

System of Care



Youth Mobile Crisis Response Social Media Awareness Promotion Plan

Youth Mobile Crisis Response (YMCR) is a free resource for families and youth of any age who are experiencing a behavioral health crisis anywhere in Nebraska. YMCR is available by contacting the Nebraska Family Helpline at 888-866-8660.

YMCR is available 24/7 and help is provided in the community, home, or through video consultation within one hour of a call. Trained operators screen calls to assess immediate safety needs, identify the potential level of a behavioral health crisis, make recommendations or referrals to appropriate resources, and help callers connect to emergency resources or providers when necessary.

Target Audiences:

- Young people who are experiencing a behavioral health crisis
- Families of a young person experiencing a behavioral health crisis
- Systems serving youth and families such as the Administrative Office of Probation, Division of Children and Family Services and schools

Goal:

1. Create general awareness in the target audiences about the Youth Mobile Crisis Response
 - a. YMCR availability
 - b. YMCR access and referral protocol

Tone of Communication:

calm, empathetic, understanding, non-judgmental, authentic

Key Messages:

1. There IS help/you are not alone
2. You can get help no matter the time of day, or where you live
3. Response is timely

Unpaid tactics:

Social posts/share graphics: (Facebook, Twitter, Instagram

-Urge partners to share messages/posts: Children’s Impact Collective, Project Everlast councils, youth advisory groups, Behavioral Health Regions, Family Orgs.

Sample social (see attached Youth Mobile Crisis Response Social Media Content Calendar):

- Talking about your feelings can be hard, but it doesn’t have to be. If you or a loved one is in crisis, call (888) 866-8660.
- How you feel now is not how you’ll feel forever. Call (888) 866-8660 to speak to a trained counselor.
- If it’s a crisis to you, it’s a crisis to us. A trained counselor is available at (888) 866-8660.
- No matter where you live in Nebraska, a trained counselor is available to help you through a crisis. Call (888) 866-8660.
- Confidential emotional support whenever you need it. Call (888) 866-8660

Editorial Calendar:

- Youth Mental Health Editorial Letters - (system partners to take the opportunity to refer to Youth Mobile Crisis Response/Nebraska Family Helpline in press releases and/or letters to the editor)

May 2020

Mental Health Awareness Month

9: National Children’s Mental Health Awareness Day/Eagle Riders

June 2020

TBD

July 2020

TBD

August 2019

Juvenile Justice Awareness Month

Back to School – School Behavioral Health Resource Guide

September 2019

Suicide Prevention Month

8-14: National Suicide Prevention Week

10: World Suicide Prevention Day

October 2019

10: World Mental Health Day

Social Media Metric:

To gauge the impact of the social marketing efforts to promote awareness of Youth Mobile Crisis Response “post reach” will be tracked.

STEP 1: Measure the reach of any given post.

STEP 2: Divide the reach by the total number of followers and multiply by 100 to get the post reach percentage.