Outreach posts have an average:

- 337 people reached
- 8 post clicks
- 6 reactions, comments, shares



 **Alaska Mental Health Trust Authority**
Published by Northwest Strategies [?] · September 17, 2018 · 🌐


"One slip-up and you automatically go back. People make mistakes; they go down that path and it is what they are going to learn. If you keep them down, that's where they are going to stay." - Trust Beneficiary, Nome



301 People Reached 21 Engagements [Boost Post](#)

👍 Brandy Arrington, Sandy Martinson and 3 others 1 Share

👍 Like 💬 Comment ➦ Share 🌐

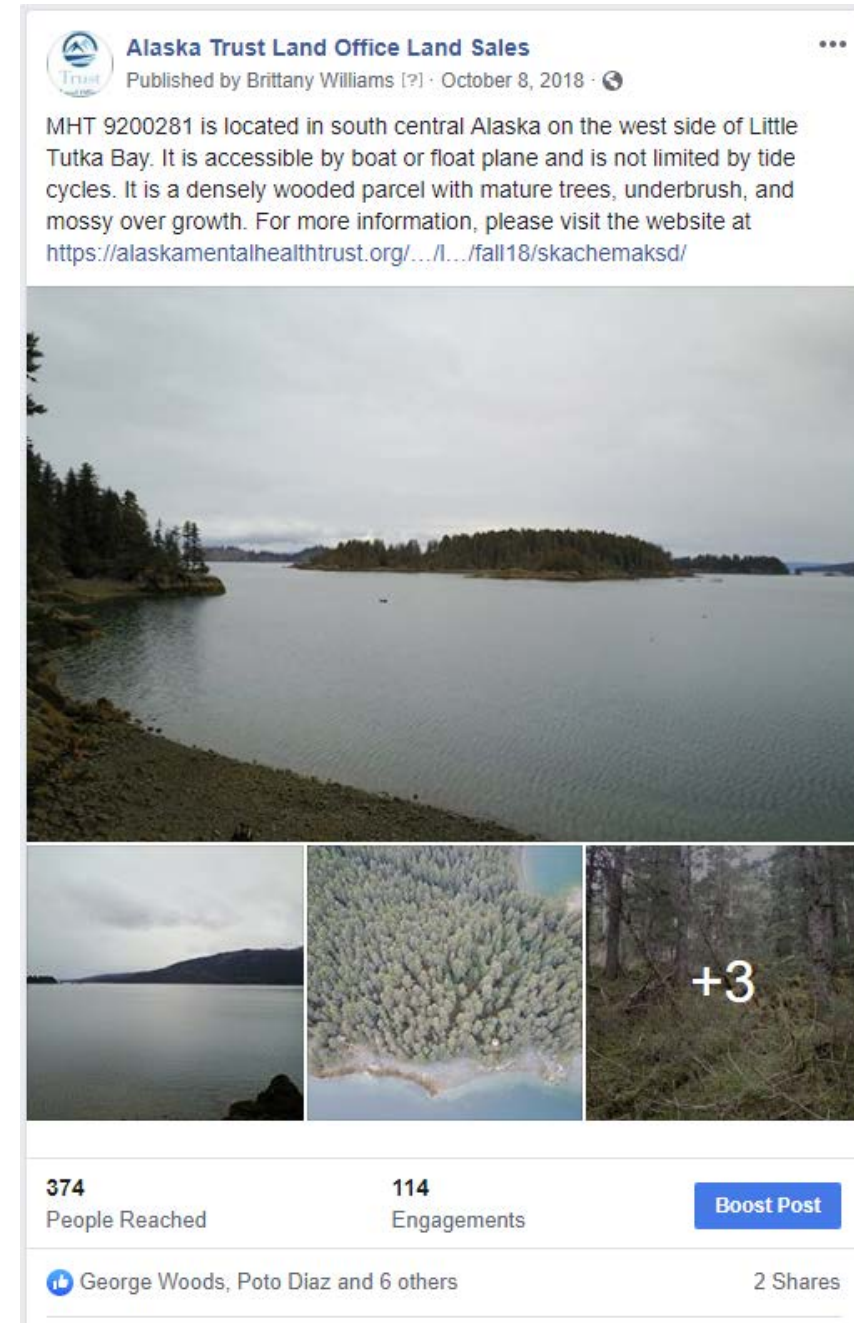
 Write a comment... 😊 📷 GIF 🗨️

Trust Land Office on Facebook

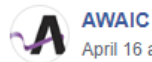
Posts information regarding the annual land sale

- Weekly highlight of specific parcels
- Notifications re: process/deadlines

Posts also share information regarding OTC land sales, and TLO participation in Sports shows and other events.



