



# Communications Update November 2024

**Trust**  
Alaska Mental Health  
Trust Authority





# 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

# Trust Communications Tools & Tactics





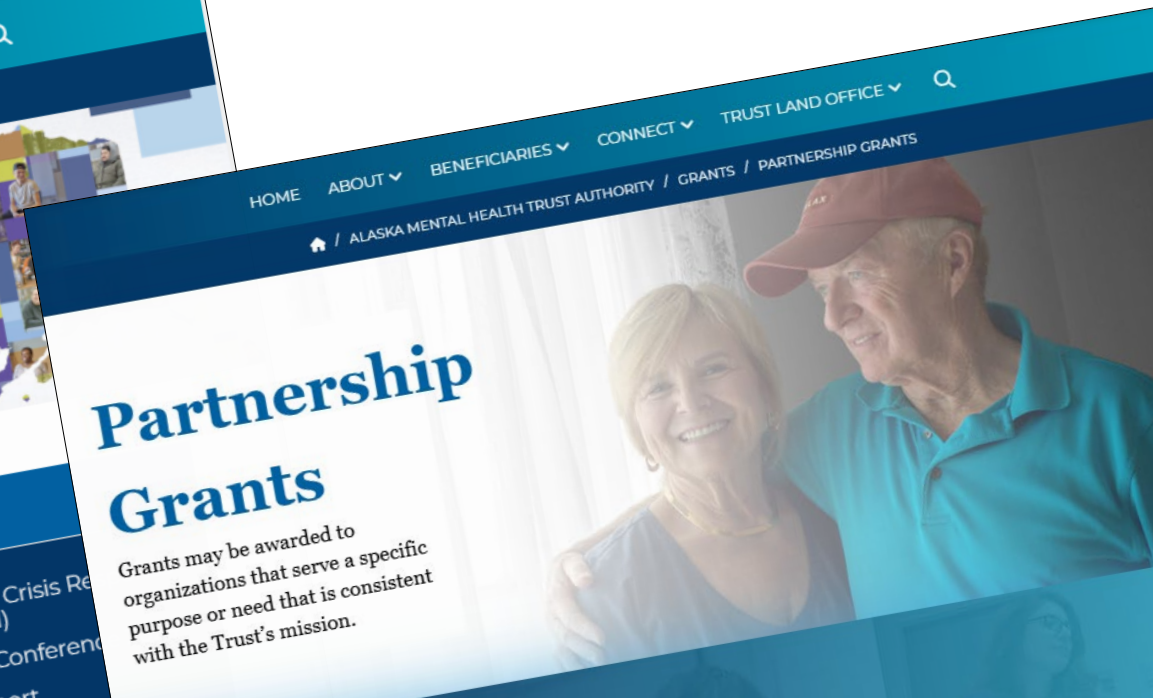
# Website

In the last six months:

- Increase in total traffic
  - 69.4K active users
  - 202K pageviews

Top pages:

- Fall Land Sale
- Home page
- OTC Land Sales
- Stigma



# Trust Social Media

Trust Facebook: 6,320 followers (+1.5%)

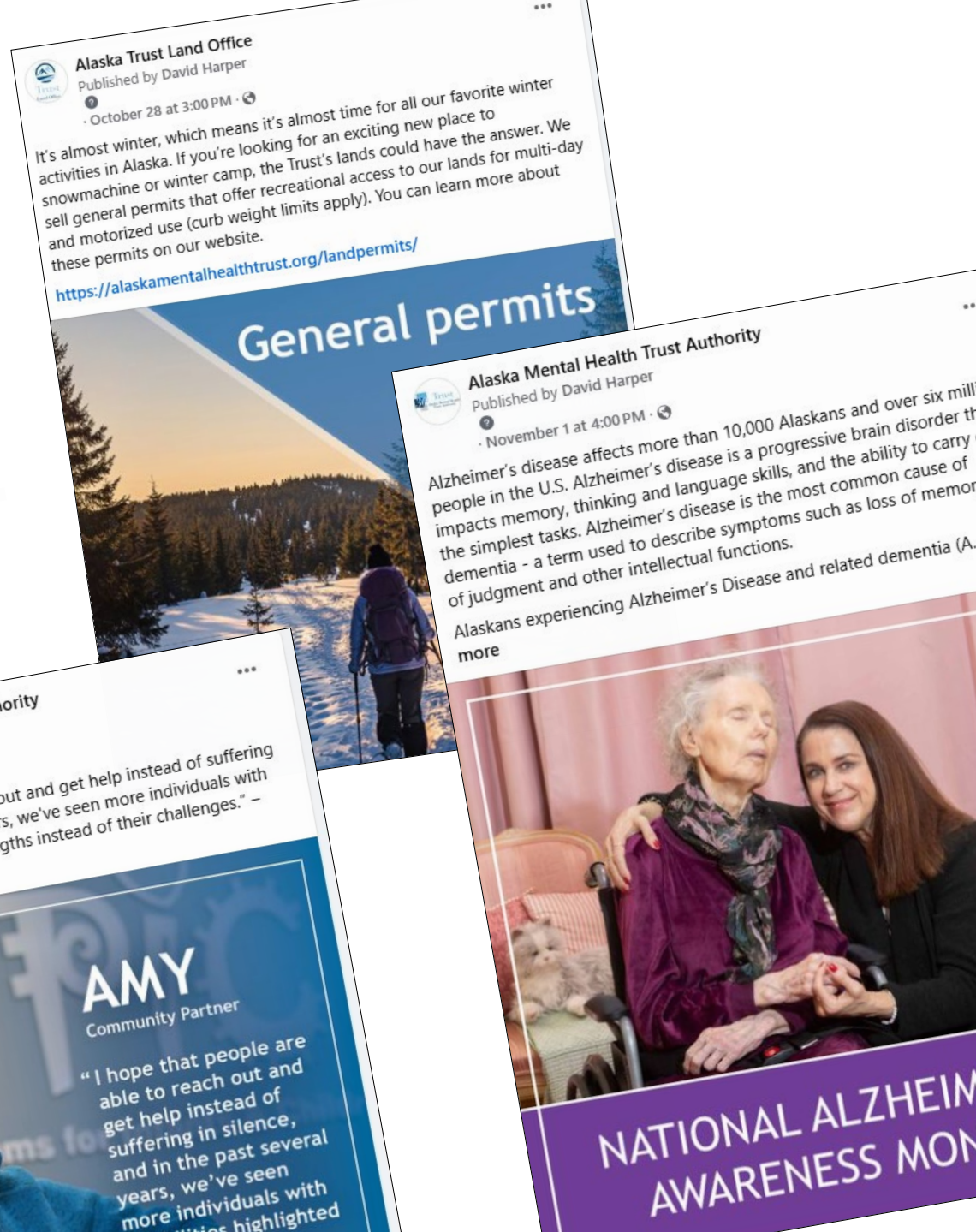
Trust Instagram: 1,313 followers (+4.8%)

Reach (in last 6 months)

- Facebook 44.9K
- Instagram 6.5K

TLO Facebook

- TLO Official, 594 followers (+68%)
- TLO Land Sales, 1,417 followers (-.7%)
- Total reach 14.9K



**Alaska Trust Land Office**  
Published by David Harper  
October 28 at 3:00 PM · 🌐

It's almost winter, which means it's almost time for all our favorite winter activities in Alaska. If you're looking for an exciting new place to sell general permits or winter camp, the Trust's lands could have the answer. We sell general permits that offer recreational access to our lands for multi-day and motorized use (curb weight limits apply). You can learn more about these permits on our website.  
<https://alaskamentalhealthtrust.org/landpermits/>

**General permits**

**Alaska Mental Health Trust Authority**  
Published by David Harper  
November 1 at 4:00 PM · 🌐

Alzheimer's disease affects more than 10,000 Alaskans and over six million people in the U.S. Alzheimer's disease is a progressive brain disorder that impacts memory, thinking and language skills, and the ability to carry out the simplest tasks. Alzheimer's disease is the most common cause of dementia - a term used to describe symptoms such as loss of memory, judgment and other intellectual functions.  
Alaskans experiencing Alzheimer's Disease and related dementia (AD) are more

**Alaska Mental Health Trust Authority**  
Published by David Harper  
October 11 · 🌐

"I hope that people are able to reach out and get help instead of suffering in silence, and in the past several years, we've seen more individuals with disabilities highlighted for their strengths instead of their challenges." — Amy, Community Partner

**AMY**  
Community Partner

"I hope that people are able to reach out and get help instead of suffering in silence, and in the past several years, we've seen more individuals with disabilities highlighted

**Trust**  
Alaska Mental Health Trust Authority

**UAA Center for Human Development**  
UNIVERSITY of ALASKA ANCHORAGE

**Apply for a Microenterprise Grant**

**NATIONAL ALZHEIMER AWARENESS MONTH**

# E-newsletter

- 113 new sign-ups since launch
- For the most recent edition (October 2024):
  - Open rate 37%
  - Click rate 6.3%
- Promoted on social and via webpage
- Archived editions available online

Trust  
Alaska Mental Health  
Trust Authority

Quarterly Newsletter

October 2024

### Alaska Mental Health Trust Authority Update

Welcome to our latest edition of the Trust's quarterly newsletter! The first quarter of the fiscal year includes many important milestones for the Trust, including the board's approval of our budget for our next year of work on behalf of Trust beneficiaries.

Our annual budget is developed each year following robust stakeholder engagement, Trust program analysis, and a consideration of our current priorities. The budget outlines designated spending on strategies associated with the Trust's focus and priority areas. Materials developed to inform trustees, stakeholders, and Trust staff in the budget development process, as well as the final Trustee-approved FY26 budget are available on our [Trust budget development webpage](#). A big thank you to all who participated in our budget process this year!

While the Trust continues to invest in grantmaking and systems change-focused advocacy and planning, we want to highlight a specific area of emphasis: our [ongoing initiative to transform behavioral health crisis response](#). Trustees have approved funding resources to continue advancing this statewide initiative in partnership with the State and numerous community partners.

To help illustrate the positive impacts of this crisis response work, we recently released a video illustrating the way many communities are implementing and benefiting from new crisis services. The video does a great job educating audiences about the breadth of the crisis initiative in Alaska, and demonstrating the significant momentum for our collective initiative to transform behavioral health crisis response. [Watch the video here.](#)

21

27

# Earned Media

**New documentary spotlights often-undiagnosed and misunderstood disorder**

November 4, 2024 • Sarah Swartz

Gina Schumaker appears in a showing of the documentary "8 Keys for Adults with FASD" at the Kativik Cultural Center in Nome. Sarah Swartz photo.

