

Golden Spike Award Nomination  
2012  
Division II: 8

At a Glance: Mental Health Services Awareness Night

While government and other agencies worked to address the need for more mental health resources and funding, a group of organizations - led by Utah Valley Regional Medical Center and Brigham Young University - came together to design a way for people to be exposed to the resources that already exist in the Utah Valley community. The Mental Health Services Awareness Night was created as a free event where local leaders could learn about the counseling and other resources available in Utah County to help people dealing with mental or emotional conditions.



Intermountain  
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## Summary: Mental Health Services Awareness Night

### Goal:

To create a way for local "gatekeepers" to learn about the counseling and other resources available in Utah County to help people dealing with mental or emotional conditions.

### Target audience:

Local gatekeepers in Utah County. Gatekeepers are defined as anyone in a leadership role who would have the opportunity or need to help another person find mental health resources. Examples include ecclesiastical leaders, school officials and counselors, physicians, government leaders, judges, etc.

### Strategy:

Host a free evening event for gatekeepers that features multiple presentations on a variety of mental health challenges as well as a booth room where local not-for-profit agencies can display the services they have available.

### Tactics:

1. Partner with multiple community agencies in the mental health arena to organize and host the free event.
2. Win support from the top leaders of the prominent religion in Utah County (The Church of Jesus Christ of Latter-day Saints) who could then encourage the heads of their congregations to attend the event.
3. Publicize the event through multiple channels including direct mail, email, fliers and word of mouth.
4. Videotape the speakers and show individual presentations on Channel 17 - Provo City's cable channel.

### Budget:

\$6,000 - for professional conference planning services, printed materials, food, etc. Does not including building donation from Brigham Young University.

### Evaluation:

More than 400 people attended the Mental Health Services Awareness Night on October 13, 2011. Survey results, which are included, show the majority of participants rated the event and the information as very good or excellent and they felt it would help them with a current situation they were facing. Results also showed a significant change in how much leaders understood about local resources.