

A photograph of a person with long hair, seen from behind, walking on a rocky beach. The beach is covered in small, smooth stones and pebbles. In the background, there is a calm body of water, likely a lake or a wide river, and a range of mountains under a clear sky. The shoreline is lined with dense evergreen trees. The overall scene is peaceful and scenic.

Trust

Alaska Mental Health
Trust Authority

Trust Communications Update

Nov. 15, 2023

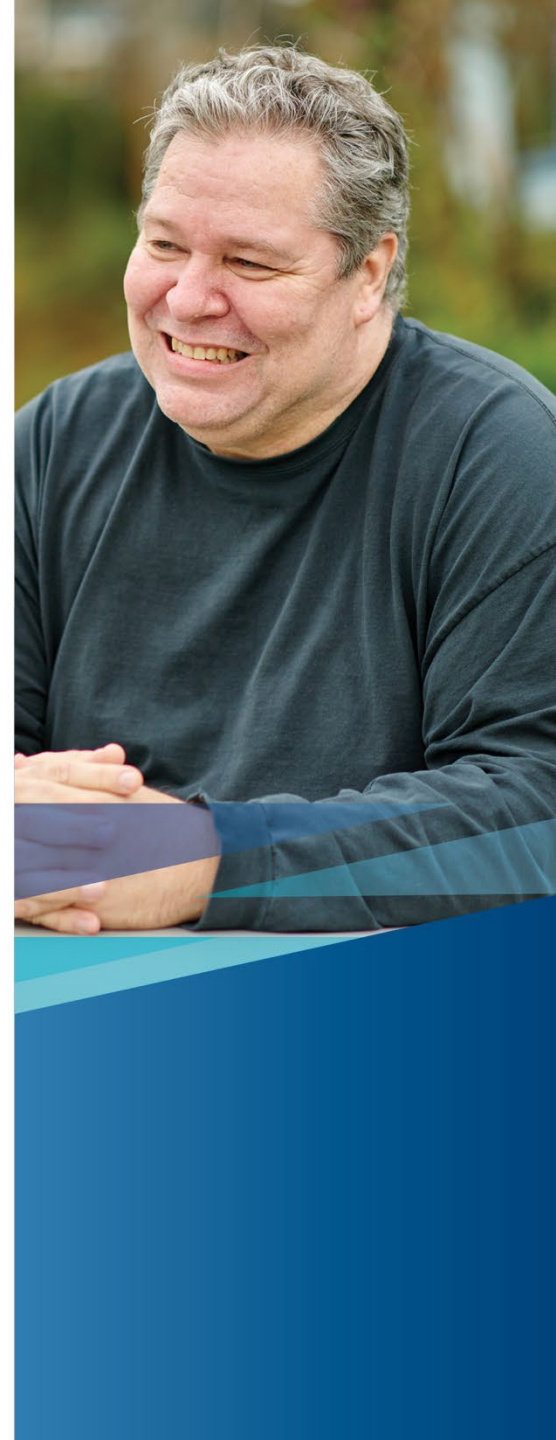
Allison Biastock, Chief Communications Officer

Trust Communications Tools & Tactics



Trust Communications Goals

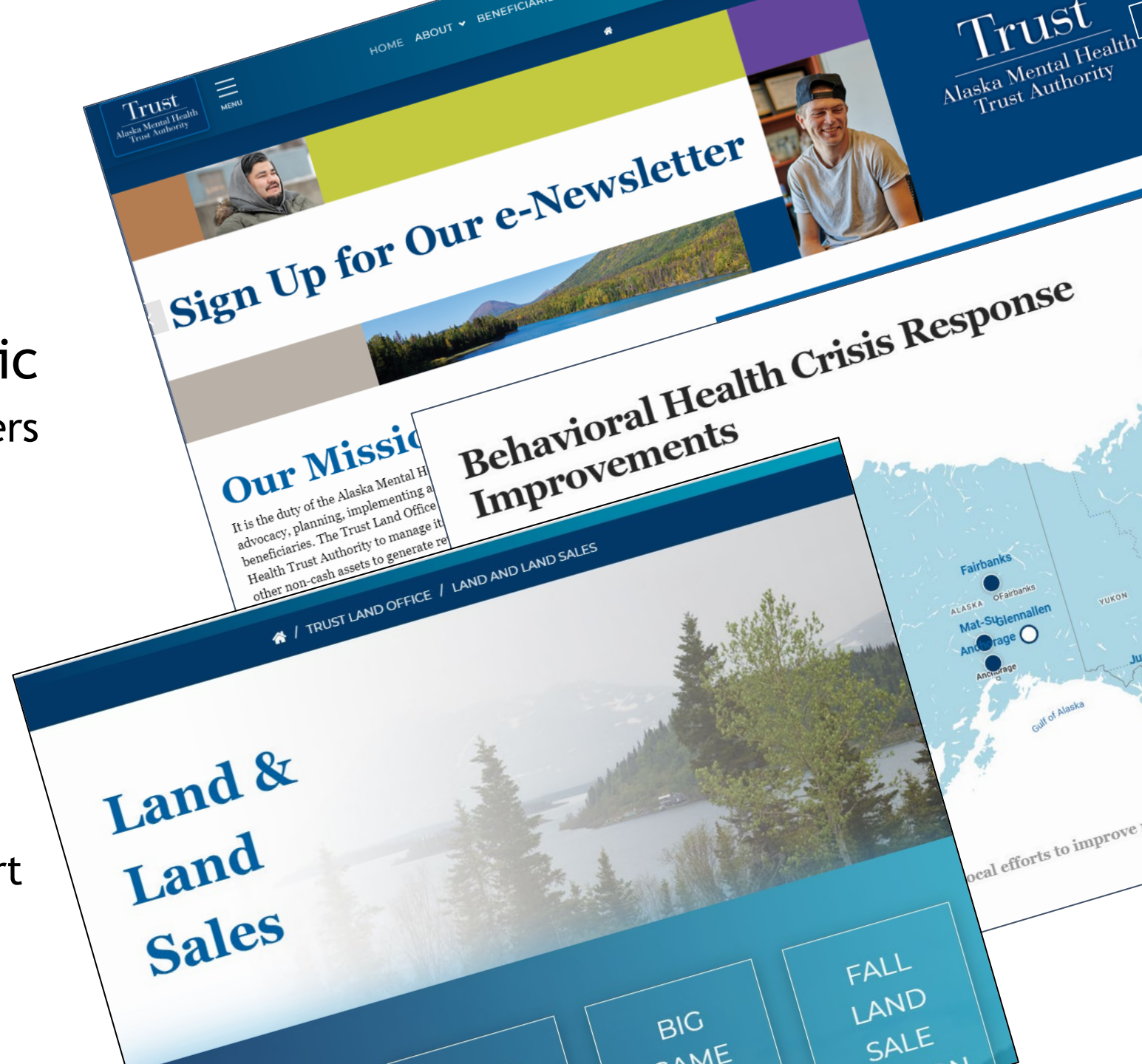
- Reduce stigma related to Trust beneficiaries
- Increase understanding and positively impact perceptions of the Trust, the Trust's mission, and TLO activities
- Increase awareness of issues critical to beneficiaries