Listen Live 24/7 Public Radio for the Upper Lynn Canal

**SAIL extending support to Skagway elders**

By Melinda Munson | October 29, 2024

Cori Stennett of Southeast Alaska Independent Living (SAIL) demonstrates an ice spike for the bottom of a cane. (Munson/KHNS)

Alaska's senior population is quickly increasing. The Alaska Mental Health Trust says that in 2022, Alaskans aged 60 and over represented more than 20% of the population. A service based out of Haines is making a concentrated effort to help Skagwegians grow old safely.

**Daily News-Miner**

The Fairbanks Mobile Crisis Team is saving lives everyday

Carter DeJong Sep 24, 2024

Metro Creative

Since 2008, September is known as National Suicide Prevention Month. It is a time for community members to learn about and support local organizations that work with residents who struggle with mental health.

One such organization is Alaska Mental Health Trust Authority-funded

**KFSK** 100.9, 91.1, 88.1, 103.1, and 96.1 FM Community Radio

Listen Live▶

**The South Mitkof Subdivision could be a good fit for a proposed infrastructure development program**

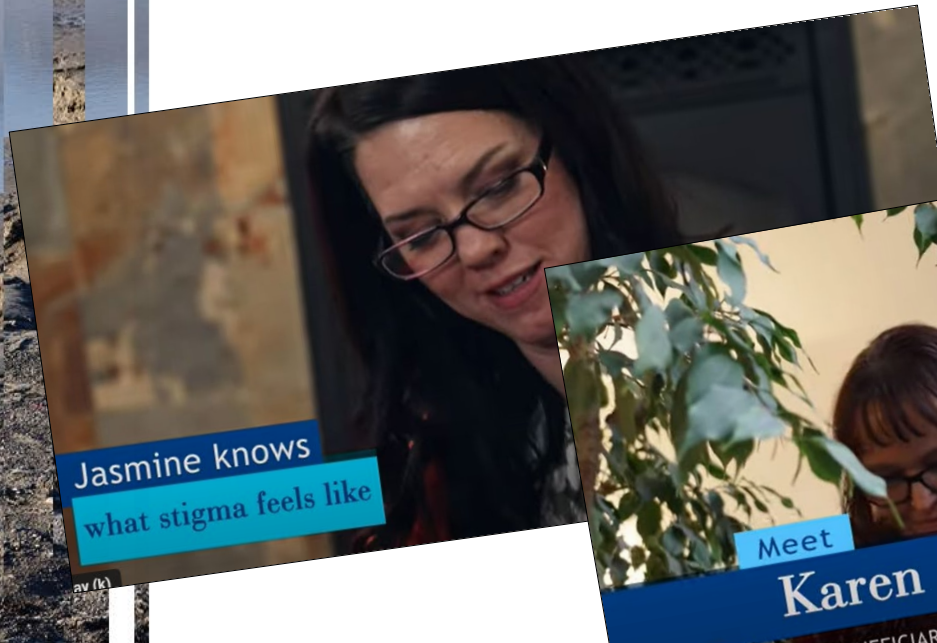
Posted by Hannah Flor | Jun 27, 2024

May 20, 2024 - Nov 10, 2024



# Trust Stigma Campaign: April – June 2024

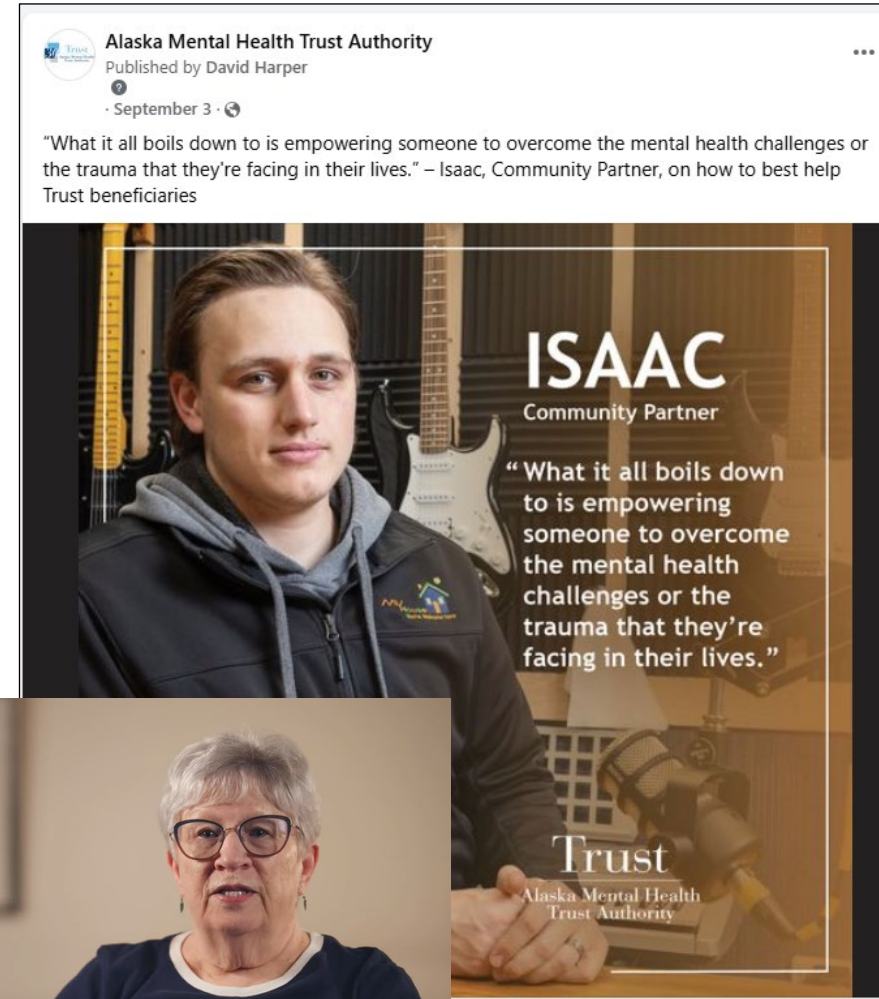
- Launched spring 2024
- Features beneficiaries/partners in their own voice
- 4 x 30-second videos: Sallye, Brendan, Karen and Jasmine
- Paid media, plus social media and newsletter content
- Target audience: Alaskans over 25, and per research: men over 35





# Stigma Campaign FY24 – how'd we do?

- Total digital impressions: 6.2M
- Total clicks to site: 11.6K
- Digital Programmatic
  - 70.7% video completion rate
  - .15% click-through
- Google ads
  - 13.75% click-through
- YouTube
  - 58.8% view rate
  - 74.5% interaction rate
- Hulu
  - 905K impressions
  - 98.9% completion
- GCI Cable
  - Avg. of 33 spots per wk. over 14 wk. flight



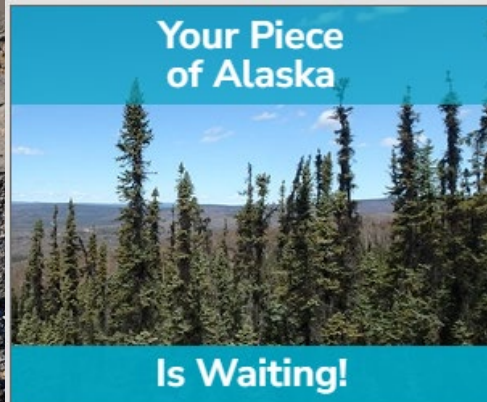
# About the Trust Campaign – FY25

- Dec. 2024 - Feb. 2025
- 30-second “explainer” animation created in 2023/radio spot with a similar script
- Digital ad buy
  - Programmatic, including streaming TV services
  - YouTube
  - Digital Audio (Spotify, Pandora, SiriusXM radio)
- Public Radio



# 2024 Fall Land Sale Marketing

- Website, digital ads, social, email, print ads, media release, targeted postcards, Trust e-newsletter



# Highlight: New Crisis Video

- Filmed during May 2024 at Crisis partner convening in Anchorage, debuted at Improving Lives Conference
- Maintain and build momentum for our BH crisis initiative
- Demonstrate statewide aspect



The image shows a screenshot of a website banner. At the top, there is a navigation bar with the following links: HOME, ABOUT, BENEFICIARIES, CONNECT, and TRUST LAND OFFICE, followed by a search icon. The main content of the banner features the text "New Video!" in large white font, with a small house icon above the exclamation point. Below this, it says "Through dedicated efforts, we have made significant strides in transforming behavioral health crisis response in communities across Alaska." There are left and right arrow icons on either side of this text. At the bottom left, there is a yellow button with the text "CLICK HERE TO LEARN MORE". On the right side of the banner, there is a video thumbnail showing a man in a black uniform with a "POLICE" badge, identified as "Rae Dwyer Chief".

HOME ABOUT ▼ BENEFICIARIES ▼ CONNECT ▼ TRUST LAND OFFICE ▼ 🔍

## New Video!

Through dedicated efforts, we have made significant strides in transforming behavioral health crisis response in communities across Alaska.

[CLICK HERE TO LEARN MORE](#)

Rae Dwyer Chief



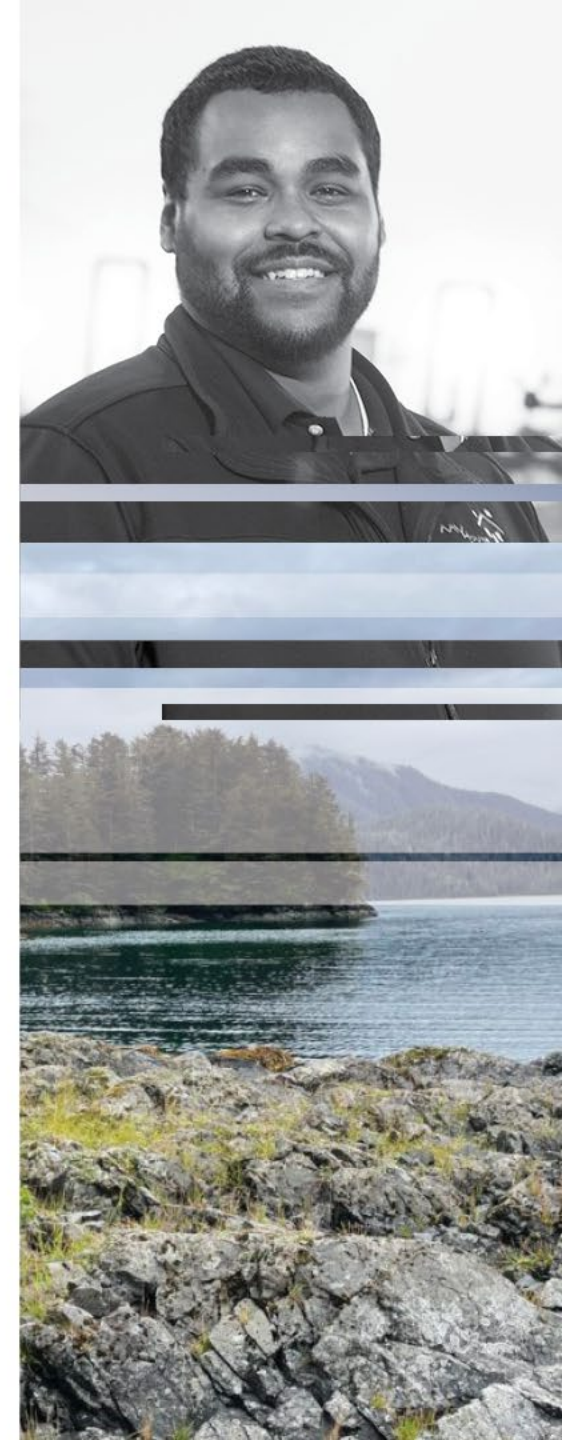
# Highlight: 30<sup>th</sup> Anniversary

