Client Engagement via digital advertising & the Internet

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Who Am I?

• Member of Strong 365’s Youth Leadership Board
• Person with a lived experience of psychosis and has attended an early intervention program
• Psychiatric Nurse Practitioner
Who is Strong 365?

We are a project of One Mind that offers psychosis support and other mental health resources through online education & support.

Research is being conducted to focus on earlier linkage to care.

**Proposed Intervention:** Reduce DUP via a multi-faceted online advertising campaign.

**WE:**

Are a growing community of wellness warriors who believe that the strength to persist and thrive through a mental health challenge exists in all of us.

Use our experiences to empower people to stay in the fight for wellness one day at a time, connect to help earlier and get back to chasing their dreams. We’re living proof that you are not alone, and with support and determination, it gets better.

(on our website strong365.org)
The power of paid search

3.5 BILLION Google searches every day.

Pew Research Center:
· 80% of Internet users have searched for a health-related topic online
· >35% of Americans have diagnosed their symptoms online
What we’ve learned

Key research question:
Can digital advertising:
1. Identify FEP population &
2. Engage them in help seeking behaviors?

Answer: YES.

However, we have a lot more to learn about how to best convert people from an online environment to clinic-based treatment.
Here are some examples of effective messages that resulted in ad clicks:

*You’re Not Alone. We Can Help.*

*Hard to Tell What’s Real?*

*Take an Online Quiz & Find Support*

*Learn The Signs & Find Support*

-80% of our Internet users clicked from a smartphone with peak time for ad clicks between 5-6pm. They spent approximately 1 minute on average on the site.
We believe the gap (positive screens to early tx) could be solved by:

1. Creating intermediary steps such as peer support.
2. Focusing outreach on adult networks (i.e. parents).
3. Instantaneous video link with clinicians for real time assessments, rather than a scheduled follow-up.
Phase 2 (After initial pilot intervention)

*Online Survey* to understand **who we are reaching and what they are seeking:**

• **For whom are you seeking support/info/resources?**
  
  - 92% myself

• **How old are you?**
  
  53% <18 years old
  
  23% 19-25

• **What are you primarily seeking?**
  
  73% information

• **What are you experiencing?** 23% describe psychotic symptoms according to PQB. 14% have experienced this for under 6 months and 15% between 6-12 months. 17% for 1-2 years. 82% have not been in treatment.
How to use the website

The Link:
https://strong365.org/

It offers:
• information on the early signs of psychosis
• Personal stories and videos of people who had experienced psychosis and found a measure of recovery from early treatment
• Self Screener – prodromal questionnaire brief – assess risk of first episode psychosis
• Connection to ETP via text, phone or email. Could also fill out online form called “Ask a question” and receive a prompt response in any of those three ways.
• Language translation into 100+ languages
• 7 cups of Tea (peer support community)

“I am thankful for my struggle, because without it, I wouldn’t have stumbled upon my strength.” – Alexandra Elle

(Look for the FIND HELP button beneath this quote on our home page)
I am thankful for my struggle, because without it, I wouldn't have stumbled upon my strength.

-Alexandra Elle
Take Away Points

- Don’t underestimate the power of the Internet to engage our young people. We are meeting them where they are.
- Use of the Strong 365 website is for providers as well!
- I’m living proof early intervention and treatment works! (Former PIER Program client)

Thank you for listening!