Our Website

In the last year:

- Increase in total traffic
 - 1.9% increase in total users
 - 123K visitors
 - 172K visits
- Top pages:
 - Fall Land Sale
 - Stigma page
 - How does the TLO Support beneficiaries?
 - Home page



Trust Social Media



Trust Facebook: 6,148 followers (-.8%)

Trust Instagram: 1,238 followers (+4.7%)

Reach (in last year)

Facebook 463K

Instagram 226K

TLO Facebook

TLO Official, 353 followers (+4.8%)

TLO Land Sales, 1,421 followers (+.5%)

GRANT HIGHLIGHT:
Volunteers of America
Alaska

SUPPORTED
EMPLOYMENT FOR
YOUNG ALASKANS

Alaska Mental Health Trust Authority
October 13 at 3:11 PM · 🌐

"Just because I am someone who's in recovery, it does not necessarily mean that defines who I am and who I can be." – Andrew

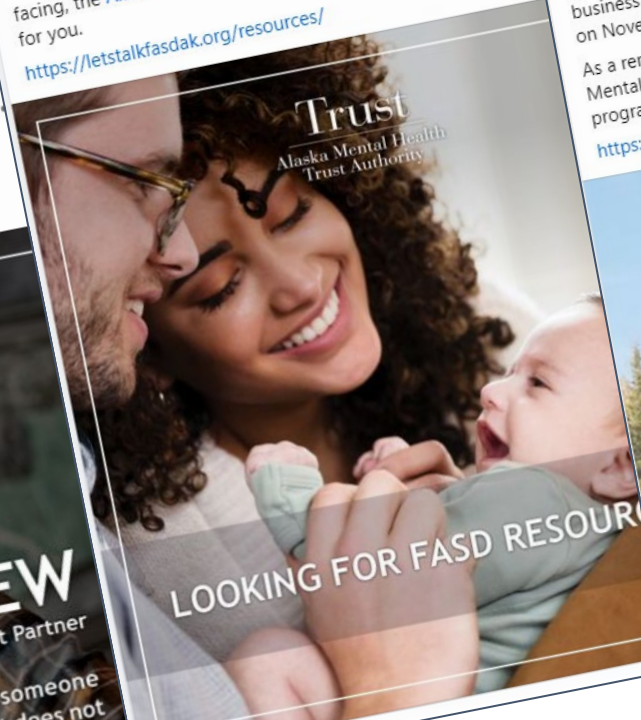


ANDREW
Trust Partner

Alaska Mental Health Trust Authority
September 27 · 🌐

It's FASD Awareness Month, and if you're looking for ways to minimize the risk of having a child with FASD, there are many resources to help. Whether it's useful tips, helpful apps, or support for whatever you're facing, the [Alaska Center for FASD's](https://letstalkfasdak.org/resources/) resources page has helpful information for you.

<https://letstalkfasdak.org/resources/>



Alaska Trust Land Office
October 3 · 🌐

Bidding on the Alaska Trust Land Office Fall Land Sale Auction is now open! Looking for the right parcel of land for a cabin, home or business? Get your bid in soon because the acceptance period closes on November 27.

As a reminder, revenue generated from these land sales will go into the Mental Health Trust Fund, and earnings from that fund are used for programs that support Trust beneficiaries across the state.

<https://alaskamentalhealthtrust.org/.../fall-land-sale/>



Alaska Trust Land Office
August 24 · 🌐

Did you know that you can apply for a permit on Trust lands to harvest firewood for personal use? Good for one full year, this permit can be used to harvest up to 10 cords of dead trees or beetle kill spruce for personal use.