- 30<sup>th</sup> anniversary of the Trust's inception
- Theme incorporated into the Improving Lives Conference
- Designated series of social posts
- Will be the theme of the FY24 Annual Report



# Highlight: Trust Program Development Resource Promotion

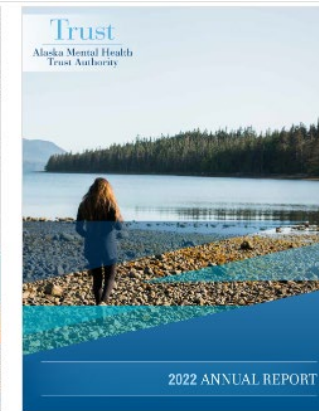
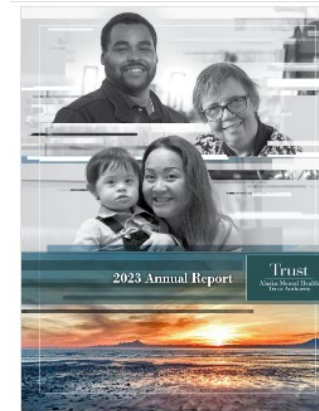
- Support partners in non-Trust grant opportunities
- Promoted via webpage, newsletter, networks, social media





# What's Coming Up:

- Annual Report, January 2025
- Stigma Research, spring 2025
- Rural Outreach Trip, fall 2025



Improving Lives | The Alaska  
Conference | Mental Health  
Trust Authority

## Conversation Starter

---

What does  
improving lives  
mean to you?

**Conference  
Debrief**



# Event Basics

## Planning

- Trustee direction
- Meaningful opportunity for partners & beneficiaries
- Create space for networking and idea sharing
- Build off the 2022 conference, hired event contractor
- Key partner engagement for conference theme development

## Format

- 2 full days
- Plenary/keynote plus breakout sessions
- CEU opportunities
- Exhibitors
- Networking reception
- Pre-conference workshops



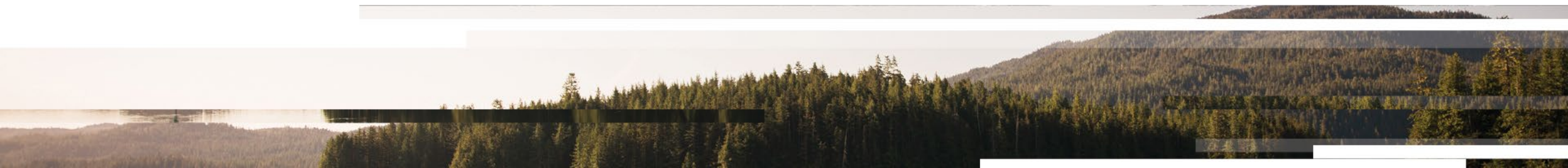
# Event Basics

## Promotion

- Social, website, networks

## Budget

- Trustees approved \$180k
- Total cost \$168
  - \$53K ticket revenues
- Biggest expenses
  - Venue/Food
  - Audio/Visual Services
  - Contract support
  - Travel scholarships

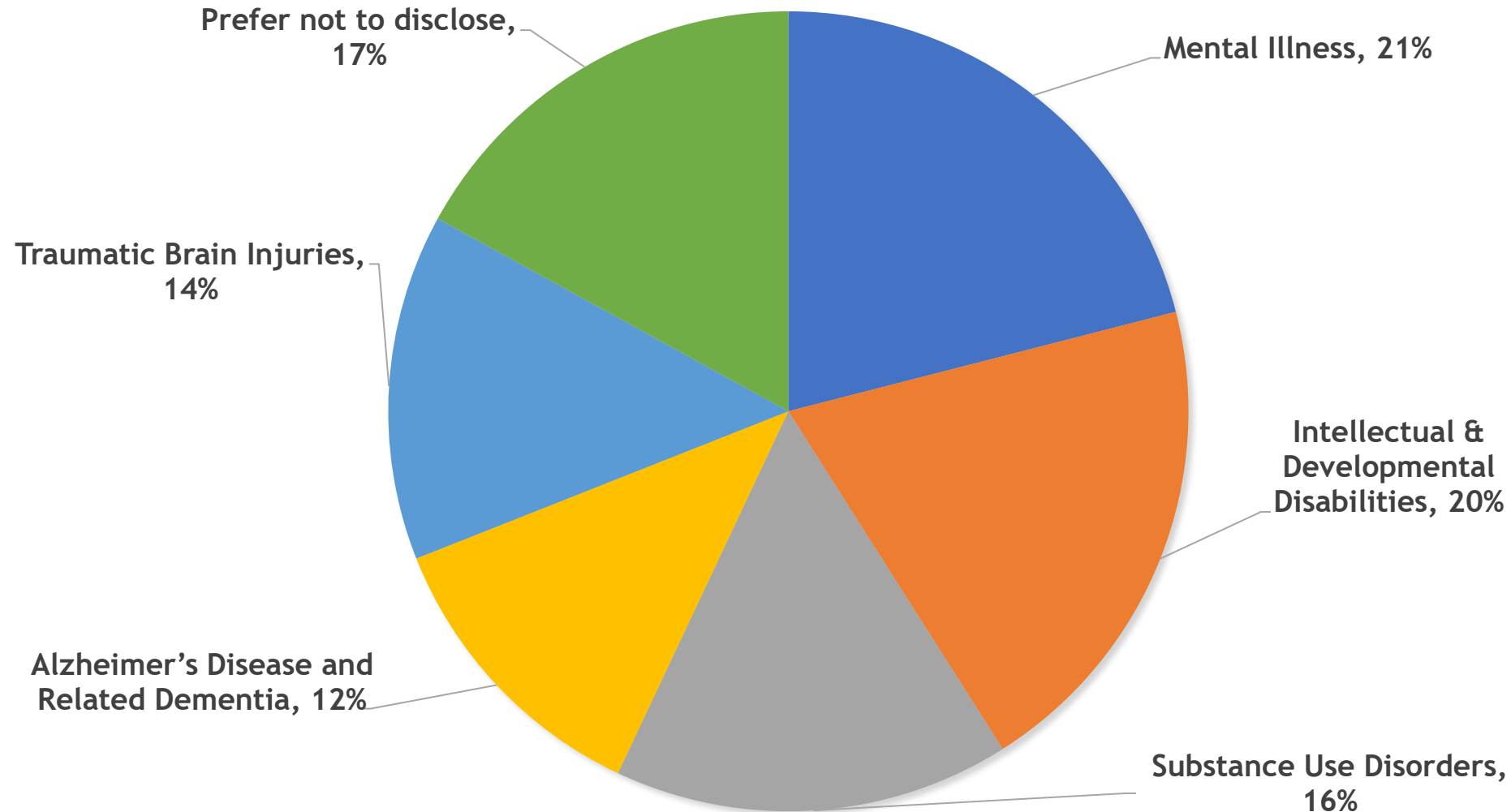


# Attendee Data

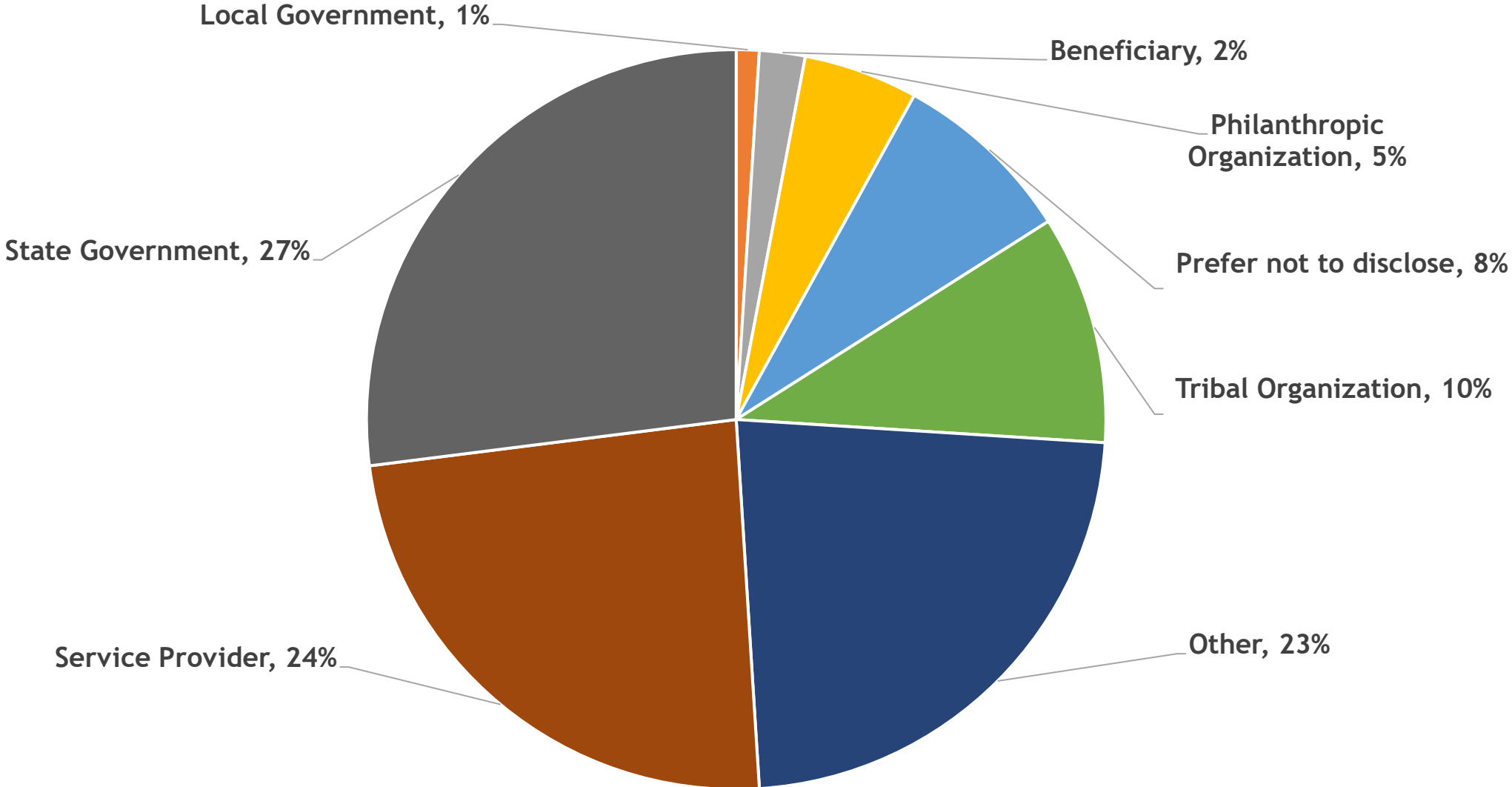
- 382 on-site attendees
- 306 paid registrations
- 103 comped registrations
  - Presenters, exhibitors, Trust staff
- 37 registration scholarships
- 16 travel scholarships
  - Transportation and hotel reimbursement not to exceed \$1,000 pp
- 110 pre-conference attendees



