



# PREP: Prevention and Recovery in Early Psychosis

PREP SF Strategic Marketing Plan  
August 2010



# PURPOSE



- This strategic marketing plan will be used to guide development of 2010 and 2011 PREP SF marketing efforts including:
  - Outreach
  - PR
  - Advertising
  - Social Media
  - Website Content
  - Development



# SITUATION



- Schizophrenia is an illness that up until now has devastated not only the lives of its sufferers, but also family, friends, and the larger community
- About 1% of the population suffers from schizophrenia
  - In line with other major diseases
- The fear and misinformation associated with schizophrenia and psychosis has created a stigma so ominous as to prevent people from seeking help



# SITUATION



- PREP offers a revolution in the early intervention and treatment of schizophrenia through a focus on remission, rehabilitation and recovery
  - The goal of the program is to return clients, as well as their families, to a productive life trajectory through a comprehensive, individualized, evidence-based program using rigorous early diagnosis, CBT, MFG, medication management, vocational support, and substance abuse treatment
  - Decrease in medical costs



# RESULTS TO DATE



Since September 2009, 27 clients have been seen.

- 7 Ultra-High-Risk:
  - 6 of 7 have jobs or are in school
  - 1 dropped out of treatment
  - **Only 1 of these transitioned to full psychosis, *without hospitalization*, and is now employed**
- 20 Recent-Onset:
  - 11 now have jobs or are in school
  - Only 1 dropped out of treatment
  - **Only 1 hospitalized**
  - By TAU standards, we would expect only 8 to have jobs and 7 hospitalized within the first year of treatment



# CAMPAIGN OBJECTIVE



Increase number of patient assessments by XX%



# METHODOLOGY



- Research
  - Worldwide Competitive Audit (online)
    - eppic.org.au, seemescotland.org, eastcommunity.org, preventmentalillness.org, askprep.org
  - Final Report of PEI Data, January 25, 2008.
    - Prepared by the Health & Human Resource Education Center
  - SF Young Adults Speak Out!, January 2007.
    - Prepared by Harder + Company Community Research in partnership with The Transitional Youth Task Force Young Adult Team
  - Stigma Shout, Service user and carer experiences of stigma and discrimination.
    - Time to Change 2008
  - Transition, Transformation: Transition Age Youth Services Strategic Plan.
    - Alameda County Behavioral Health Care Services
  - Raising community awareness for early psychosis
    - Kate McDonald and Paul Blackburn
- Interviews
  - Rachel Loewy
  - Jackie Yanofsky
  - Demian Rose
  - Michelle Burns
  - Melissa Moore
  - Paul Gibson
- Focus Groups/Surveys
- etc



# MARKETING GOALS



- Introduce PREP as a revolutionary breakthrough in the treatment of early psychosis
- Establish the PREP name as a steadfast and empathic leader in schizophrenia treatment
- Drive assessments





# TOP LEVEL STRATEGY



- Strengthen PREP brand awareness
  - Emphasize revolutionary nature of program
  - Promote availability of comprehensive help and support
- Reduce the stigma and fear associated with schizophrenia and psychosis
  - Educate the community on the true nature and symptoms of the disease
  - Help targets understand that schizophrenia does not have to be considered a devastating “life sentence”
- Encourage early diagnosis
  - Convince all that the sooner they know the truth, the better
- Align multi-county efforts to increase overall impact



# BRAND PLATFORM



## **Brand Vision:** (guiding insight of PREP)

To transform the treatment and perception of psychosis – and by extension the lives of young people and their families - by intervening early with evidence-based, culturally competent assessment and diagnosis so that in 5 years most cases of psychosis are treated to remission.

## **Brand Mission:** (how does PREP act on that insight)

To deliver comprehensive, conscientious and multi-faceted treatment grounded in wellness, recovery and resilience to people experiencing signs and symptoms of psychosis, as well as their families.



# BRAND PLATFORM



## Brand Values: (code by which PREP lives)

1. To partner with UCSF and other community stakeholders to build awareness, education and empowerment around the symptoms and breakthrough treatment options for people with early psychosis.
2. To significantly reduce the stigma and fear associated with schizophrenia and psychosis.
3. To remove barriers to treatment by actively reaching out in each community.
4. To identify, assess and diagnose those in need of PREP services, as early as possible.
5. To return individuals and their families to a productive life trajectory.

