



Lookout Housing and Health Society – MDABC Site Final What Helps What Hurts Campaign Report

In the second year of our What Helps What Hurts campaign we have built on the success of the first by conducting focus groups and using the information to enhance website and campaign materials.

The focus groups that were held with Youth indicated that they were most interested in obtaining information about text messages to send to friends and self care for the care giver (helper). In terms of materials, they indicated that materials that would be practically useful to them, would be best.

Therefore, we did the following:

Developed message pads that have positive messages on them

Added resources to our website on:

- Helpful text messages to send to friends
- Self-care for the Helper (care giver)
- Downloadable posters that can be used in schools and other community agencies where youth congregate.

We developed a plan to distribute and promote our new resources which included:

- Utilizing social media
- Adding new youth organizations to the list of organizations that we distributed to the previous year. We added organizations such as Covenant house and the UBC youth mental health club.
- Mailing out a package with posters, message pads and info on our website update to all the organizations on our list.

Stats:

From April 2017-Mar 2018, The whathelpswhathurts website has had 11, 630 views and 5443 visits.

This project helped to promote the Here to Help website as there was 731 clicks to the site from the whathelpswhathurts website. The Here to help site was accessed more than any other links on the website.

The top 3 countries accessing the information on the website are Canada, America and the UK.

Feedback

Some of the feedback that we have received on the campaign is:

“it’s great to have the visual reminder of supportive messages. I love seeing the “you rock” option on the message pads.

“these message pads are very popular in our office”

“some youth said that they would check out the website”

“the text message examples that you gave helped me feel confident enough to reach out a friend who I thought was having a tough time”

Conclusions/Next steps

We will continue to monitor the number of web site visits



Lookout Housing and Health Society is proud to be affiliated with HeretoHelp. HeretoHelp is a project of the BC Partners for Mental Health and Addictions Information, a group of non-profit agencies providing good-quality information to help individuals and families maintain or improve their mental well-being. The BC Partners members are Anxiety BC, BC Schizophrenia Society, Canadian Institute for Substance Use Research, Canadian Mental Health Association's BC Division, Institute of Families for Child and Youth Mental Health, Jessie's Legacy eating disorders prevention and awareness (a Family Services of the North Shore program) and Mood Disorders Association of BC (a branch of Lookout Housing and Health Society). The BC Partners are funded by BC Mental Health and Substance Use Services, an agency of the Provincial Health Services Authority. For more information, visit www.heretohelp.bc.ca