# Beneficiary group(s) attendees identify or work with



# Sector attendees identified working in



# Plenary Keynote Presentations

## Managing Today's Trends, Mastering Tomorrow

- Staci DiStefano, Chief Executive Officer, Consulting for Human Services, LLC



# Plenary Keynote Presentations

## SAMHSA—Mental Health Priorities, Resources, and Programs

- Nathan Billy, Regional Director, Region 10, Substance Abuse & Mental Health Services Administration (SAMHSA)
- Dr. Bob Lawrence, Alaska Department of Health (moderator)



# Plenary Panel Presentation: Preventing Lives Lost: Innovations in Suicide & Overdose Prevention

Dr. Bob Lawrence, Alaska Department of  
Health (moderator)

Annette Hubbard, Ninilchik Traditional  
Council

Lindsay Kato, Alaska Department of Health  
Julie Luey, Volunteers of America, Alaska





# Plenary Panel Presentation: Improving Alaska's Complex Care System Through Partnership & Innovation

Clinton Lasley, Alaska Department of Family  
& Community Services (moderator)

Steve Young, Office of Public Advocacy

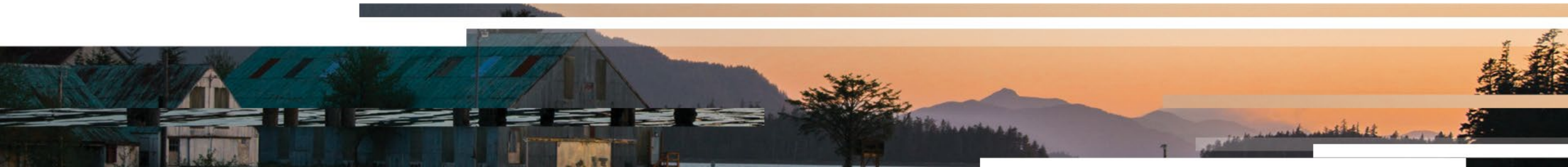
John Solomon, Alaska Behavioral Health  
Association

Makayla Viray, Alaska Department of Family  
& Community Services



# Breakout Presentations

- Call for abstracts due May 31
- Received 90 proposals
- 27 breakout sessions
- 68 presenters
- 3 breakout rooms
- 8 poster presentations



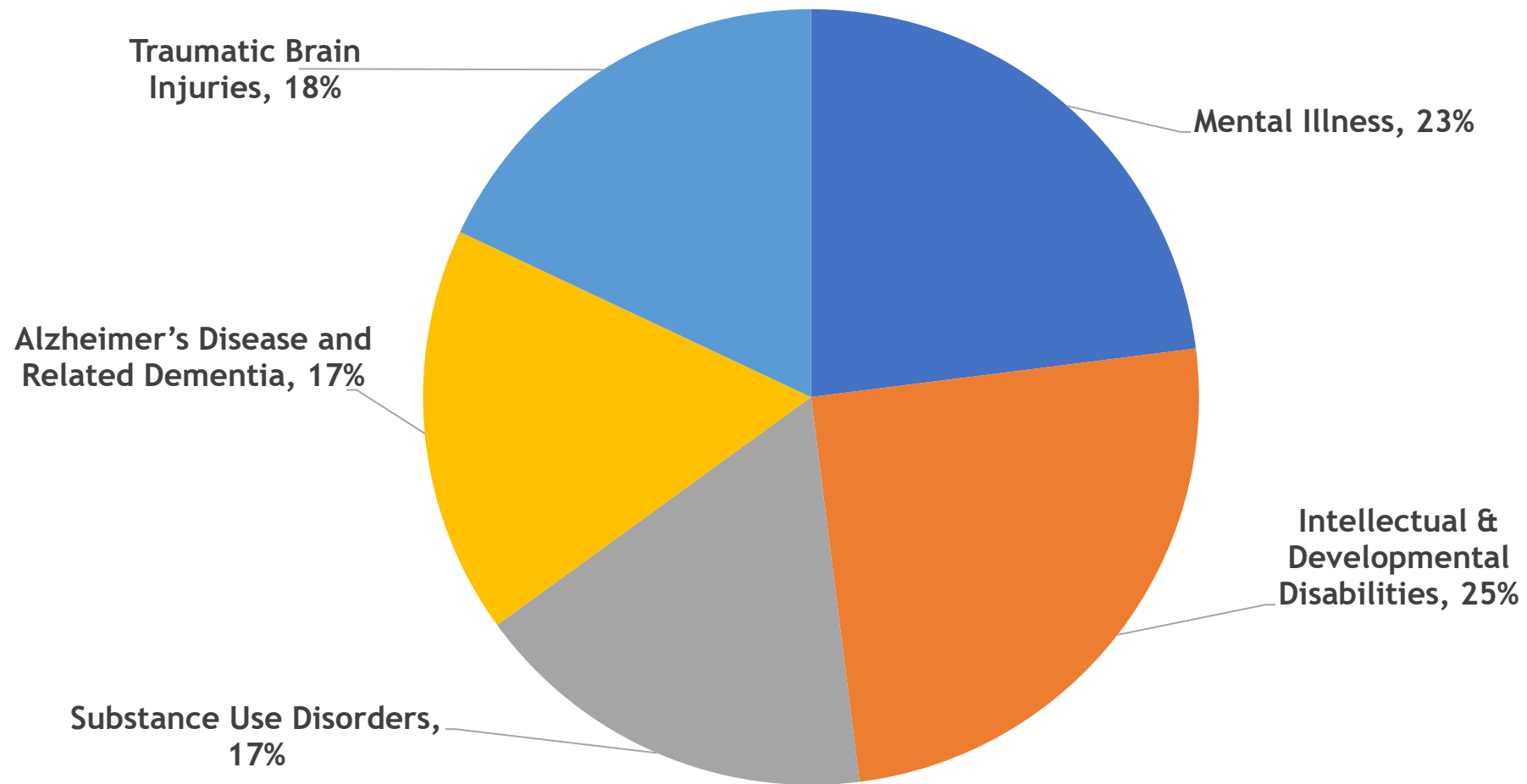
# Exhibitors

- 18 exhibitors
- Good engagement during breaks and networking reception

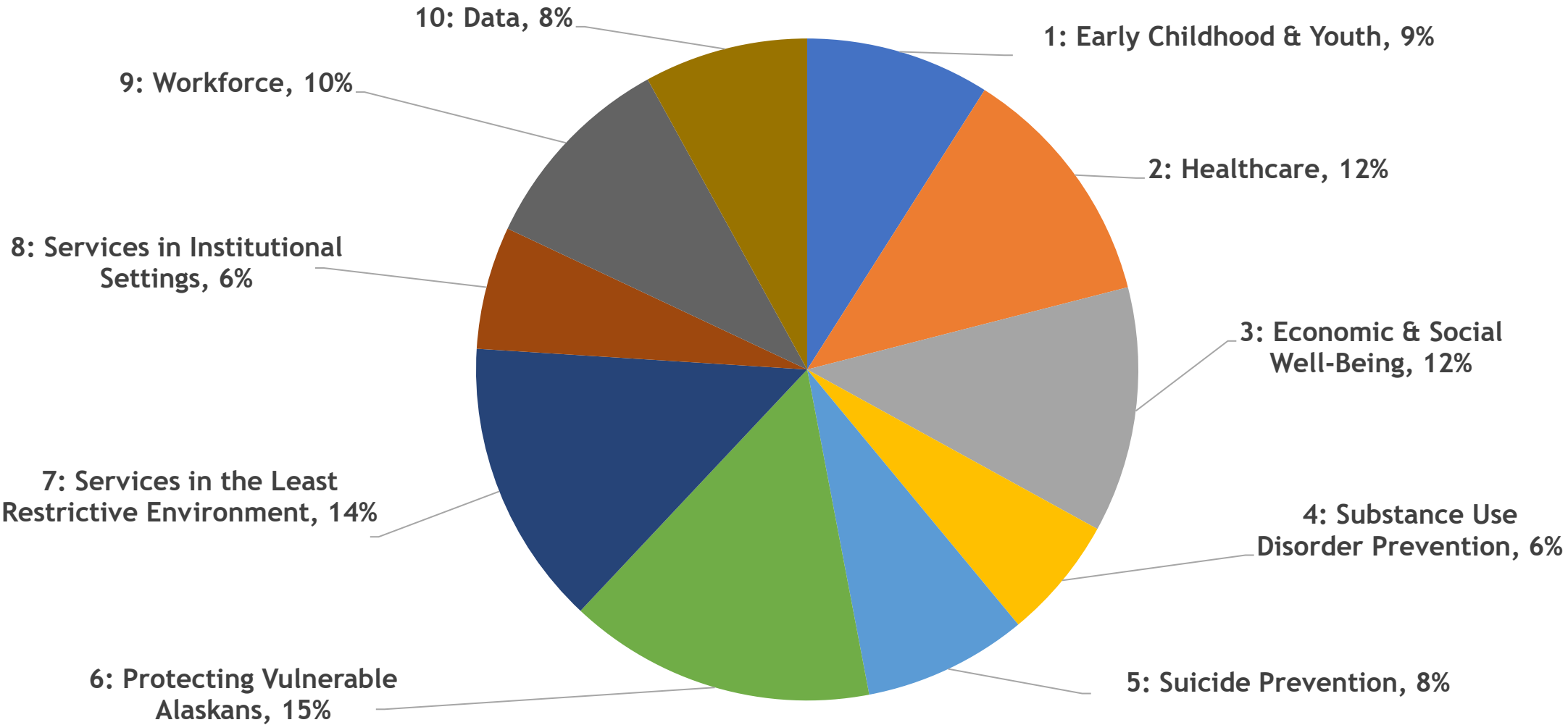
THANK YOU TO OUR EXHIBITORS



# Breakout Presentations: Beneficiary Groups



# Breakout Presentations: Comp Plan Areas of Focus



# Continuing Education Units

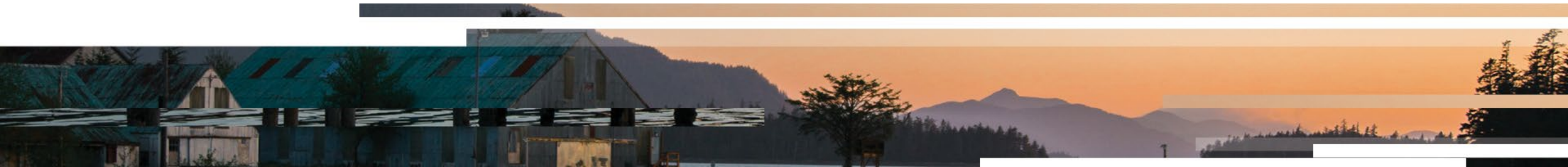
- Facilitated through the Joint Accreditation Program through the Alaska Native Medical Center
- 11.5 CEUs available to be earned
- 69 attendees received total of 655.75 CEUs



