



Bridging Barriers: NEDHSA's Innovative Approach to Behavioral Health Stigma Reduction in Rural Communities

Dependra Bhatta, Ph. D.

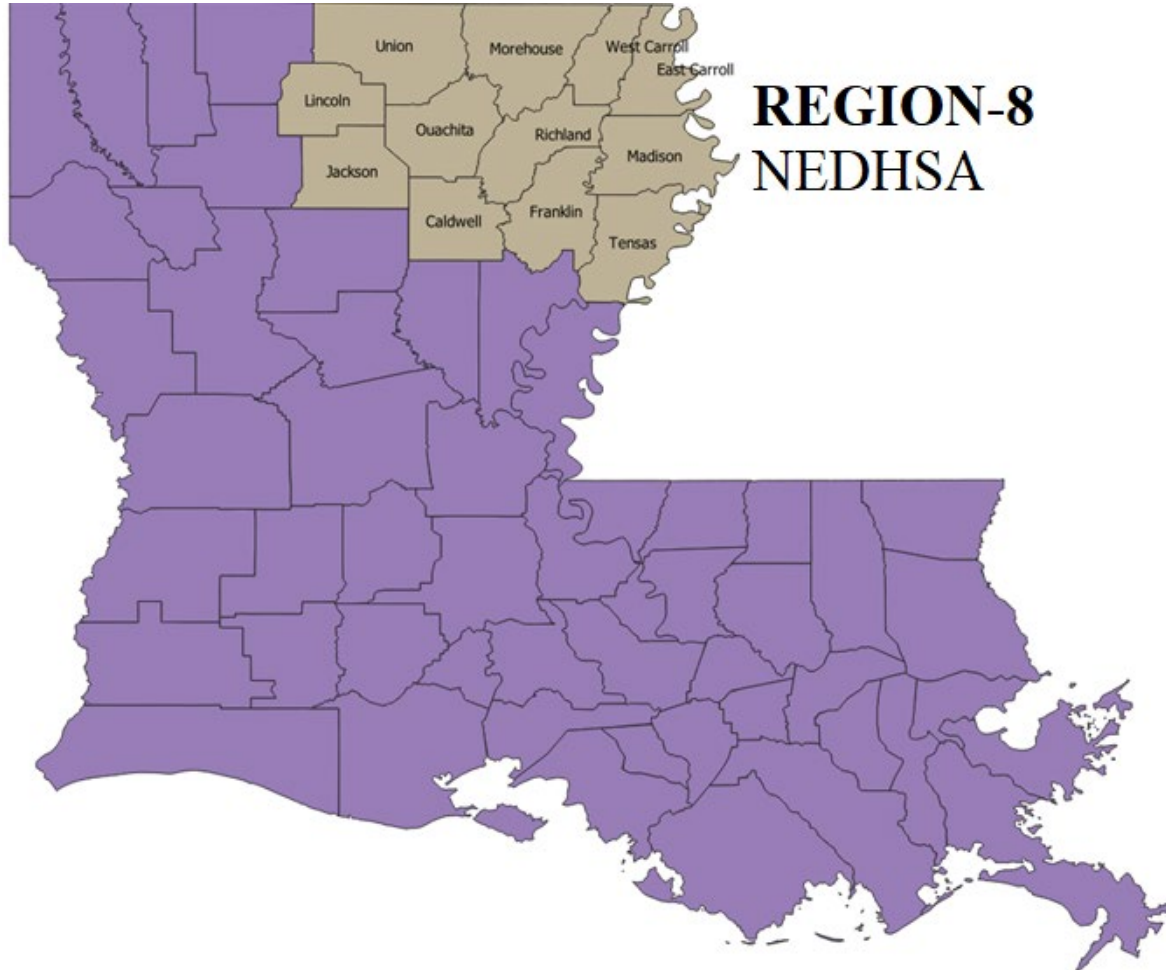
Monteic A. Sizer, Ph. D.