<https://alaskamentalhealthtrust.org/product/firewood-permit/>

Non-commercial
Personal Firewood
Harvest permits



Earned Media



Coffee at KYUK

The Alaska Mental Health Trust Authority is coming to Bethel

Published October 27, 2023 at 2:10 PM AKDT

▶ LISTEN • 17:49



Providence breaks ground on behavioral health crisis center in Anchorage that aims to keep people out of emergency room

By Rachel Cassandra, Alaska Public Media - Anchorage - September 1, 2023



Sections

ANCHORAGE DAILY NEWS

Opinions

OPINION: Alaska Psychiatric Institute has made great progress in improving mental health services

By Kim Kovol
Updated: August 19, 2023
Published: August 19, 2023



Alaska Beacon

Alaska doctor wheels hope to survivors of traumatic brain injury in his 'Brain Bus'

He says treatment can help unhoused people, survivors of domestic violence

BY: CLAIRE STREMPLE - NOVEMBER 4, 2023 5:00 AM



FAIRBANKS
Daily News-Miner

a company of The Helen Snedden Foundation, a nonprofit corporation

New mental health outreach program focuses on families and children

Carter DeJong Jun 27, 2023



KT00

Juneau hospital, Housing First receive Alaska Mental Health Trust grants

September 14, 2023 by Katie Anastas, KT00

Share:



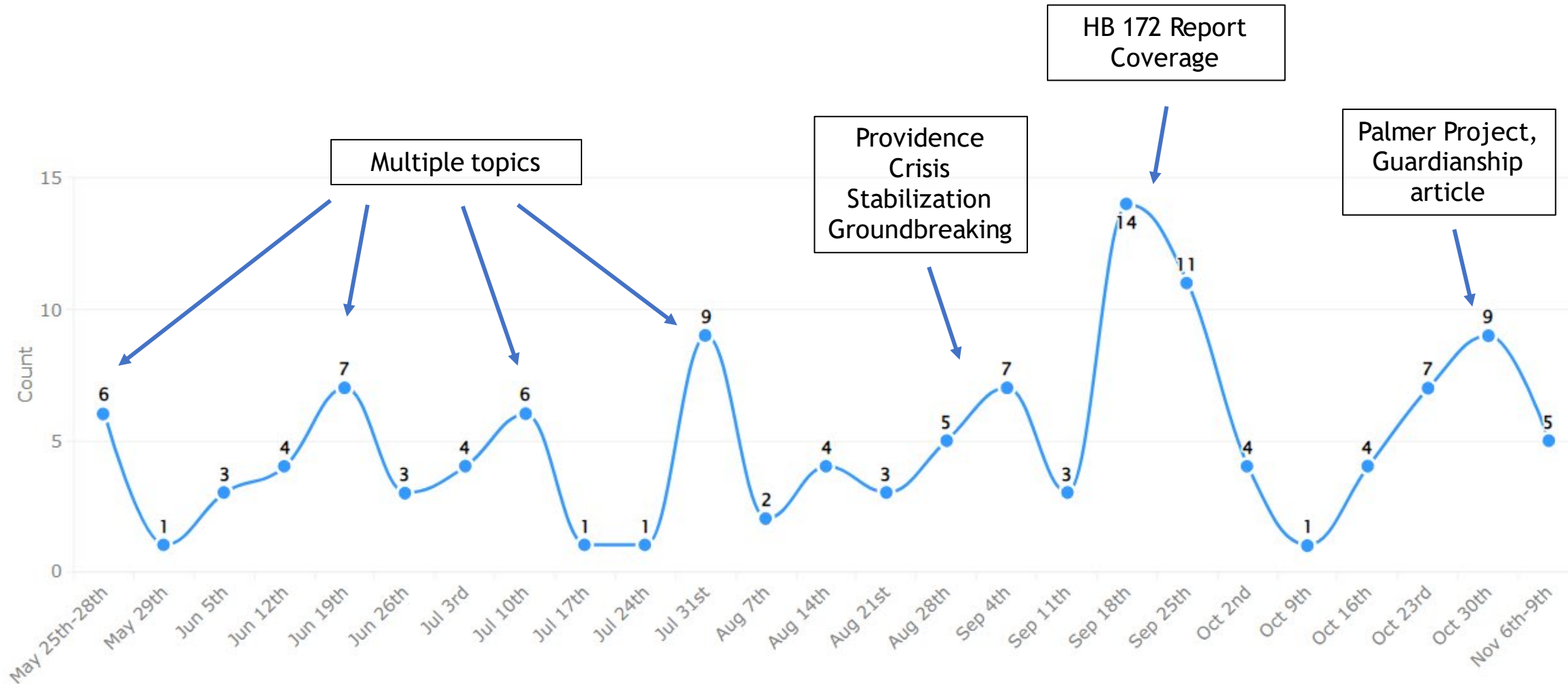
Trust Land parcel at Blind River Rapids up for auction

Share Tweet 0 Comments



Alaskamentalhealthtrust.org parcel viewer

Earned Media



Earned Media: Partner Mentions

AK Alaska Eating Disorders Alliance
1h · 🌐

Special thanks to the INCREDIBLE AKEDA Board of Directors, our facilitators at [Agnew :: Beck Consulting](#) and funding from [Alaska Mental Health Trust Authority](#) that helped us have a very fruitful day of strategic planning on Sunday. We are dreaming big about how to prevent, identify, treat, and support Alaskans impacted by eating disorders, and excited to use the framework that will come from this planning session to help us continue to grow. Interested in being part of the solutions? Contact us, or donate to help us meet our mission! [#Alaska](#) [#mentalhealth](#) [#eatingdisorders](#) [#nonprofitlife](#)