ALASKA NATIVE  
TRIBAL HEALTH  
CONSORTIUM



JOINT ACCREDITATION™  
INTERPROFESSIONAL CONTINUING EDUCATION



# Pre-Conference Workshops

- **Grant Writing for Private Funding Opportunities**
  - Free to attend
  - 32 on-site attendees
- **HealthTech Symposium: Exploring Artificial Intelligence (AI) and Technology-Based Solutions in Health and Social Services**
  - \$65, lunch provided
  - 55 on-site attendees



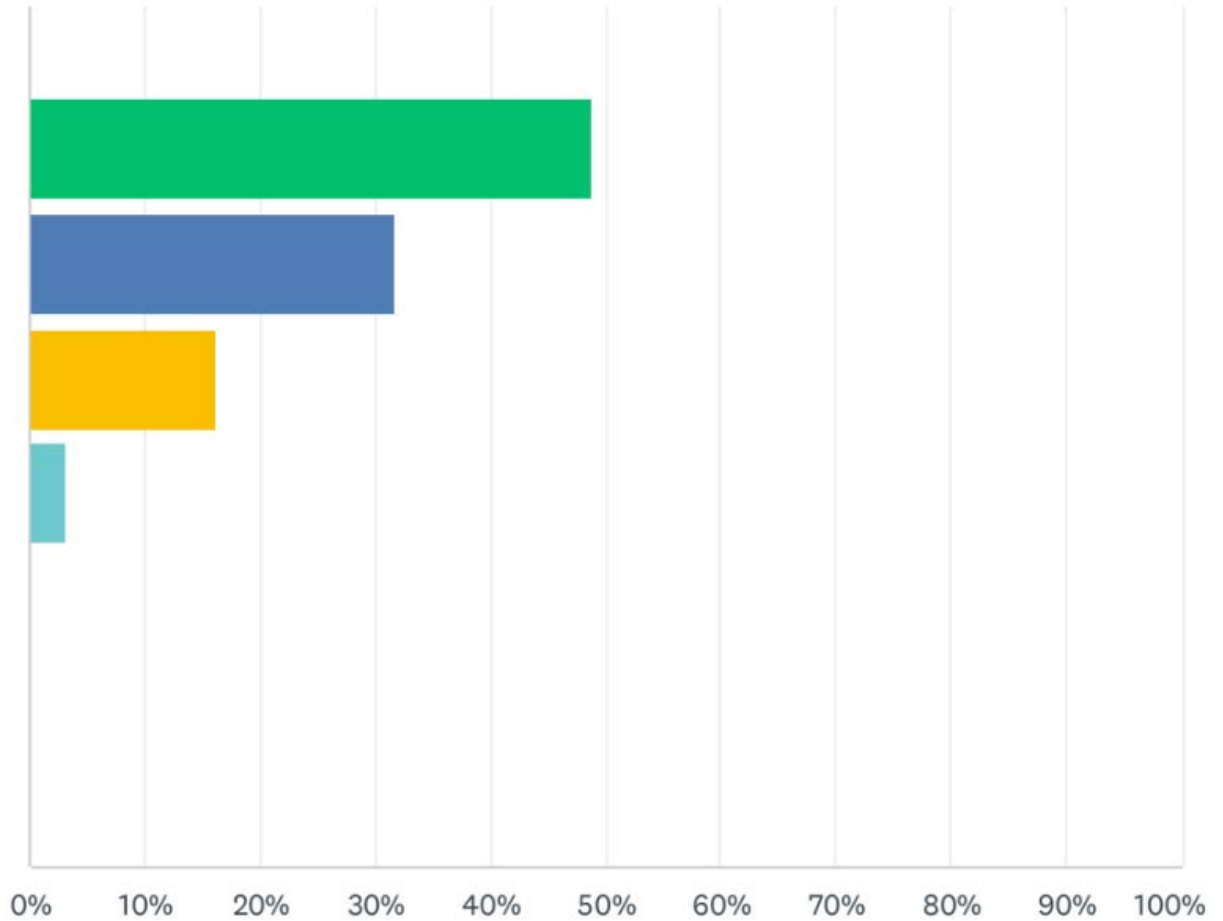
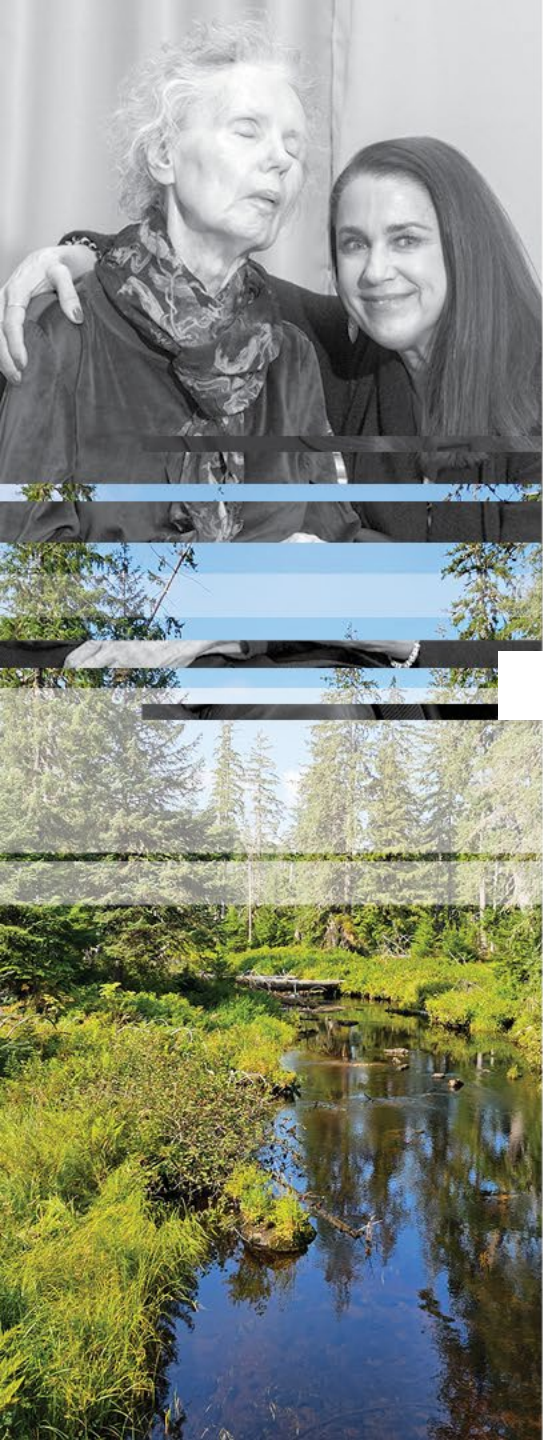
# Attendee Post-Event Survey Results

- Electronic survey
- Strong response solicitation
- 160 responses
  - 89% attendees
  - 17% speakers (overlap with attendees)
  - 7% exhibitors