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Northeast Delta Human Services Authority (NEDHSA)- Louisiana Department of Health



Service Area

- 12 LA Northeast counties (Mostly rural)

Services

- Integrated Care (Mental Health + Primary Care + Addiction Services)
- Developmental Disabilities
- Prevention and Wellness Services

Mental Health Challenges in Rural Louisiana



- In 2020, Louisiana reported 720 suicides and 159,000 adults experiencing suicidal thoughts (National Alliance on Mental Illness, 2021)
- Rural areas in Louisiana had higher suicide rates than urban areas, with a 46% increase in non-metropolitan regions from 2000 to 2020 (CDC, 2023)
- The COVID-19 pandemic exacerbated mental health issues in rural areas due to geographical isolation, scarce resources, and stigma
- Cultural influences and lack of awareness further hindered rural communities from accessing mental health services

Motivation behind the **Bridging Barriers**



- Access to Behavioral Health Services
- Mental Health Awareness
- Mitigate cultural barriers



Activities and Operation of the Program



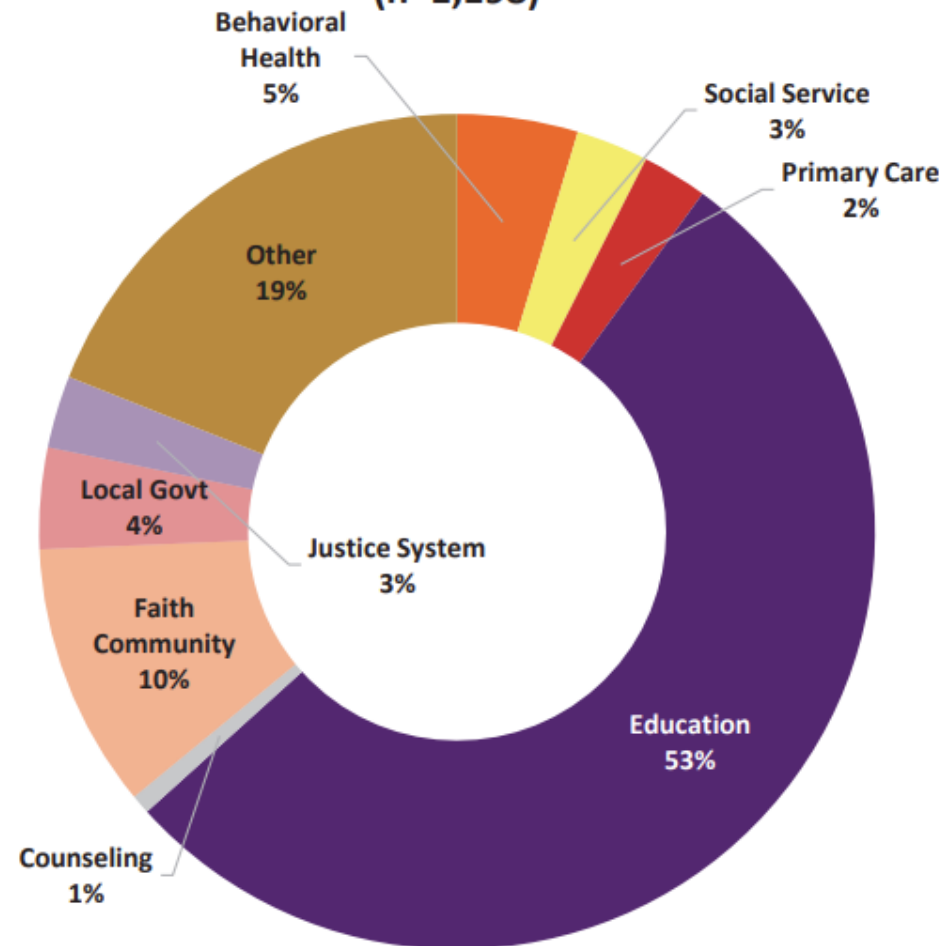
- Conducted needs assessment and established Parish Implementation Teams in six targeted parishes
- Developed culturally appropriate messaging and utilized local media to promote behavioral health services
- Hosted a Virtual Youth Summit to raise awareness about mental health
- Built relationships with stakeholders and provided training to local governments and municipalities
- Conducted evaluations to assess the program's effectiveness and monitored media campaign impressions and community engagement