## Brand Essence: (what does PREP fundamentally promise?)

PREP restores hope to people with early psychosis - and their families.



# BRAND PLATFORM



**Brand Strategy:** (plan to meet PREP marketing objectives)

To inform the world that PREP is a revolutionary breakthrough in early psychosis education, stigma-reduction, diagnosis and treatment for those who have or are at high risk for early psychosis.

**Brand Positioning:** (what will make PREP distinctive in peoples' minds?)

We truly understand what you are going through and can help. We are here for you and your family and are committed to helping secure you a dignified and productive future.



# BRAND PLATFORM



## **Brand Personality:** (human traits assigned to PREP)

Hopeful, revolutionary, steadfast, welcoming, nurturing, well-informed, collaborative, outcome-driven, courageous, scientific, empowering, smart, empathic, focused, protective.

## **Unique Selling Proposition:**

PREP is a revolutionary treatment program that delivers a comprehensive, individualized, evidence-based and stigma-free roadmap to remission and recovery for people with early psychosis, and their families.



# PREP MARKETING OVERVIEW



## PREP Marketing

### Brand Platform/Identity

#### Outreach

##### Presentations

- Module-ize
- Feedback vehicle
- Online version

##### Materials

- Handout
- Follow-up
- Per target
- Partner needs

Prioritize Targets

#### Advertising

- Online Ads
- Outdoor/Bus
- Mobile
- Print
- Magazine
- Schools news
- Radio
- Paid Search/SEO
- Sponsorship
- Email

#### Social Networking

- Facebook
- Twitter
- Other social net

#### PR

- Op-Ed Revision
- DP Videos
- Families
- Role Play script
- Newsmakers
- Bob/Rachel
- PSAs?
- Jeff Bell?
- PREP SF Day
- Other events

#### Website

- Assess Survey
- URL/county
- Links/Resources
- Discussion Forum
- Feedback

#### Development

Mktg Toolkit

#### Research

- Youth Survey
- Parent Survey
- Outreach Survey
- FERC Groups
- Ongoing needs

#### Post-Intake

Client Self-Mgmt Kit

#### Other Mktg

- Intake phone #/ email
- Intake scripts
- Tracking calls



# PRIMARY TARGETS



- Youth
  - This target encompasses the following sub-targets:
    - Prospective patients
    - Peers
    - Siblings
    - Homeless
    - Foster
  
  - Prospective Patients is the smallest of all the youth targets
  - The need for peer-based support\* (mayor report) among this target, as well as their proximity to prospective patients makes it vital that we consider Peers the primary target



# PRIMARY TARGETS



## • Youth

- Although these groups will be targeted with similar messaging and media, it is important to remember the differences in mindset among the youth populations represented

Prospective Patients	Peers	Siblings	Homeless	Foster
<ul style="list-style-type: none"> <li>• Afraid/alone/vulnerable</li> <li>• Want to be heard/ connect but internalize</li> <li>• Skeptical of being exploited</li> <li>• Peer/social pressure to be "normal"</li> <li>• Parental pressure to succeed</li> <li>• Need for peer-based support</li> </ul>	<ul style="list-style-type: none"> <li>• Likely to notice change in a friend's normal behavior pattern</li> <li>• Unashamed</li> <li>• Willing to lend support</li> </ul>	<ul style="list-style-type: none"> <li>• Sheltered from the truth</li> <li>• May feel selfish/guilty for having needs of their own</li> <li>• Frustrated</li> <li>• Afraid</li> </ul>	<ul style="list-style-type: none"> <li>• Sheltered</li> <li>• Probable lack of support structure</li> </ul>	<ul style="list-style-type: none"> <li>• Same as patients</li> <li>• Additional stigma due to widespread PTSD and anxiety</li> <li>• Likely distrustful of adults</li> </ul>