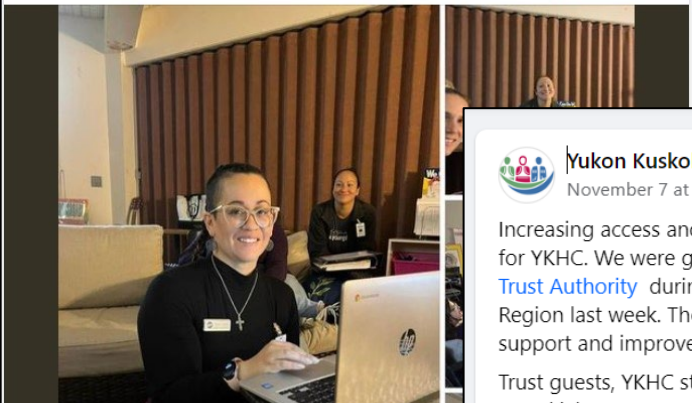


Expectant Moms, Empowered Moms - Module 1
by Holly Brooks and Calisa Kastning



YoungLives Alaska
September 27 at 8:15 PM · 🌐

What is different about YoungLives is that we don't wait for teen parents to come to us... we GO to where teen parents are. We call this contact work! One way we do this is by building partnerships and serving in teen parent programs to help them thrive. We are excited to be back in classrooms this fall! What's even better is when we have 3 organizations that care about young families working together to offer the education parents need to succeed! @Benny Benson Secondary School @younglivesanchorage @cpcanchorage Alaska Mental Health Trust Authority [#educationempowerment](#)



momsmatternow · Follow

momsmatternow Did you know there's an audio version of the Expectant Moms, Empowered Moms course? Just listen to the course modules whenever you are! Maybe it's in the car, on a soccer practice. Wherever you are, you don't have to be at a computer screen to complete this course!

📅 Set an hour a week aside for you to be supported, empowered and empowered on YOUR motherhood journey!

💖 If you are an Alaskan expectant mom/birthing person with children under the age of 10, check out the qualification criteria to take this course for FREE (with paid gift card thanks to @akmentalhealthtrust and @recoveryalaska)!

🌟 Qualifying criteria (very inclusive) and link to the pre-enrollment survey are in the link tree in the bio!

[#podcast](#) [#audio](#) [#motherhood](#) [#birthingperson](#) [#alaska](#) [#alaska](#) [#maternalhealthmatters](#) [#maternalmentalhealth](#) [#momsmatter](#) @kajabi @appdeveloper

Edited · 2w

recoveryalaska Thank you! This is just an impactful course! 2w · 1 Like · Reply

vikki_bhahi_12345 D.m to @_realityrecords 2w · Reply

Yukon Kuskokwim Health Corporation
November 7 at 4:00 PM · 🌐

Increasing access and resources for behavioral health in the region is a priority for YKHC. We were grateful for the opportunity to host [Alaska Mental Health Trust Authority](#) during their Rural Outreach Trip to the Yukon-Kuskokwim Region last week. The three-day visit was focused on identifying ways to support and improve behavioral health services in the YK Delta.

Trust guests, YKHC staff and Board Members traveled to Tok, Napakiak, St. Mary's, and Kwethluk, to meet with Tribes, municipal governments and other community leaders. Quyanah to the health community members, who took time to share their wisdom, requests for support and services. Read more on our website <https://www.ykhc.org/ykhc-hosts-alaska-mental-health-trust-authority/> during the visit to Kwethluk.

Thank you to the Alaska Mental Health Trust Authority, our community partners and YKHC staff and board members for your support in addressing the significant need for behavioral health service in the region.




2023 mental health resource fair
Saturday, Oct. 14
1 - 4 p.m.
Fairview Rec Center
alaskapublic.org/events
Support made possible in part by Alaska Mental Health Trust and Robert Wood Johnson Foundation.



alaskapublic · Original audio

alaskapublic This Saturday, October 14, from 1 to 4 p.m., Alaska Public Media is hosting its second annual Mental Health Resource Fair at the Fairview Rec Center (1121 E. 10th Ave. in Anchorage). The fair is free and family-friendly, with complimentary food and kids activities. This year more than 35 local organizations will offer information and resources related to wellness and mental health. You can learn about what to do in a crisis, apply for benefits, find a therapist, and much more.

Come by to:

- Meet representatives from a variety of community resources
- Talk to local behavioral health and substance use treatment providers
- Apply for programs like SNAP, WIC and health insurance
- Learn about mental wellbeing

Open to all – whether you need help or want to know how to support those who do. Visit alaskapublic.org/events for more information (link in bio), or visit our Facebook event.

There is free parking on-site. Need a ride? People Mover routes 11, 20 and 30 will get you there!