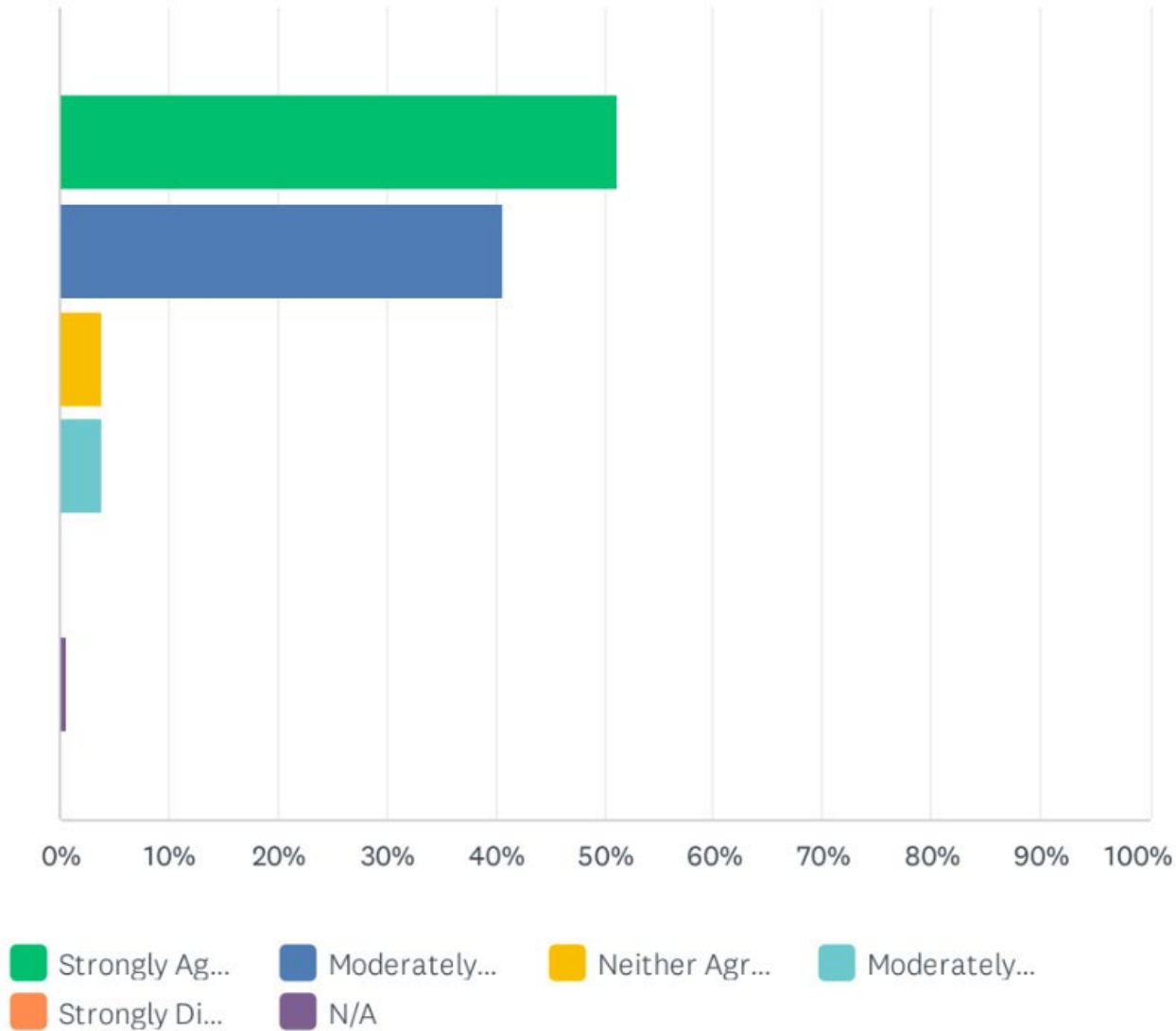


# What was your overall experience of the conference?



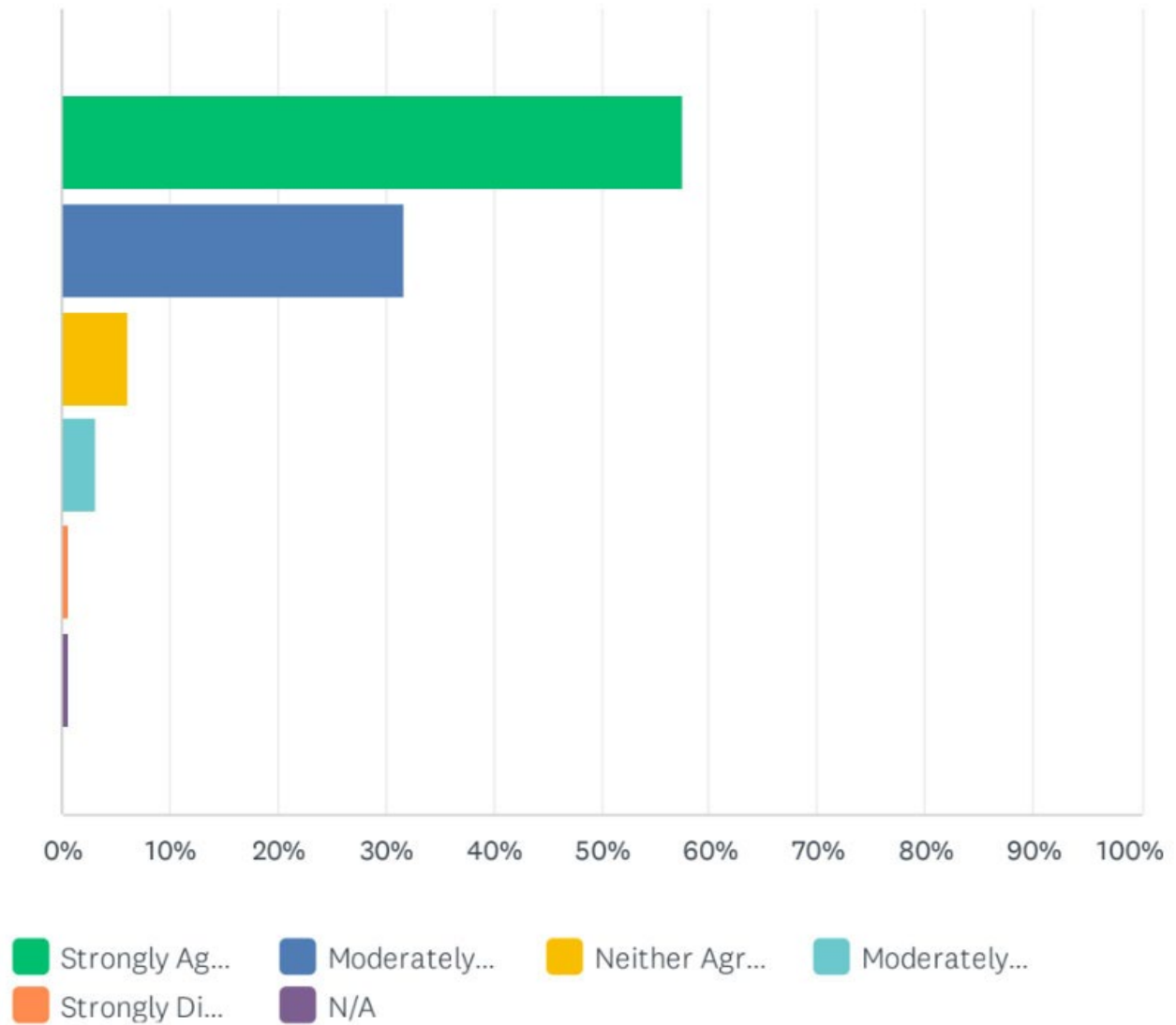
Excellent Very Good Good Fair  
Poor N/A

I found the level of depth of information appropriate for my current knowledge and understanding.

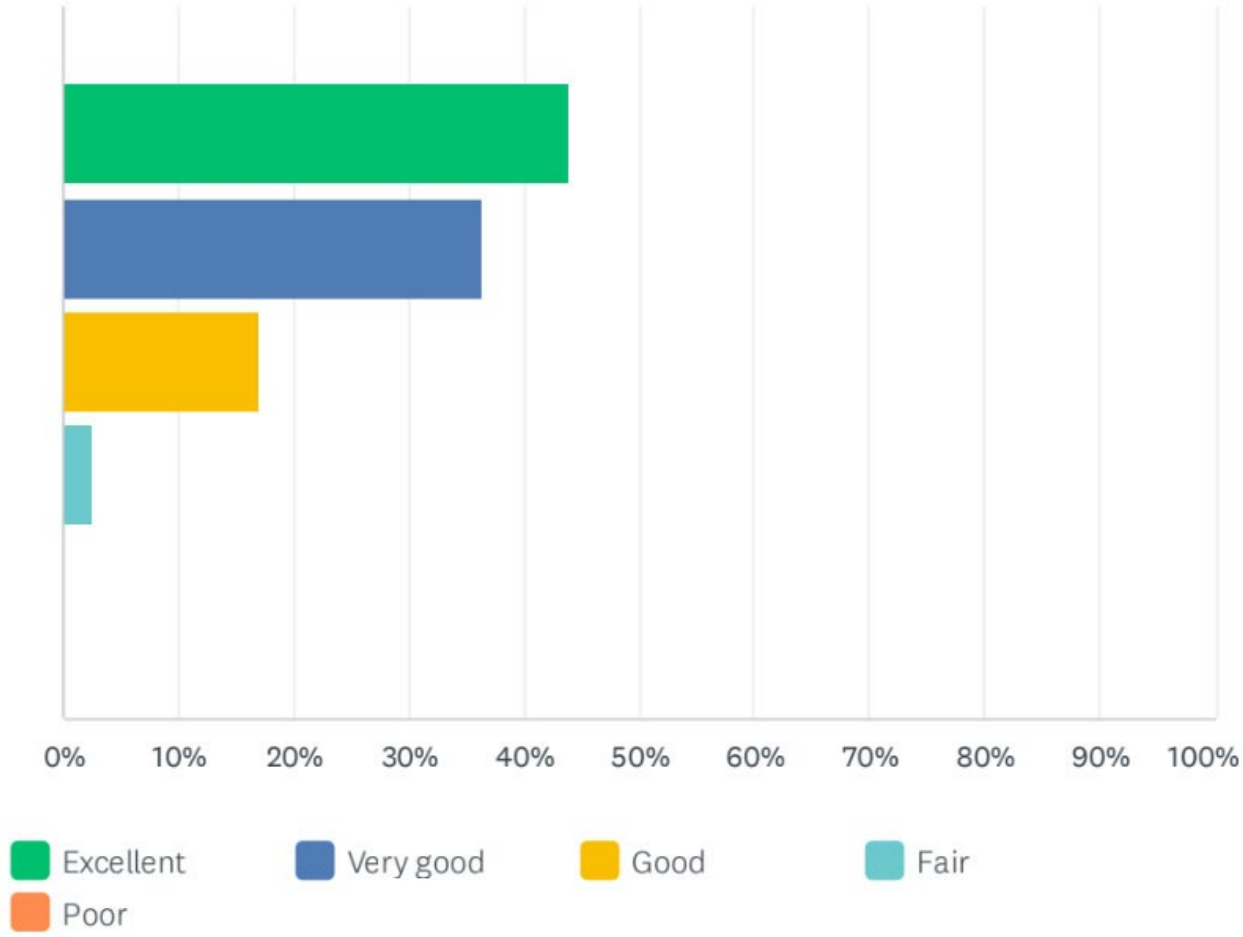




The conference was relevant to and aligned with my expectations.