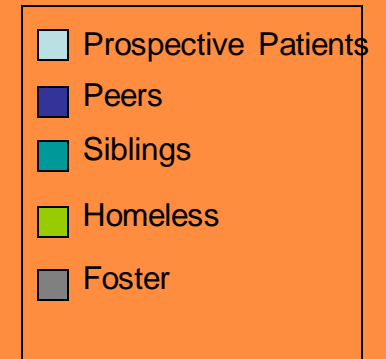
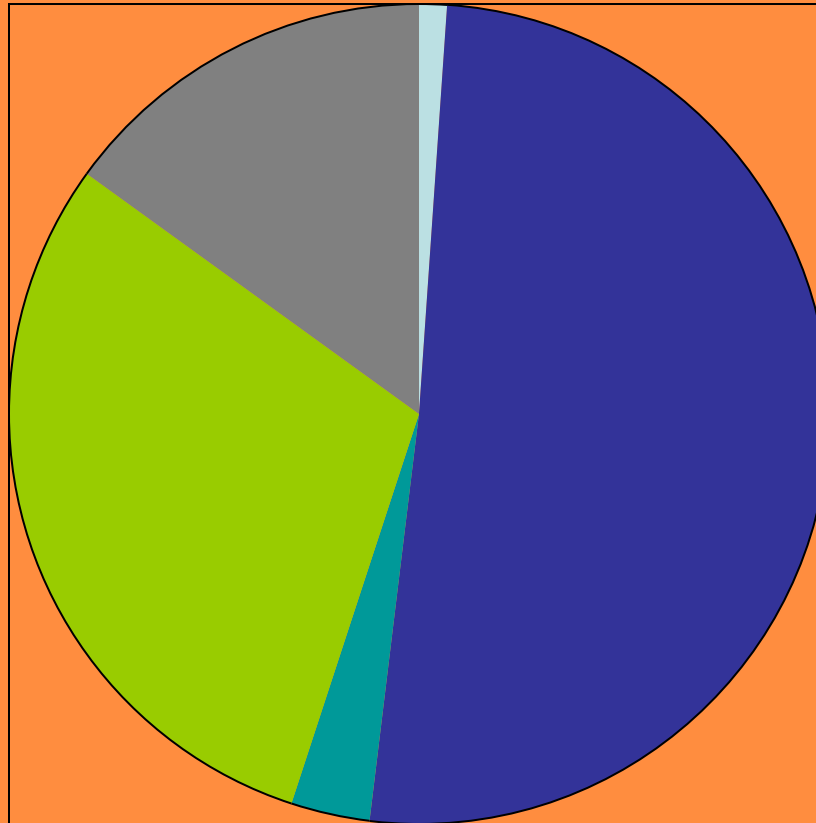




# PRIMARY TARGETS



- Youth





# PRIMARY TARGETS



- Key Messaging for Youth Target
  - PREP is here and truly understands your illness
  - Please talk about it and get help, you're safe with us
  - Encourage your peers to talk about it
  - SZ is a disease
    - Not something to be ashamed of
    - Treatable
    - Not your fault
    - The earlier you know, the better
  - See our website for more info and assessment survey



# PRIMARY TARGETS



- Additional Messaging for Foster Youth
  - Address double stigma? Normal + everyone is stressed
  - It's better to know than to wonder
- Tone
  - Empowerment, Encouragement, Understanding



# PRIMARY TARGETS



- Family
  - Within PREP, family is defined as supportive individuals who may or may not be actual relatives, but who can to commit to supporting the client
  
  - Therefore, this target can be literally anyone - but for the purposes of this plan encompasses the following groups:
    - Parents
    - Other relatives
    - Caregivers



# PRIMARY TARGETS



- Family

- Similarly to the Youth target, the predominant existing mindset of this group is one of fear, denial and loss of hope.

Parents/Relatives/Caregivers

- Blind-sighted/In denial
- Confused/don't know how to help/powerless
- Isolated/lonely
- Overwhelmed
- Misinformed
- Frustrated
- Sad/protective/angry
- Ashamed/guilty



# PRIMARY TARGETS



- Key Messaging for Families
  - PREP understands and is here to help
    - But we need your help too
    - We are all in this together?
  - SZ is a manageable and treatable disease, not something to be embarrassed about
  - Assessment = relief either way
    - The earlier you know, the better the chances of a productive life trajectory for the entire family
- Tone
  - Reassuring, Empowering, Empathic, Courageous



# OUTREACH GOALS



- Include Outreach to Youth and Families
- Awareness/Education
- Stigma reduction
- Assessments
- Understanding SZ



# OUTREACH TARGETS



- Mental Health Professionals
  - Doctors
  - Clinicians
  - Hospitals

## Mental Health Professionals

- Under-informed
- Skeptical of misdiagnosing psychosis/scaring patients
- Eager to help