Activities and Operation of the Program



Outreach Contacts in Stakeholder Sectors

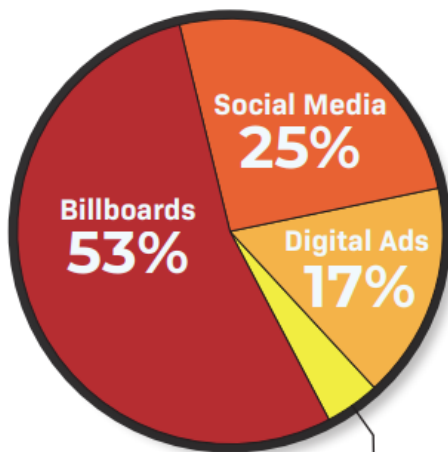
(n=1,198)



Outreach Analytics



MESSAGING ANALYTICS



Newspapers
5%

NEDHSA's goal for all messaging was to increase knowledge, anti-stigma attitudes, and behaviors via culturally appropriate messaging. The media messaging campaign worked to inform the region's vulnerable populations about behavioral health services, and inspire individuals to get treatment by creating relatable stories and messages.

NEDHSA's messaging for behavioral health services was seen by persons in the 12-parish region more than 8.1 million times.

Impressions refer to the number of times NEDHSA's ad or content was displayed on a screen or a sign. Engagements refer to the amount of times the messaging was interacted with. Engagement refers to comments, likes, shares, clicks, retweets or any other action item that took place with NEDHSA's messaging.

8,178,770

Total Impressions

195,656

Total Engagements

4,279,936

Billboards (Impressions)

322,690

Newspapers (Readers)

2,050,125

Social Media (Impressions)