Alaska Department of Natural Resources
August 30 · 🌐

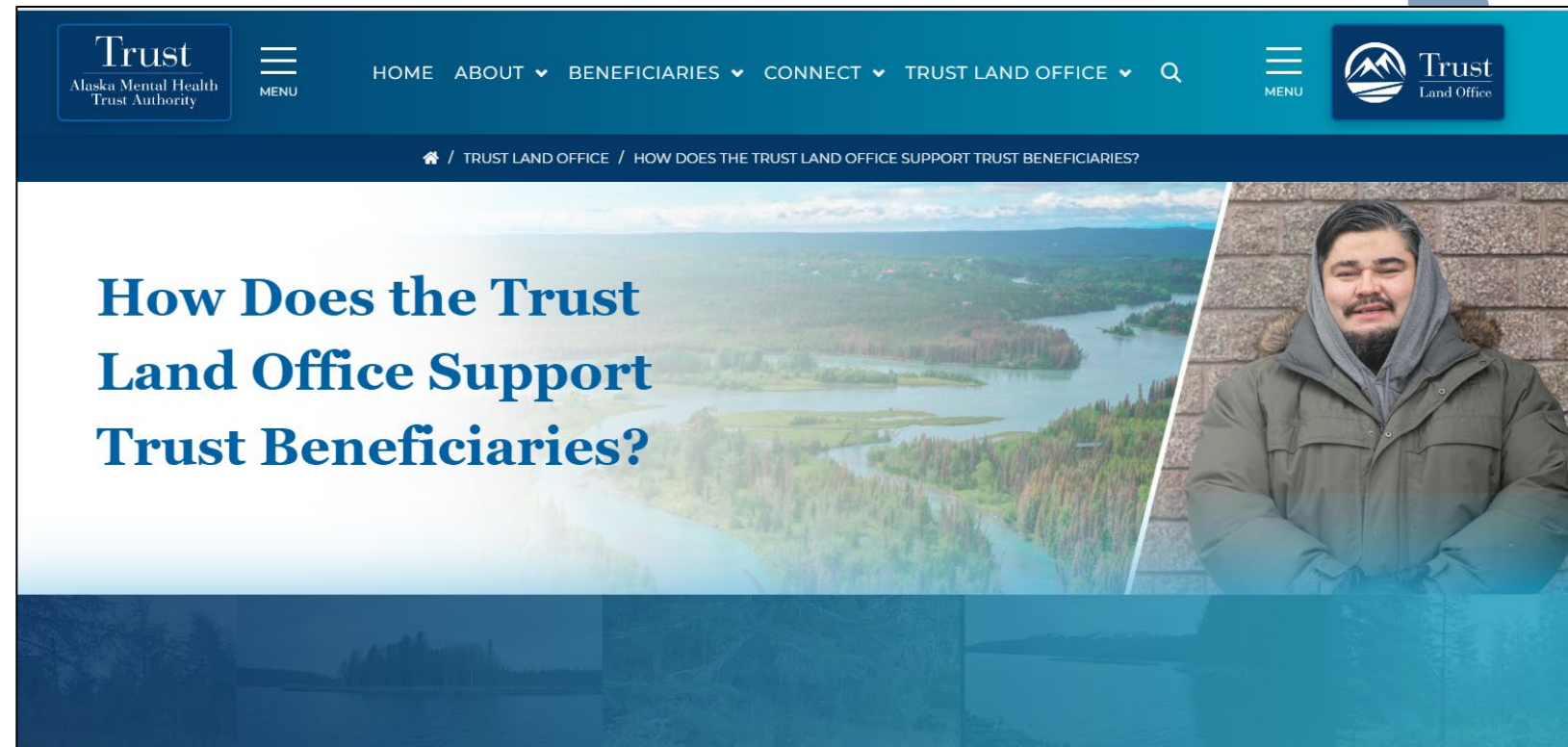

Managing 1 Million Acres

Alaska Mental Health Trust Authority
Published by David Harper · August 23 · 🌐

Curious as to how the [Alaska Trust Land Office's](#) work and its sale of Trust land helps fund community services for Alaskans with behavioral health conditions? [a... See more](#)

Lands Campaign – FY23

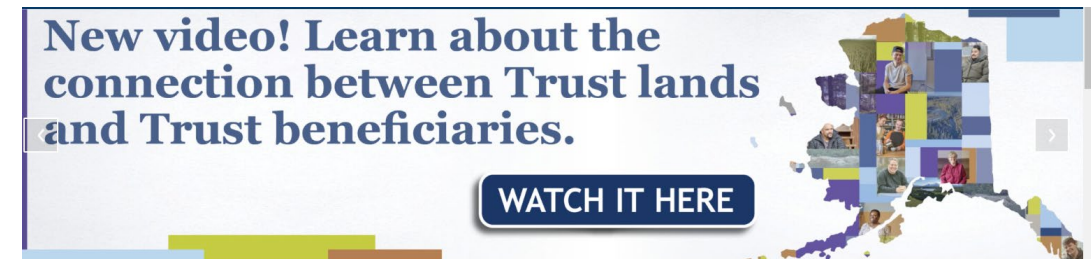
- 30-second “explainer” animation created last year
- April - June, 2023
- Digital ad buy
 - Meta
 - Programmatic
 - YouTube
- Landing page for all digital ads educates about the unique role of Trust lands



Lands Campaign FY23 – how'd we do?

April – June 2023

- Total digital impressions: 9.7M
- Total clicks to site: 27.9K
- .54% click-through rate (above avg.)
- 51.7% vide completion rate
- Pre-roll video performed best
- Meta: 2.6M impressions and 2.5K clicks



Lands Campaign – FY24

- Existing creative
- Digital video and YouTube
- Adding statewide public and digital radio
 - Script similar to existing voiceover
- December 2023 - February 2024



Stigma Campaign – upcoming

- Next iteration planned for spring 2024
- Asset collection currently underway
- Video and photo components
- Media plan TBD
- 2023 research considered