# OUTREACH TARGETS



- Key Messaging for Mental Health Professionals
  - PREP is a revolutionary breakthrough in the early intervention and treatment of early psychosis
  - Schizophrenia is a treatable disease
    - Do not be afraid of the diagnosis
    - Help us reduce the stigma by openly discussing
  - Work with us to help people find out the truth, as early as possible, and get them to the right place
- Tone
  - Steadfast, Scientific, Outcome-driven, Courageous



# OUTREACH TARGETS



- Schools
  - Teachers
  - Wellness Coordinators
  - Guidance Counselors
  - Coaches
  - Administrators
  - Students

Other Outreach

- Under-informed or misinformed about SZ



# OUTREACH TARGETS



- Faith-based
  - Pastoral Groups/Counselors
  - Religious Groups
  - Youth Groups/Advisors
  - Other

Faith-based Groups

- Under-informed or misinformed about SZ



# OUTREACH TARGETS



- Community Groups
  - XX

Community Groups

- Under-informed or misinformed about SZ



# OUTREACH TARGETS



- Justice System
  - XX

Justice System

- Under-informed or misinformed about SZ



# OUTREACH TARGETS



- Development
  - Donors
  - Other countries



# OUTREACH STRATEGY



## Targeting - MHA

- Identification of Targets
- Scheduling Targets
- Maintain database of contacts
  - Contact Info
  - Date contacted
  - Presentations given
  - Follow-up
  - Effectiveness of presentation
- Refinement of Targets



# OUTREACH STRATEGY



## Presentation

- Refine presentation to better reflect goals/metrics of Outreach
- Assign presenters based on audience
- Include multimedia where possible
  - Video testimonials/case studies
  - Role play for Clinicians/Others
- Incorporate feedback/evaluation vehicle
- Include specific call to action
- Define follow-up activities