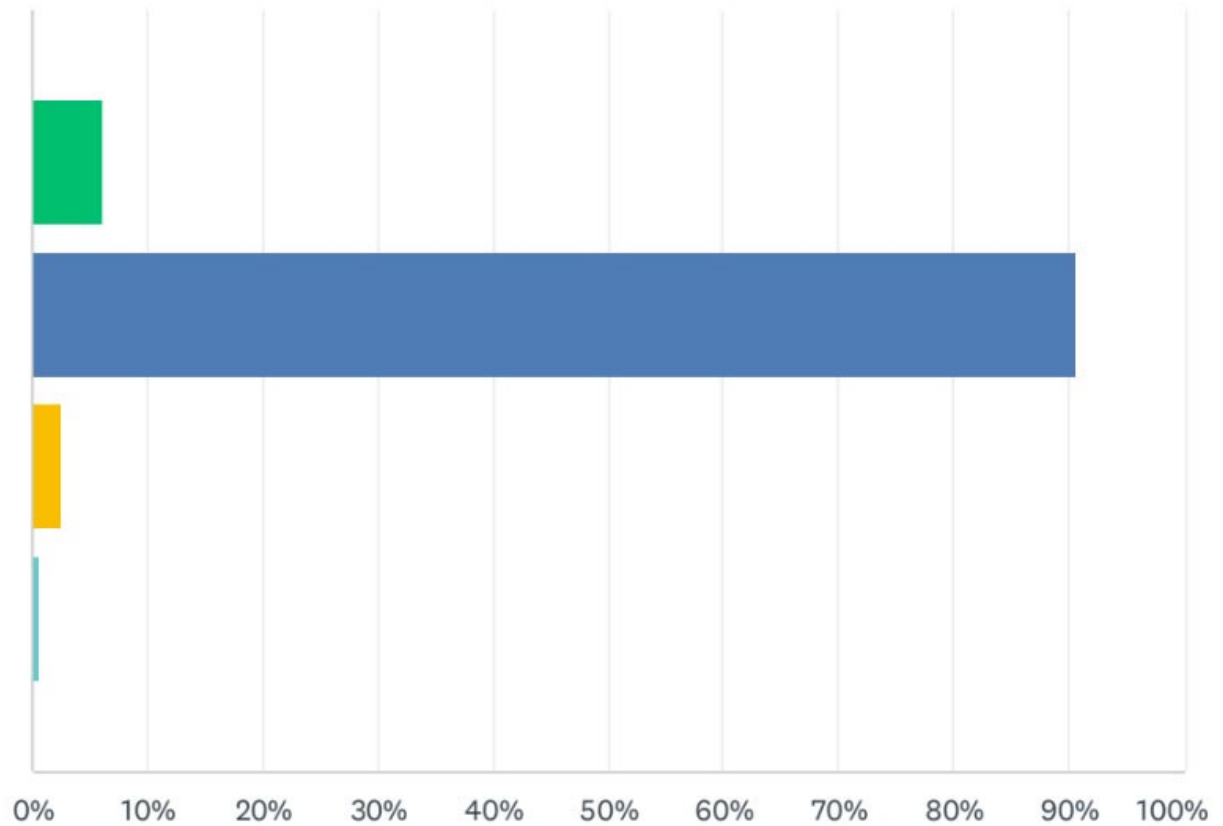


# Rate the quality of the content provided during the conference



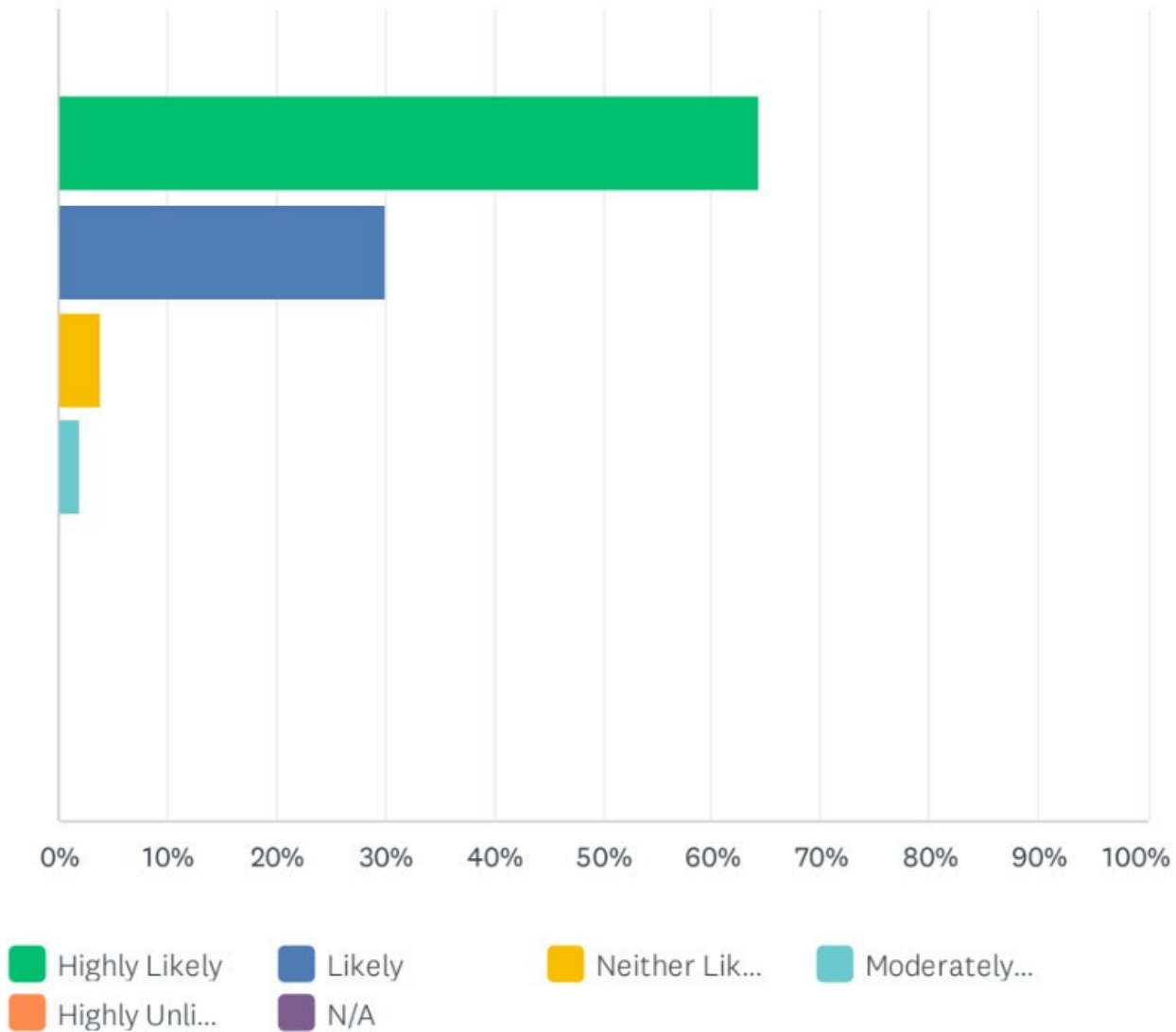


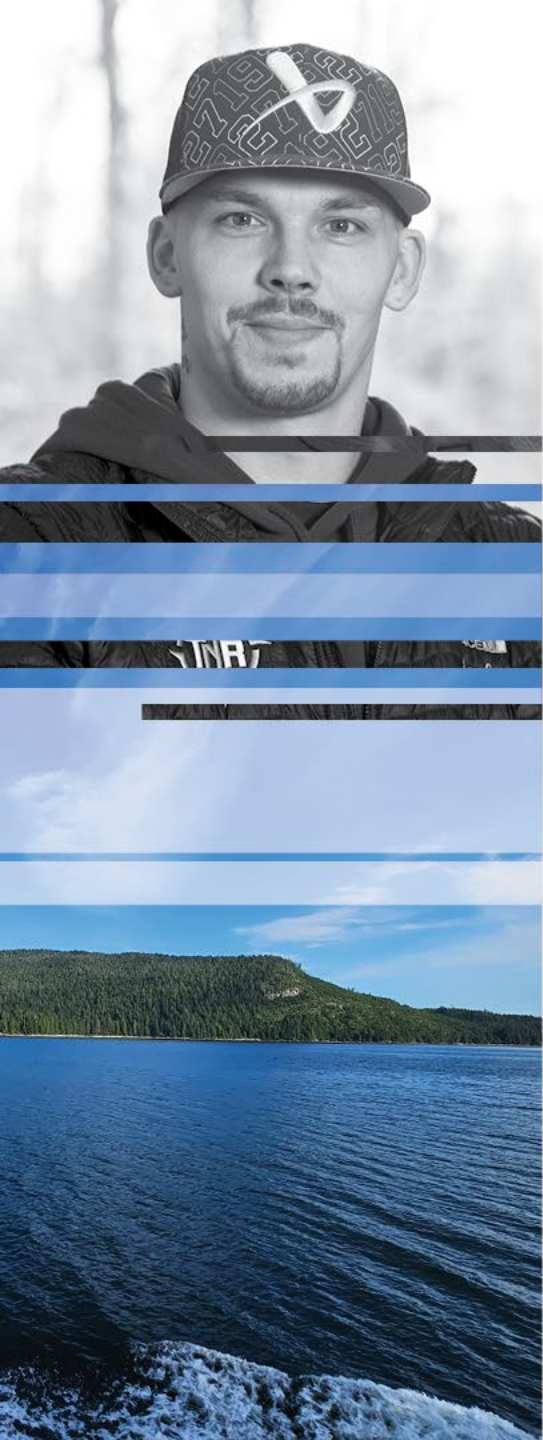
# How was the length of the conference?



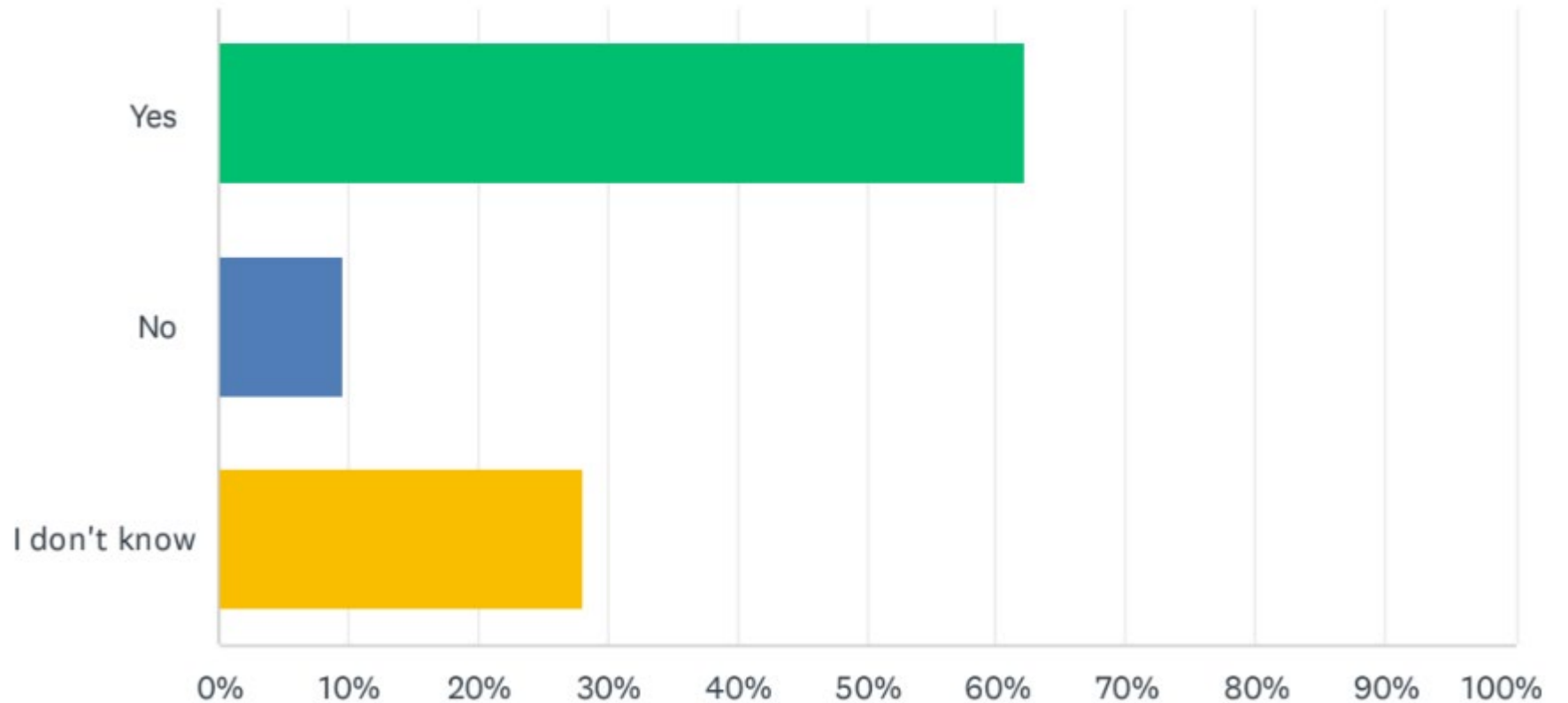
■ Too Short    ■ Just Right    ■ Too Long    ■ N/A