Fall Land Sale

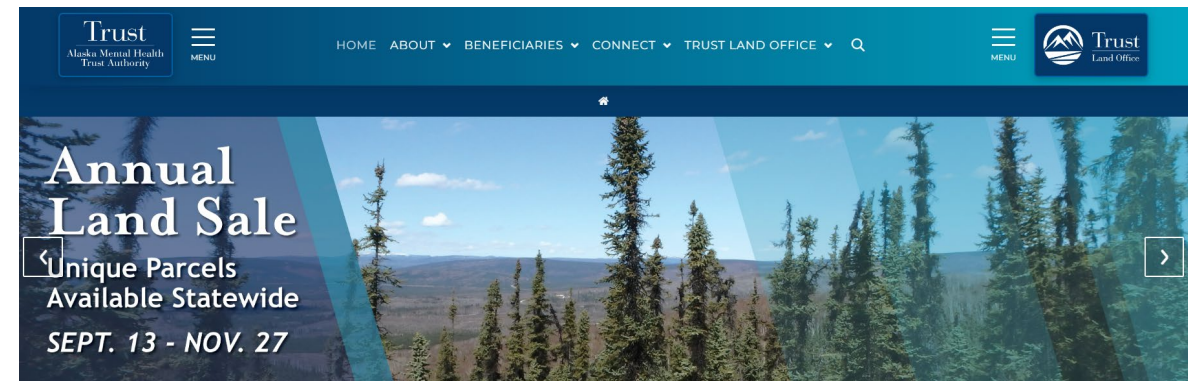
September - November 2023

Paid Media

- Print Ads
- Digital Ads
- Google Search Ads
- Meta

Also:

- Website
- Social media
- E-Newsletter
- Media release
- Postcards
- Email



Highlight: ADN Sponsored Content

4-part series on efforts related to *Crisis Now*

- May - June 2023
- General audience
- Web and print
- Boost through ADN & Trust social

Results(total for 4 stories)

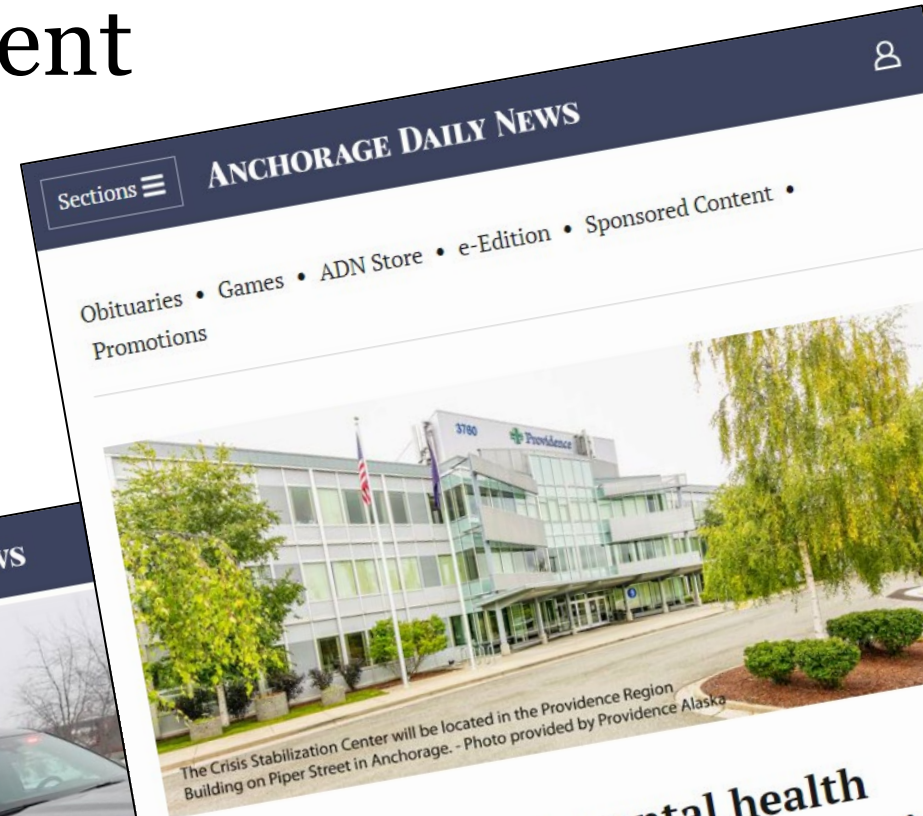
- ADN.com homepage reach: 438.4K
- Views: 2,955
- Facebook reach: 28.1K
- Facebook reactions: 2,506
- Facebook clicks: 821
- Full-page print story for each

Average time on page (ADN): 2:10



For Alaskans in behavior emergencies, Mobile Crisis Teams are an effective new approach

banks, Anchorage, and now Mat-Su, in their homes and



Landmark mental health stabilization centers opening in Anchorage, Juneau

SPONSORED: Urgent care facilities designed solely to treat behavioral health emergencies will soon offer Alaskans new options for timely mental health

Highlight: E-newsletter

- Quarterly
- Opportunity to highlight
 - Key efforts
 - Awareness events
 - Media releases
 - Grantees
 - Beneficiary stories
 - And more
- Promote on social
- Grow audience on website



Coming Up: Improving Lives Conference 2024



- Fall 2024 - date TBD
- Build on inaugural event in 2022
- Anticipate a similar format
 - Plenary sessions
 - Breakout
 - Keynotes
 - Reception
- Work with partners to develop themes
- Funding in the FY23 and FY24 budget



Coming Up: FY23 Annual Report

- January 2024
- Meet reporting requirements
- Highlight work of Trust and TLO
- Increase awareness of the impact of Trust resources

Trust Annual Report
Fiscal Year 2023

(Beautiful)
Cover TBD

Coming Up: Carbon Marketing

- Working with TLO on materials to support marketing Trust carbon opportunities





2023 Research: Beneficiary Stigma

Survey basics:

- Summer 2023
- Statewide
- Via text (new this year)
- Sample: 1,314 Alaska Adults 18+

Purpose:

- Better understand stigma associated with our beneficiaries among Alaska's population
- Inform Trust efforts to address stigma



How did we measure stigma?