# OUTREACH STRATEGY

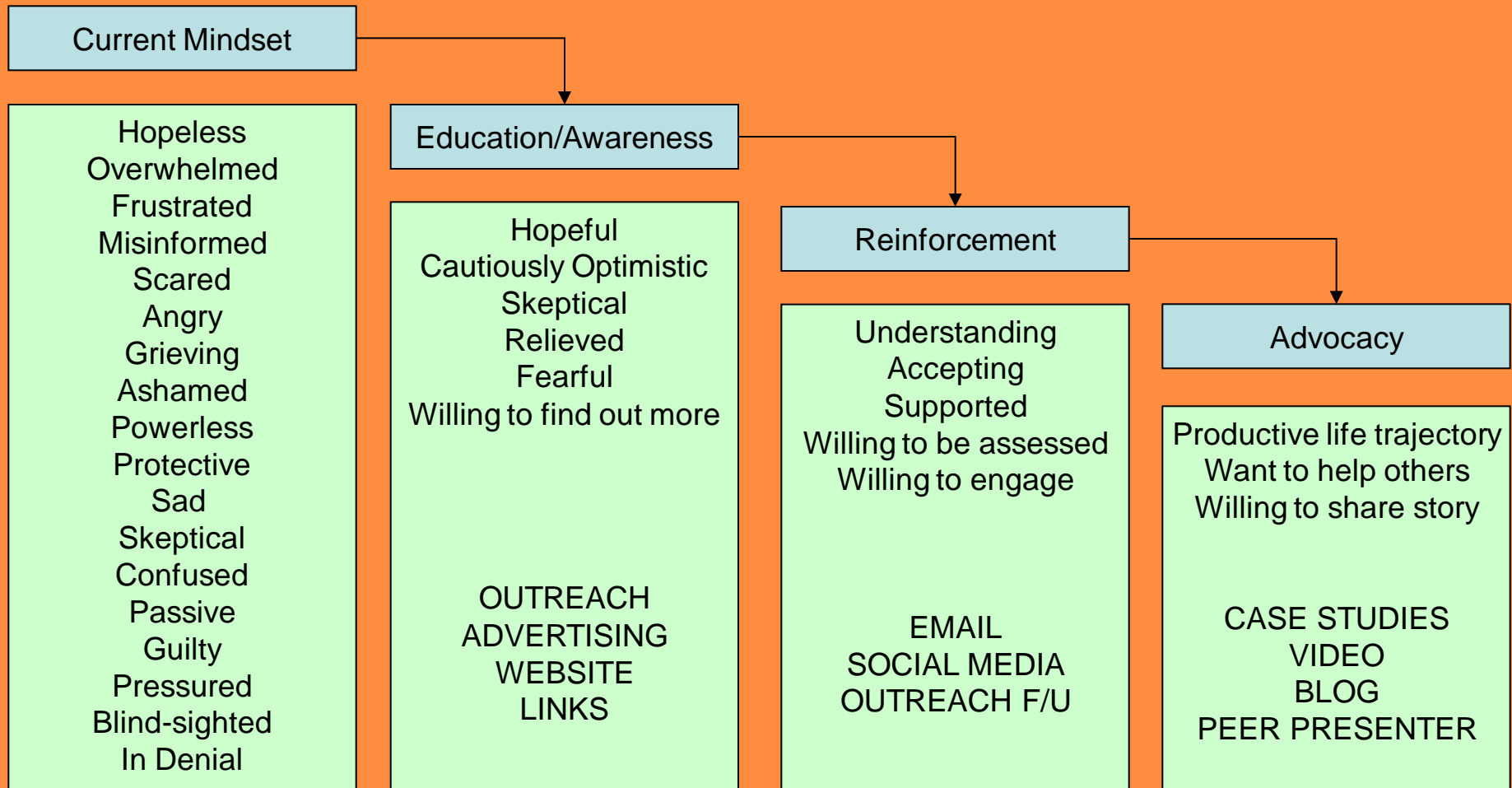


## Programmatic Considerations

- Intake script
- Incorporate additional contact vehicles
  - Email
  - Live chat
  - Survey
- Develop client “welcome kit”
- Define referrals for non-qualifiers
- Language/Deaf considerations
- Staffing needs



# CUSTOMER JOURNEY





# CAMPAIGN STRATEGY



- Building awareness of PREP among the general population
  - Primarily target Youth and Family populations
  - Will reach secondary target of “everyone”
  - Prominent anti-stigma messaging
- Refocus Outreach presentations to achieve [top 3 outreach goals]
  - Include Youth and Family populations in Outreach efforts
  - Revised marketing handouts to reiterate goals/enhance effectiveness of presentations
  - Customize presentations per audience, per time available



# CAMPAIGN STRATEGY



- Complement marketing efforts with social media presence
  - Cheap, targeted national presence
  - Ease of information dissemination
  - Possibility of peer-based support
- Increase website effectiveness/functionality
  - Define website goals
  - Significantly increase educational content
  - Add interactivity
  - Relieve some programmatic and marketing pressures



# CAMPAIGN TACTICS



- New Logo/Brand Identity
- Media Placements (Pro Bono where possible)
  - Bus, school newspapers, radio, online, search, FB ads
- Outreach handouts
  - Youth Flyer
    - General
    - Foster
  - Family Flyer
    - General
    - Foster
  - Clinician Flyer
  - Posters
  - Business-card sized flyer
  - Premium Item(s)



# CAMPAIGN TACTICS



- Social Media
  - Forum
  - Causes
- Website
  - Survey
  - Understanding the science of SZ
  - Anti-stigma
  - PREP education
- Client self-care kit?
- Youth Advisory Panel



# CAMPAIGN METRICS



- Outreach
  - Calls per channel
  - Assessments per channel
  - Participants per channel
  - % increase of above (as applicable)
  - # of surveys completed/results
  - # of presentations given/per audience
  - # of materials distributed/types
  - # of peer referrals, other?
  - Total hours of outreach
- Marketing
  - Click Rates
  - Response Rates
- Social Media
  - # fans/followers
  - Peer influence - # viewed/downloaded
  - Interactions – posting/commenting/sharing
  - Engagement level



# CAMPAIGN METRICS



- Website
  - Visits/Unique Visits
  - Page views
  - # Page Views/visit
  - Duration of visit
  - Duration of page view
  - Engagement level/Interactions
    - Survey
    - Forums/Discussion
    - Forms downloaded
    - Videos watched
  - Downloads
  - Information captured
  - Click path
  - Search terms
  - Driver to site
  - Exit path – link, etc





# PROPOSED WEB STRUCTURE