Facebook 12,959

Twitter 6,251

Instagram 559

LinkedIn 812

TikTok 1,954,889

Spotify 74,655

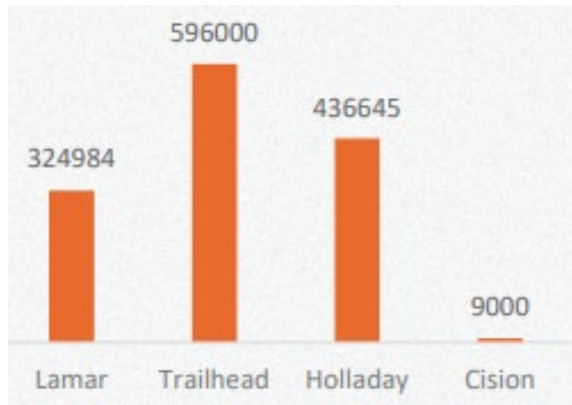
Geo-Fencing Targeted Advertising

1,289,856 Impressions **1,647** Clicks

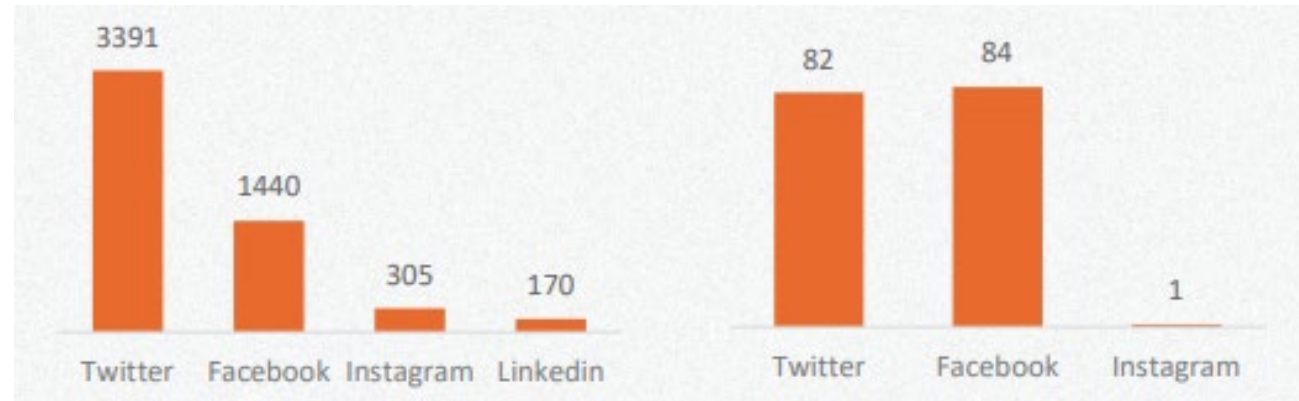
Outreach Analytics



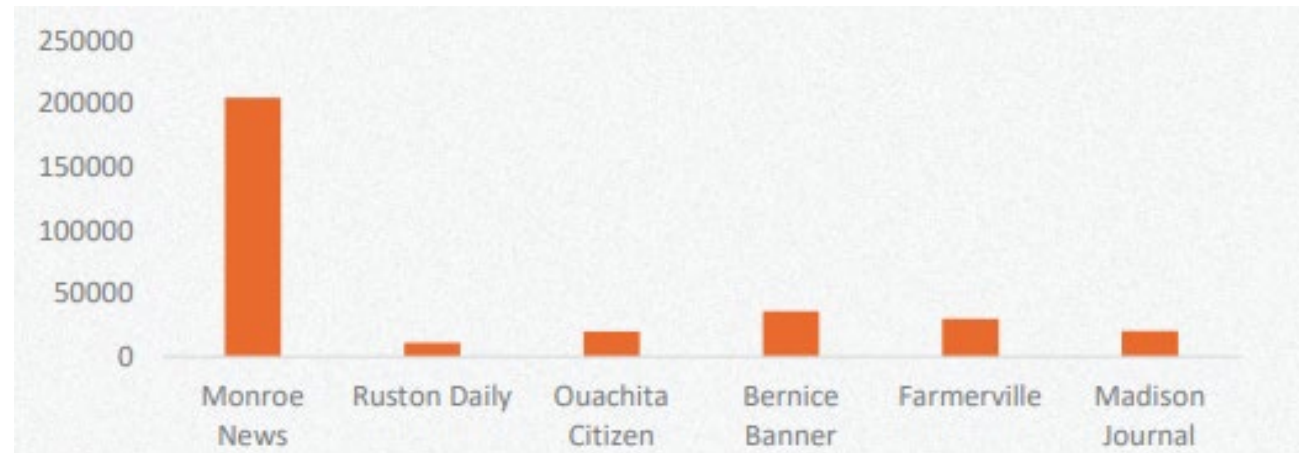
Billboard Reach



Social media Reach



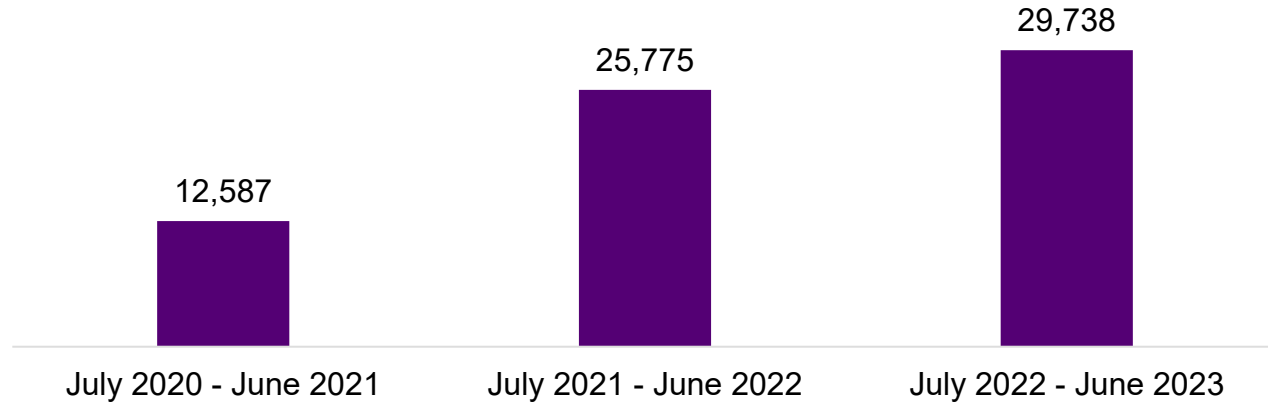
Newspaper Reach



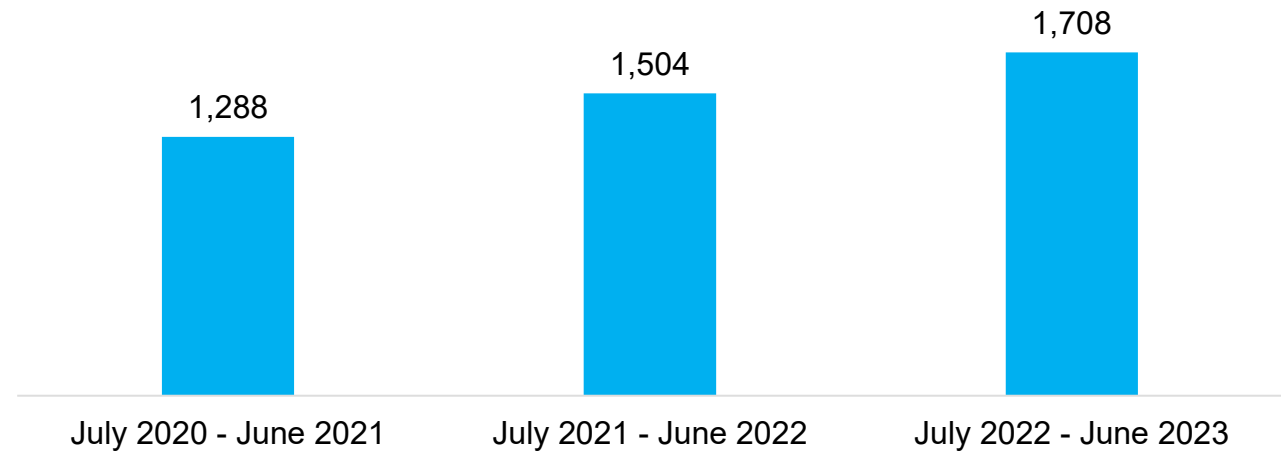
Measurable Impacts



Number of Services in NEDHSA Behavioral Health Clinics



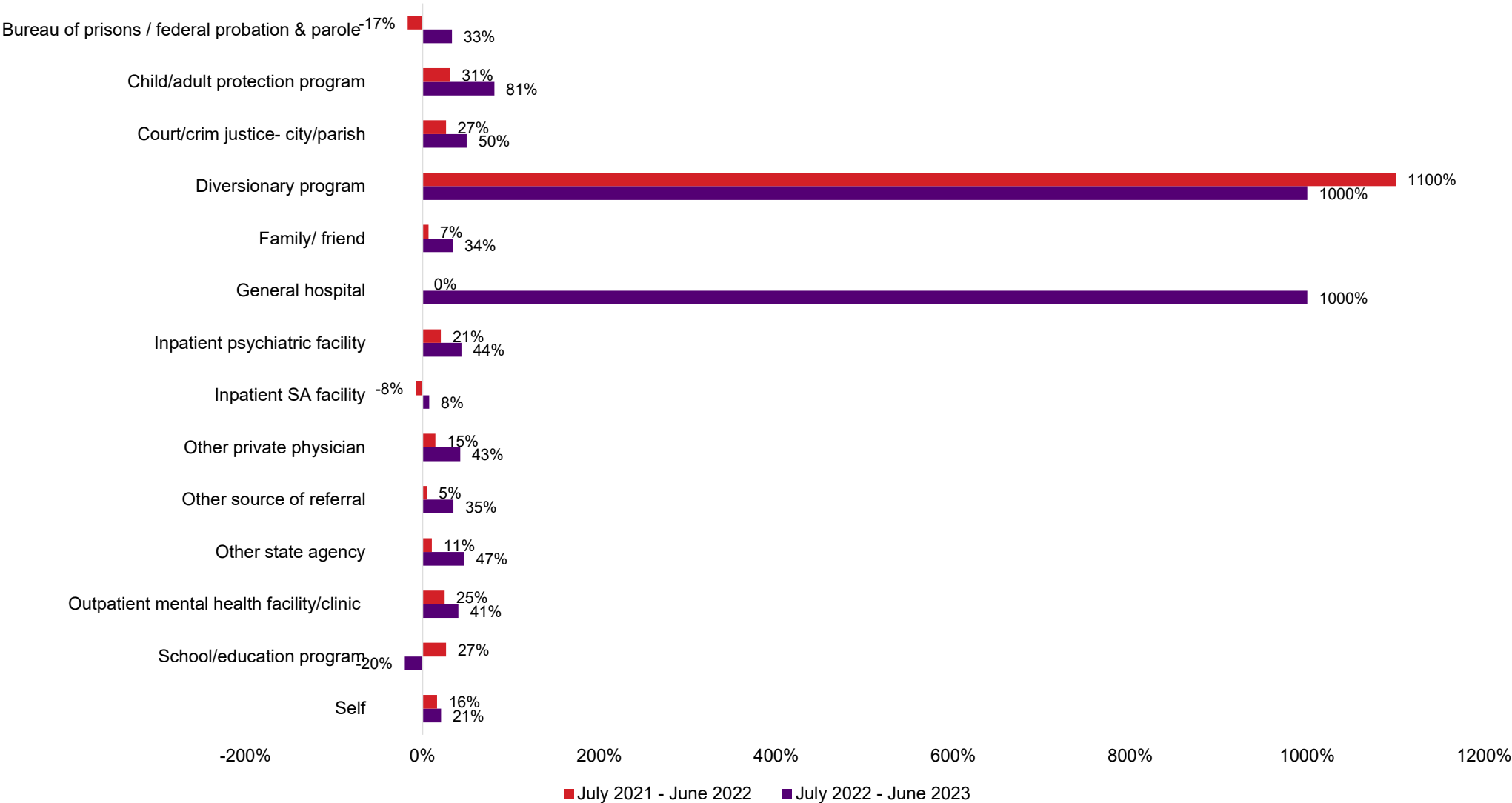
Number of Unique Patients In NEDHSA Behavioral Health Clinics



Measurable Impacts



Percentage Change in Unique Patients by Referral Source Compared to 2020-2021



Conclusions