- Examined 6 beneficiary types
 - Alcohol misuse
 - Drug misuse (opioids)
 - Traumatic brain injury
 - Intellectual/Developmental Disability (Autism Spectrum Disorder)
 - Mental Illness (Bipolar Disorder)
 - Alzheimer's disease
- A paragraph describing a person experiencing each beneficiary condition was developed
- After reading the description, surveyor used a series of agree/disagree statements to assess stigma

Some Findings

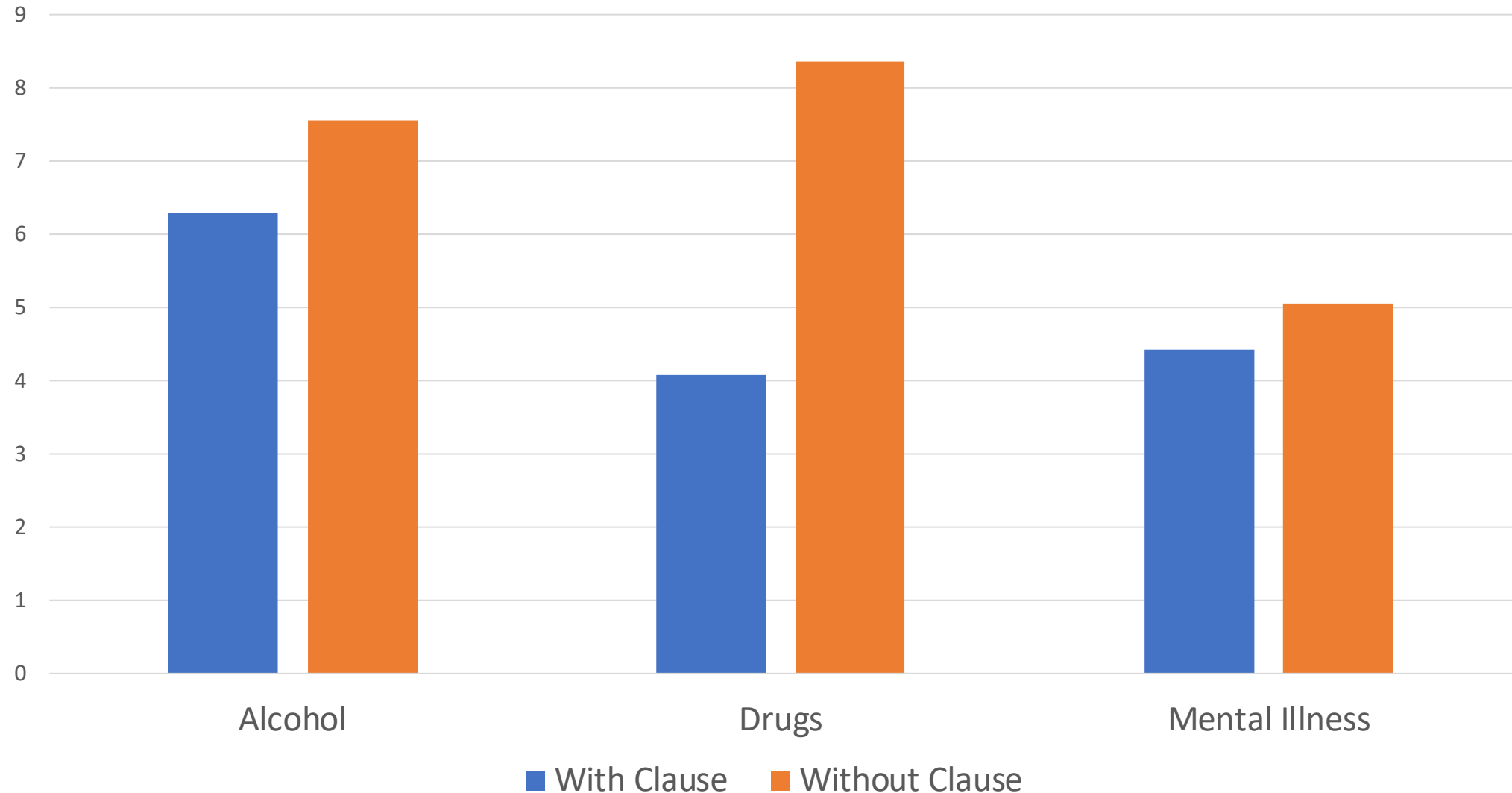
- Results indicate alcohol misuse is the most stigmatized
- Drug misuse is also stigmatized, but perceived as the likeliest to experience discrimination/be uncomfortable disclosing their condition
- Developmental disability is the least stigmatized of the conditions described in the survey
- Alzheimer's disease also scored "high" for some stigma statements
- All statements above were also true in the 2021 survey



