

Media Dissemination Strategies & Technology Enhanced Solutions

Targeting Individual and Community Resilience

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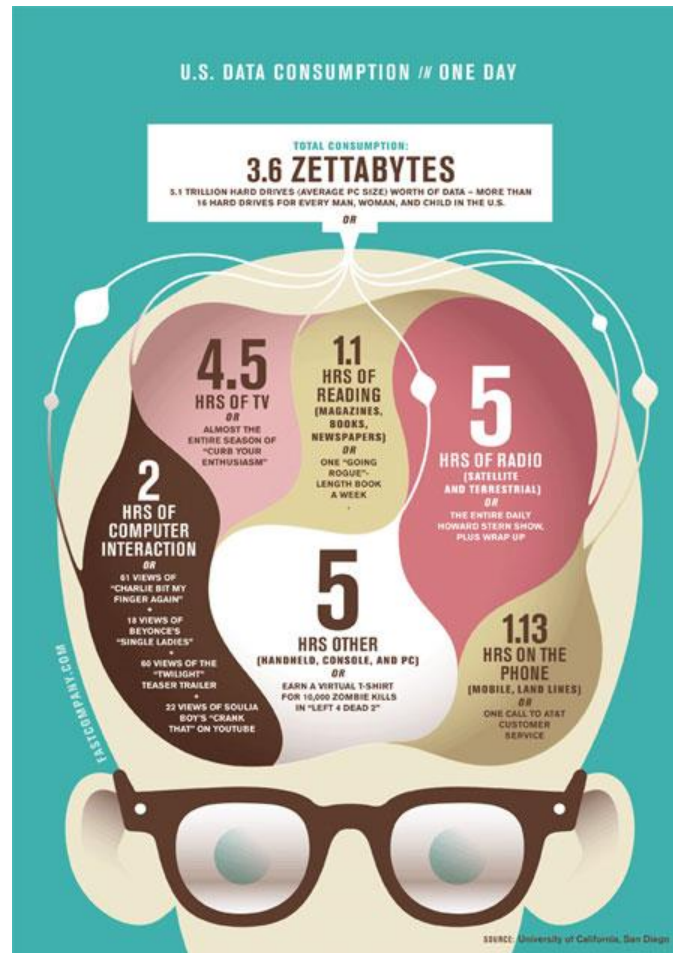
Evolution of Media



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Revolutions in Information Distribution & Consumption



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Leads to Opportunity & Challenges

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- Macro | Expanded Channels, Levers, & Access
- Micro | Options for Individual & *Virtual Communities*

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- # of Options & Complexity Cloud Strategy
- Language & Placement of Messages



Consider

- What gets your attention?
- What do people trust?
- Who are the key influencers?
- Surprises (like the return of the podcast)



How do we...

- Get better at translating?
- Get better at telling stories?
- Change the narrative that aligns with the movement from disease to health? Expanding from mental illness to mental health.
- Make our case | ROI Argument that demonstrates the individual, social, and economic benefits of emotional health. And that it is relevant to everyone.



Dissemination Problem

- Historically not our area of expertise
 - Too much content
 - Language that isn't understandable
 - Not personally relevant (Why should I care?)
- Or viewed as a responsibility



CONTEXTUALIZING

- Words, Language, Tone (Don't forget about Humor!)
- Core messages (1-5-15 PsychArmor)



ACCEPTANCE

- Prevalence of technology and power of digital media today (especially Digital Natives and younger generations)
- Shifting the lens | Advocate
- Don't worry, you can maintain your sense of caution.
- Be flexible in your thinking & ask critical questions.



REALISTIC

- What it is and what it isn't.
- Tool, Access Facilitator, Knowledge Conduit, Connector
- Treatment Extender
- For the in-between | Non-acute
- Acknowledge the Limitations
- Understand Specific Use Cases



The Good News (We are not alone!)

Must learn from industry experts who understand *creative & strategic* execution.

- Content, content, content
- User Design
- User Experience (functionality, speed, navigation)
- Customizing for intended target segment or user base!
- Targeted channels, placement, cadence



Example Metrics

- Key Performance Indicators (KPIs)
- Total Visits
- New Sessions
- Channel Specific Traffic
- Bounce Rate
- Total Conversions
- Utilization over time | Customer Retention
- Impressions



Trending

How do we break through or rise above the NOISE?

- Declining Returns on Organic Content (search)
- Live Streaming
- Virtual Reality



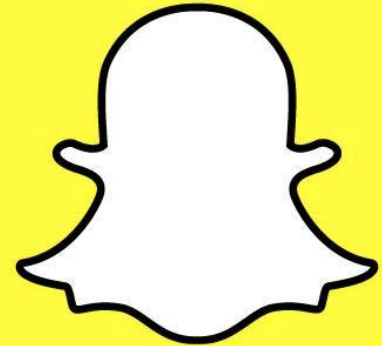
A few examples...



The
MIGHTY



7 CUPS
of TEA



Leveraging the Masses

- Crowdsourcing
- Crowdfunding



THANK YOU!

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