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

- Juneau Subport/ULI Process
- Donlin Mitigation Agreement
- USFS Land Exchange
- Presentation to Senate Finance
- Subport Sale
- Comp Plan Public Comment
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.
“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
Articles/Video Posts

Links and shared articles/videos have an average of:

- 774 people reached
- 18 post clicks
- 23 reactions, comments, shares
Community Outreach posts have an average:

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

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 10, 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!

United Way of Anchorage

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 end and make homelessness a rare, brief and one-time occurrence. #NeverGiveUp #ThankYou
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 68,928 acres of Trust lands for approximately 20,400 acres of USFS lands.

The Trust has been engaged with the USFS since 2010 to ensure that Trust timber resources provided the greatest return for the beneficiaries, while providing timber resources to the Southeast timber industry and enhancing conditions with Southeast communities who sought to preserve landscapes and other interests.

The Benefits to Ketchikan

The first phase includes conversion of about 2,500 acres of Trust lands around Ketchikan for about 2,400 acres of USFS lands near Saanichton, on Prince of Wales Island, that is more suitable for timber harvest. Conversion of the Prince of Wales forest preserves the view shed around Ketchikan — and allow the Trust to continue with timber harvesting on the Stikine parcel.

The trust wants to thank all of those who worked so hard to overcome significant challenges and in the process helped. The list of those individuals and organizations who helped a role in this success is long, and includes the following organizations through the hours, efforts, and/or financial contributions: Alaska’s congressional delegation, the Alaska Legislature, and all the community members 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 assure that Alaska has a comprehensive, multi-tiered health program to serve people with serious mental illness, developmental disabilities, substance-related disorders, and traumatic brain injury. Among others, in Ketchikan, the Trust has supported community-based programs, the Ketchikan Gateway Borough Detox Residential Treatment Center, 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 untrust.org.
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
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
FASD: Public Campaign

- Website: letstalkfasdak.org
- Social Media
- TV and Digital ad campaign
“She Is Alaska”
60 second video
Thank you

QUESTIONS?