Results Summary

	Alcohol	Drugs	Brain Injury	Mental Illness	Developmental Disability	Alzheimer's
Likely to worry about what people would think if he/she disclosed his/her condition	2.96	3.06	2.56	2.98	2.51	2.52
Likely to have trouble maintaining employment	2.87	2.51	2.46	2.46	2.04	2.94
I would feel uncomfortable if he/she sat next to me on an airplane	1.64	1.53	1.26	1.57	1.28	1.39
Would be likely to act in unpredictable ways	2.72	2.40	2.06	2.82	1.92	2.87
Would be likely to pose a danger to him(her)self or others	2.62	2.24	1.40	2.10	1.13	2.42
I could imagine myself being friends with him/her	2.49	2.49	3.26	2.85	3.14	3.02
Would be likely to experience discrimination in his/her community	2.65	2.88	2.49	2.68	2.71	2.44
I would feel comfortable renting an apartment to him/her	1.75	1.78	2.82	2.49	3.00	2.01
I would find it easy to have a conversation with him/her	2.51	2.76	2.74	2.77	2.66	2.37
I would be comfortable if my parent or child had a friendship with him/her	1.92	1.93	3.11	2.57	3.20	2.97
I would trust him/her to be responsible for something valuable of mine	1.07	1.18	2.10	2.01	2.65	1.07
I would be comfortable employing someone like him/her	1.44	1.87	2.64	2.28	2.88	1.57

Condition Management Clause, Stigma Scores for Alcohol Misuse, Drug Misuse, and Mental Illness



Perceptions: Subject Gender

Alcohol Misuse

- More likely to feel comfortable renting an apartment to a female

Brain Injury

- More comfortable with a friendship with a female

Mental Illness

- More comfortable with a friendship with a female

Developmental Disability

- Males are perceived as more likely to have trouble maintaining employment, and more likely to act unpredictably

Alzheimer's disease

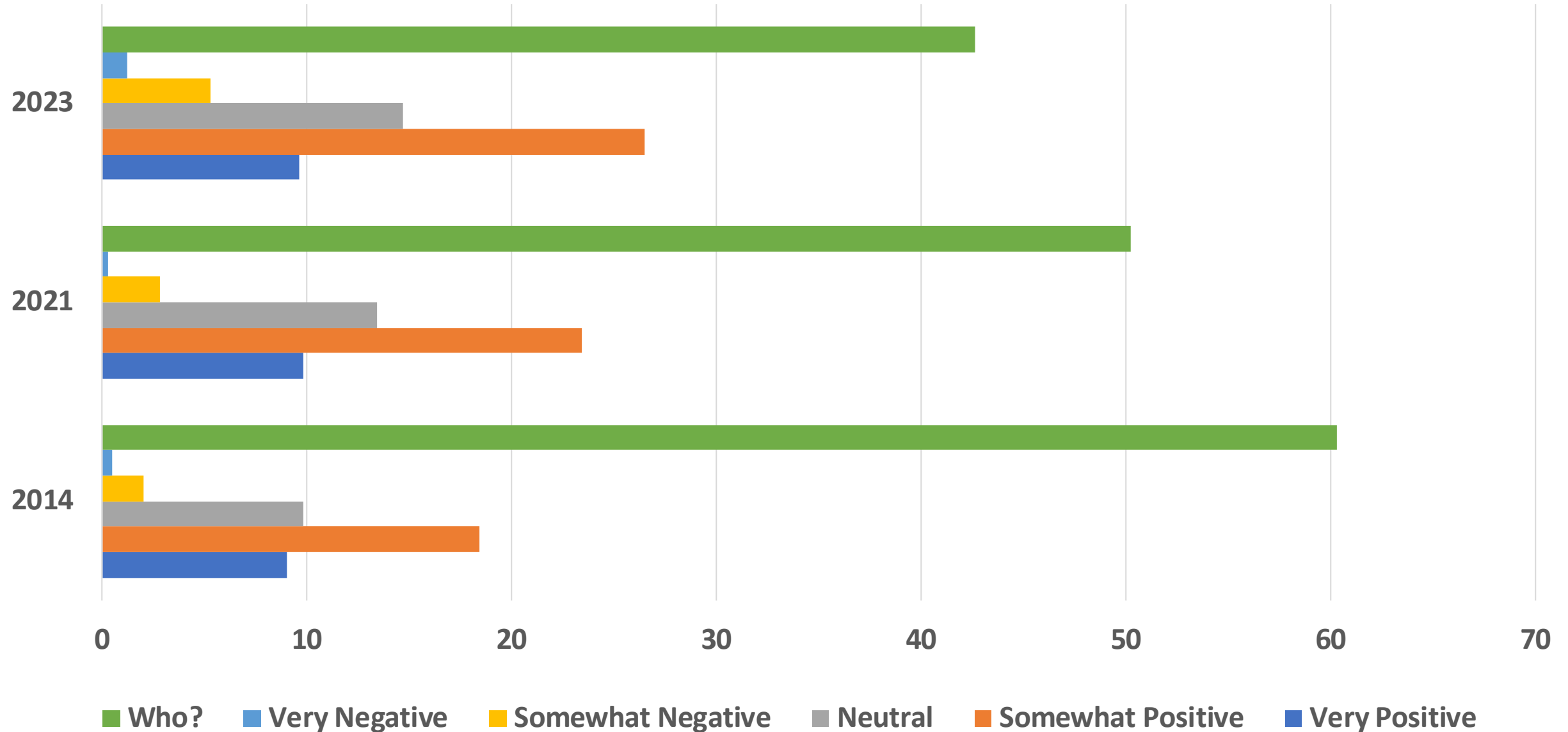
- More comfortable employing a male



Is stigma getting “better?”

- Results indicate an average negative shift for each group
 - Mental illness saw biggest shift, developmental disability the smallest
- What does this mean?
 - Text vs phone format
- How this impacts the Trust

Perception of the Trust





Thank You

Questions?