- Identified stigmas and obstacles through thorough exploration and dialogue, leading to impactful initiatives like media campaigns and provider training programs
- Enhanced cultural competence in behavioral health services via Parish Implementation Teams and Town Hall meetings, addressing challenges related to service availability and COVID-19 impacts
- Implemented a comprehensive media campaign reaching over 7.9 million individuals, promoting mental health awareness and reducing stigma across the Northeast Delta region
- Observed increasing trend of patient inflow to the NEDHSA behavioral health clinics

Conclusions



Program Transferability

- **Resources and Funding:** Requires adequate financial support for media campaigns, provider training, and outreach efforts, which may vary by state
- **Stakeholder Collaboration:** Success depends on buy-in and collaboration from government agencies, healthcare providers, and community organizations
- **Cultural Adaptation:** Programs must be tailored to fit the unique cultural and demographic needs of each state

Reference



1. CDC. 2023. Suicide in Rural America. Accessed on 04/28/2024 from <https://www.cdc.gov/ruralhealth/Suicide.html#:~:text=In%20the%20past%20two%20decades,to%2027.3%25%20in%20metro%20areas.>
1. National Alliance on Mental Illness. 2021. Mental Health in Louisiana. Accessed on 04/28/2024 from <https://www.nami.org/NAMI/media/NAMI-Media/StateFactSheets/LouisianaStateFactSheet.pdf>



Thank you!

Questions/Comments?

Dependra Bhatta, Ph. D.

Director of Behavioral and Primary Health Analytics
Northeast Delta Human Services Authority
dependra.bhatta@la.gov

Monteic A. Sizer, Ph. D.

Executive Director
Northeast Delta Human Services Authority
monteic.sizer@la.gov