Facebook Recognitions



AWAIC

April 16 at 3:22 PM · 🌐

Another huge thank you this week and this one goes out to [Alaska Mental Health Trust Authority](#) for supporting AWAIC's expansion project at the \$50,000 level!

These grant funds will help support AWAIC's Safe Spaces expansion project to increase the number of beds by 15, add space for direct service advocates and case managers to meet with participants, provide more work space for staff, and increase space for donation sorting as well as intake rooms.

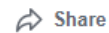
Thank you to Alaska Mental Health Trust Authority for supporting your community in need! We couldn't do this without you!

**Thank you to Alaska Mental Health
Trust Authority for supporting the AWAIC
Safe Spaces Expansion Project!**

Trust
Alaska Mental Health
Trust Authority

👍❤️ Sharon Larson, Iris Klingler and 22 others

4 Shares



United Way of Anchorage

February 27 · 🌐

Thanks to the Alaska Mental Health Trust Authority we are moving forward with our Anchored Home Pay for Success project which will add up to 270 permanent supportive housing units. Together, we can and will make homelessness a rare, brief and one-time occurrence.
#liveunitedanc #ThankYou



AKBIZMAG.COM

AMHTA Board of Trustees Directs \$650,000 for Supported Housing in Anchorage - Alaska Business Magazine

[Learn More](#)

👍❤️ Veronica Jones Griffith, Christine Lewis and 24 others

6 Shares

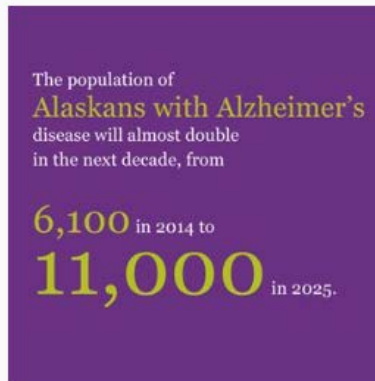
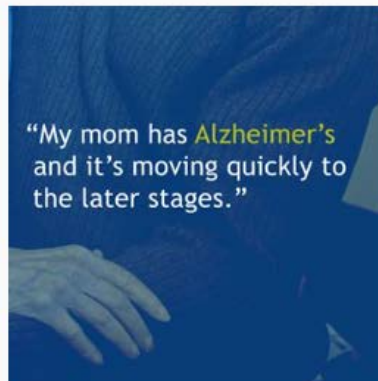
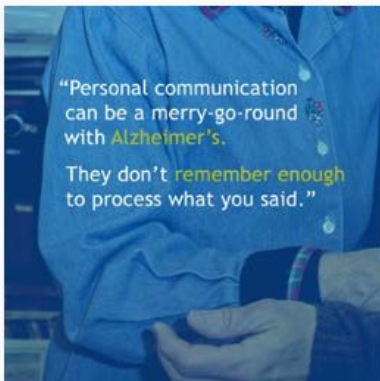
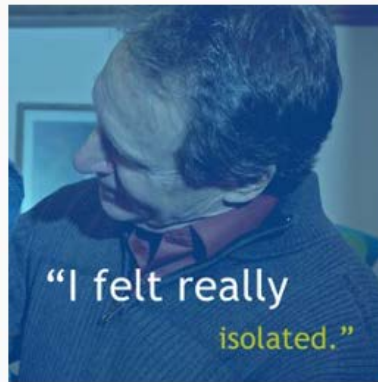




Instagram

Instagram – new in 2018

- 245 followers
- Using Facebook to drive audience to the platform



Other Outreach

TLO activities in Southeast Alaska

- Paid advertising
- Icy Cape Community Meetings

Visibility at Sponsored Events



THANK YOU KETCHIKAN!

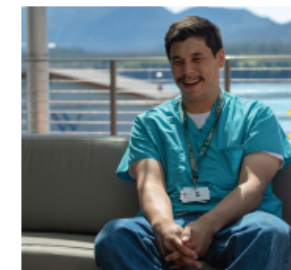
Following more than a decade of planning and public input, the Alaska Mental Health Trust Authority (Trust) and the United States Forest Service (USFS) have finalized the first phase of a major land exchange in Southeast Alaska. The agreement, authorized by both state and federal legislation, will ultimately exchange approximately 18,258 acres of Trust lands for approximately 20,528 acres of USFS lands.