# How likely are you to recommend this conference to a professional colleague/coworker?





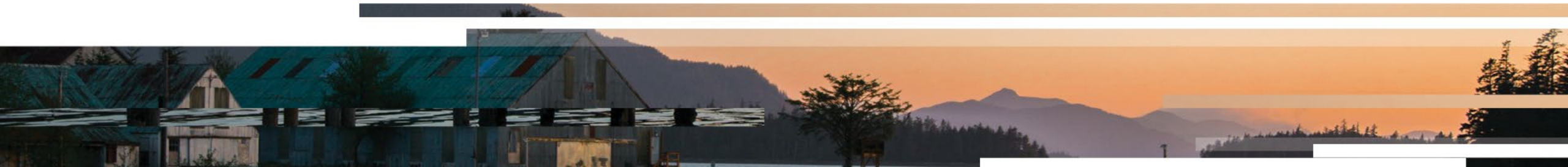
Did the conference provide content that was not available through other conferences or training opportunities in Alaska?



Were there any topics you would have liked to see that were not included? If so, please list them below.

57 responses, here is a sample:

- More on data and research, program evaluation, etc.
- More discussion about workforce challenges in Alaska.
- Indigenous practitioners and their experience with their communities and reframed methods vs. western standard
- More on juvenile justice/mental health issues.
- A diverse panel outlining the levels of care currently available to trust beneficiaries. I don't think everyone is aware of either what is available or what is lacking within the state.





# What is one thing you learned at the conference that you will use to help improve the lives of Trust beneficiaries?

101 responses, here is a sample:

- That sharing our story helps those in need.
- Understanding we have other options for opioid addiction was helpful.
- It's important to meet people where they are at when they need your support.
- The networking was a key component of the conference and provided opportunities to expand partnerships to serve children in foster care in Alaska.
- I learned more about Peer Support and also the Crisis Intervention work going on around the state.



# Positive comment themes

- Appreciation for opportunity to engage and network
- Compliments on event execution and venue
- Exceeded expectations
- Liked the collaborations that were highlighted
- Appreciated the variety of topics presented
- Praise for keynote speakers



# Constructive comment themes

- Wanted information about demonstrated success in other states
- Longer breaks so we have time to visit all the exhibitor booths and do more networking
- Better way to engage with poster presentations
- Repeat sessions for more chances to attend breakouts



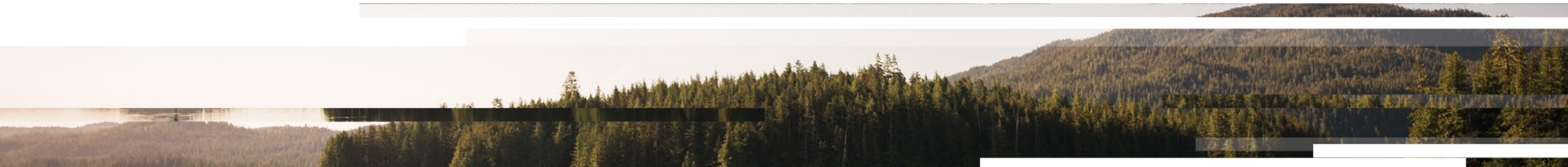
# 2022 vs. 2024 Conferences

	2022	2024
Total Event Cost (Net)	\$137K	\$168K
Regular Ticket Price	\$160	\$235
Early Bird Ticket Price	\$135	\$195
Registrations (total, not including pre-conference events)	326	409
Abstract Submissions	61	90
Scholarships Awarded	63	37
Travels Scholarships Awarded	24	16
Post-Conf. Survey Responses	92	160
Overall experience scored as positive “Excellent/Very Good/Good”	98%	97%
Overall experience scored as “Excellent”	53%	49%



# Key Takeaways

- Predominantly very positive feedback
- Met event objectives
- Under budget
- Scholarships allowed more participation
- Networking portions well-attended
- Cross-beneficiary representation
- Contractor a must
- Great interest in presenting



# Positive Mentions

**Alaska Department of Family and Community Services**  
September 17 · 🌐

IMPROVING LIVES 2024 🍷🍷🍷🍷 | Today, Alaska Department of Family and Community Services Commissioner Koval and **Alaska Department of Health** Commissioner Hedberg (on behalf of **Governor Mike Dunleavy**) helped to kick off The **Alaska Mental Health Trust Authority's** Improving Lives Conference.

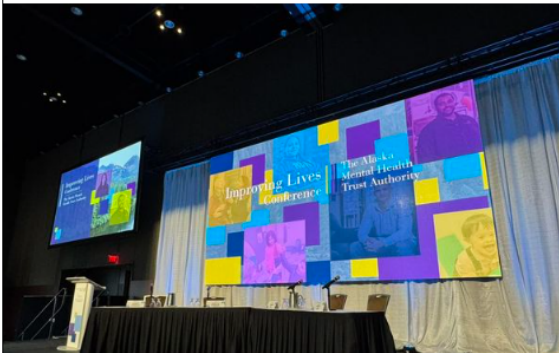
The Improving Lives Conference will meaningfully address behavioral health systems across Trust beneficiary groups, data-driven innovative and promising practices, and strengthening Alaska's continuum of care.

Featured speakers include staff from Alaska Psychiatric Institute, Division of Juvenile Justice, Alaska Pioneer Homes and the DFCS Commissioner's Office.

The conference will run through today and tomorrow and connect leaders, organizations and advocates from throughout Alaska.

Stop by our table by the B Doors for a chance to learn more about DFCS!

[#ImprovingLives2024](#) [#Alaska](#) [#AKDFCS](#) [#API](#) [#DJJ](#) [#AKPH](#) [#ServiceFirst](#)



**Anchorage Coalition to End Homelessness**  
September 23 · 🌐

Shoutout to Ziona Brownlow, our Healthcare Integration Director, who had the honor of presenting about our healthcare integration efforts at the Improving Lives Conference hosted by the **Alaska Mental Health Trust Authority**

At the Anchorage Coalition to End Homelessness, Ziona is working alongside other healthcare professionals and organizations in the community to address inequities and bridge system gaps for our most vulnerable neighbors.

Thank you to the Alaska Mental Health Trust Authority for organizing this important event. Learn more about healthcare and homelessness on our website: <https://www.aceh.org/health>

Pictured left to right: Dakota Orm, Health Program Manager 3, Trish Franco, Public Health Specialist 2, State of Alaska, and Ziona Brownlow, Healthcare Integration Director, ACEH

[#AnchorageCoalition](#) [#HealthcareIntegration](#) [#MentalHealth](#) [#EquityInHealthcare](#)



**Frontier Community Services**  
September 17 · 🌐

Our incredible Board Member and Self-Advocate, Michelle Davidson is speaking at the **Alaska Mental Health Trust Authority** Improving Lives Conference today and tomorrow at the **Dena'ina Center** in **#anchorage!**

She will be helping to lead a breakout session called, "Hopes, Dreams, and Dignity of Risk", as well as another breakout session called "My Life, Your Job", alongside our Executive Director, Amanda Faulkner





**Alaska Small Business Development Center**  
September 16 · 🌐

Exciting developments in AI for healthcare!

AI Resource Center Director Carlos Machuca presented "AI 101: A Practical Guide to Implementing AI in Healthcare Organizations" today at the **Alaska Mental Health Trust Authority's** Improving Lives pre-conference to explore how AI-based tools can improve care delivery and streamline administrative tasks.

This week's conference will include 30+ presentations from 70+ experts to address behavioral health systems across Trust beneficiary groups and strengthen Alaska's continuum of care. If you're attending, be sure to visit the Alaska SBDC booth!

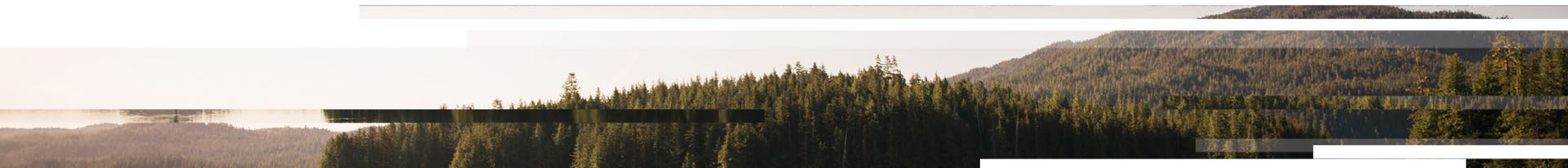
[#AlaskaSBDC](#) [#AlforBusiness](#) [#ImprovingLives](#) [#AlaskaHealthcare](#)



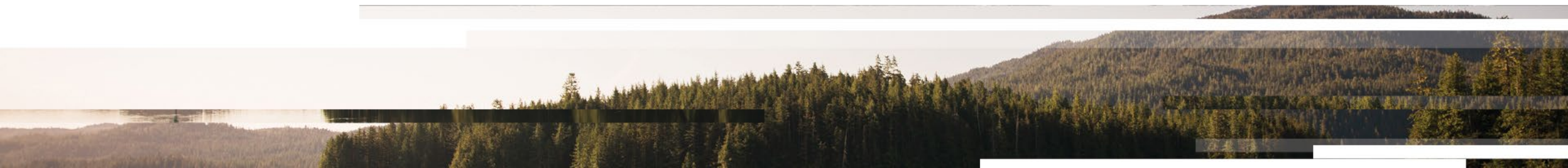
**Kara Lee Nelson** is with **Bobby Dorton** and **Teri Tibbett** at **Denai'na Convention Center**.  
September 17 · Anchorage, AK · 🌐

Great day with amazing change makers! Alaska's best! So good to have **Josh Engle** join us at our table too. Ha!

**Alaska Mental Health Trust Authority** [#ImprovingLivesConference](#)

Questions?





Trust

Alaska Mental Health  
Trust Authority

Thank You  
Questions?