The Trust has been engaged with the USFS since 2005 to ensure that Trust timber resources provided the greatest return for its beneficiaries, while providing timber resources to the Southeast timber industry and reducing conflicts with Southeast communities who sought to preserve viewsheds and other interests.

The Benefits to Ketchikan

The first phase includes conveyances of about 2,500 acres of Trust lands around Ketchikan for about 2,400 acres of USFS lands near Naukati, on Prince of Wales Island, that is more suitable for timber harvest. Conveyance of the Phase 1 parcels preserves the view shed around Ketchikan — and allows the Trust to contract with Viking Lumber to proceed with harvest on the Naukati parcel.

The Trust wants to thank all of those who worked so hard to overcome significant challenges and make this exchange happen. The list of those individuals and organizations who played a role in this success is long, and includes the Ketchikan Gateway Borough, the borough assembly, Alaska's congressional delegation, the Alaska Legislature, and all the community stakeholders who participated in the process.



The Trust Mission at Work in Ketchikan

At the Trust, our overarching mission is to provide mental health programs and resources to those who need it most, our beneficiaries, including many in Ketchikan. The Alaska Mental Health Trust Authority is a state corporation that administers a perpetual trust created to ensure that Alaska has a comprehensive mental health program to serve people with mental illness, developmental disabilities, substance related disorders, Alzheimer's disease and related dementia, and traumatic brain injury. Among others, in Ketchikan the Trust has supported Community Connections, the Ketchikan Gateway Borough School District, Residential Youth Care, and the Southeast Alaska Independent Living Council (SAIL).

This land exchange will provide a return to the Trust that will help fund those programs and resources for years to come. For more information about the Trust, please visit mhtrust.org.

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Alaska Mental Health
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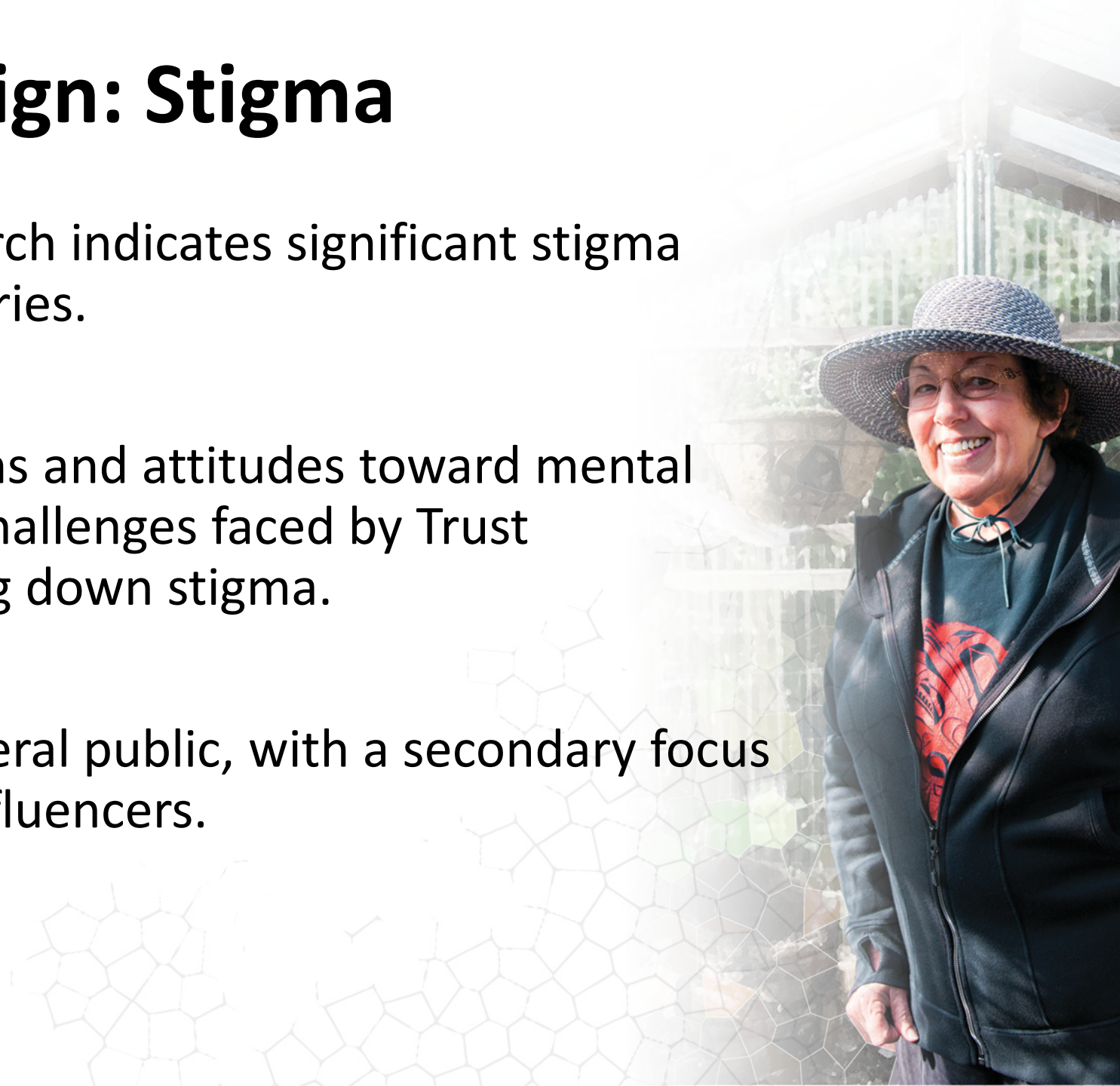
Looking Ahead

- Grow our Social Media presence
- Increase earned media opportunities
- 25th Anniversary
- Comp Plan
- Communications efforts in Southeast Alaska
- Trust anti-stigma campaign
- FASD prevention campaign



Trust Media Campaign: Stigma

- Our most recent (2017) research indicates significant stigma remains attached to beneficiaries.
- Positively changing perceptions and attitudes toward mental illness, addiction, and other challenges faced by Trust beneficiaries is key to breaking down stigma.
- Target Audience: Alaska's general public, with a secondary focus on elected officials and key influencers.



Trust Media Campaign: Stigma

- Media: mid May - early September
 - TV
 - Radio
 - Digital
 - Social media & paid social
- Earned media



Trust “Beneficiary” Spot

30 seconds

A man wearing a camouflage baseball cap and a red, white, and blue plaid shirt is shown in profile on the left side of the slide. He is looking towards the right.

FASD Prevention Campaign

- Since 2015, Trust has administered a statewide multimedia campaign to raise awareness of and educate women about Fetal Alcohol Spectrum Disorders (FASD) and the dangers of drinking alcohol while pregnant.
- The campaign has been funded by an annual \$250,000 appropriation from the State of Alaska.
- In FY 19, the campaign has two primary goals:
 1. *To educate providers and equip them with the tools they need to incorporate alcohol screening and reproductive health into their general wellness discussion and raise awareness around FASDs.*
 2. *To educate women and the general public about the risks of drinking during pregnancy.*

FASD Campaign: Provider Materials

- Provider outreach re: toolkit
- Educational videos
- Website library

Note – these materials were developed in coordination with providers



How to talk to your patient about FASD

Alcohol Use Card

- Alcohol Use Card

Frequently Asked Questions

- What Do I Say - Frequently Asked Questions

Motivational Interviewing

- Motivational Interviewing

Screening and Brief Intervention



FASD: Public Campaign

- Website: letstalkfasdak.org
- Social Media
- TV and Digital ad campaign

THERE IS NO CURE; THE ONLY
THING WE CAN DO IS PREVENT IT.

Megan Mackiernan PA-C
Physician Assistant
Norton Sound Regional Hospital

Myth: It's fine to have a glass of wine or two while pregnant.

Fact: The American College of Obstetricians and Gynecologists (ACOG) advises women not to consume any alcohol while pregnant.

Let's Talk
alcohol & pregnancy

[Learn More](#)

Letstalkfasdak
December 26, 2018 · 🌐

Let's toast to the New Year! Before you head out on the town, be certain you're not pregnant before you drink. Learn how fetal alcohol spectrum disorders (FASDs) impact everyone, even you, at Letstalkfasdak.org

Before you head out on the town,
be certain you're not pregnant before you drink.

FASDs impact everyone, even you.

[Learn More](#)



“She Is Alaska”

60 second video

Thank you

QUESTIONS?

