



LIVE WELL  
SAN DIEGO

# 2021 Check Your Mood EXECUTIVE SUMMARY



Check Your Mood (CYM) Day is held annually in San Diego County in recognition of **National Depression Screening Day** to encourage San Diegans to assess and monitor their emotional well-being. This year's CYM Day was held on **October 7, 2021**. In accordance with coronavirus public health guidelines, the 2021 CYM campaign was conducted virtually through the **Live Well San Diego's CYM webpage**, social media platforms, and email promotions. To reduce in-person contact, community members were provided an online, self-administered mental health tool. Additionally, participating partners promoted the campaign through their social media channels and email outreach to their distribution list. Organizations across the County provided free mental health resources, information, and a CYM self-assessment tool to community members to help raise awareness about mental health, and reduce related stigma.

The virtual campaign included a **social media toolkit** with profile images and prewritten posts offering ways to stay mentally and physically well during the coronavirus pandemic. An **e-toolkit** was created that included a *Virtual Check Your Mood 101: Resource & Information Guide* video, a resource list, a *Self-Care Tips* sheet in English and Spanish, *Ways to Engage Older Adults* and a *Today I Feel* Activity. Additional resources included information about providers along with a downloadable **Patient Health Questionnaire-2 (PHQ-2)** self-assessment tool in English, Spanish, Tagalog, Vietnamese, Arabic, and Somali.

## 2021 Highlights

San Diegans throughout the County were encouraged to check their mental health by accessing and utilizing the CYM self-assessment tool. The Check Your Mood self-assessment tool was accessed **172 times** and the CYM webpage was accessed **2,090 times** from October 3 to October 9, 2021. The newly created e-toolkit was viewed **156 times** from October 3rd to October 9th, 2021.



By the  
Numbers

**2,090**

Visitors to Check Your  
Mood Webpage

**156**

Toolkit Views

**172**

CYM Self-assessment  
Tools Accessed

**12,151**

Social Media  
Impressions

# Check Your Mood Social Media Campaign

Additionally, a *Virtual Check Your Mood 101: Information and Resource Guide* video was created for the campaign and was viewed **199 times**. Sixty partners participated in promoting the CYM campaign through multiple outreach methods including sharing promotional flyers on their social media pages and offering the e-toolkit to their clients and staff. In 2021, over 27 partners participated in the Check Your Mood social media component.

The Check Your Mood Day social media campaign component was made possible through the partnership of County of San Diego Behavioral Health Services, County of San Diego Health and Human Services Agency Regional Health Promotion staff, and Behavioral Health Services' contractor Rescue Agency which created the social media campaign. Additionally, in 2020 Jewish Family Service's Breaking Down Barriers Program created a PSA video, *10 Self-Care Tips During COVID*, that was also shared in 2021 on Facebook, Instagram, and Twitter receiving **287 views**.

Twelve different social media graphics were created for partners to promote 2021 Check Your Mood Day through their e-newsletters and various social media channels – Facebook, Instagram, and Twitter. The social media graphics highlighted the importance of taking care of one's mental health as well as physical health, talking to a loved one, boosting your mood, and encouraging taking a mental health checkup, just like any physical health checkup.



The social media toolkit also included a short public service announcement video on tips to maintain mental wellness during the coronavirus pandemic.

The Check Your Mood Day campaign was held virtually for the second consecutive year. While this allowed for ample reach across social media platforms, it hindered the ability to form personal conversations and connections. Future Check Your Mood Day campaigns may consider utilizing a hybrid approach to reach participants both in person and virtually.

# Thank you to our Partners

*On behalf of the County of San Diego Check Your Mood Committee, we would like to thank the following registered partner organizations for their support of 2021 Check Your Mood Day.*

Academy of Our Lady of Peace  
Alliant International University  
Alpha Phi Omega  
Alvarado Hospital Medical Center  
Aubrzyoga  
Bella Mente Academies  
California State University San Marcos, Student Health and Counseling Services  
Carlsbad Unified School District  
Children's Paradise Preschool and Infant Center  
City of La Mesa  
City of Oceanside  
Community Health Improvement Partners, Suicide Prevention Council  
Community HousingWorks  
Community Research Foundation  
Coronado Safe  
County of San Diego, Aging & Independence Services  
CSUSM - Shiley Institute for Palliative Care  
CSUSM - Graduate Organization for Public Health  
Education to Career Network  
Fallbrook Chamber of Commerce  
Fallbrook Regional Health District  
Family Health Centers of San Diego  
Jewish Family Services  
Mental Health America of San Diego

MiraCosta College Health Services  
Mt Carmel High School  
Neighborhood Healthcare  
Neighborhood House Association - Geriatric Specialty Program  
Neighborhood House Association Head Start/Early Head Start Program  
North County Lifeline  
Palomar College  
Palomar Family Counseling Service, Inc.  
Poway High School  
Poway School Employees Association (PSEA)  
Poway Unified School District  
Progressive Medical Specialists, Inc.  
Rady Children's Hospital  
San Diego City College  
San Diego Cooperative Charter School  
San Diego County Office of Education  
San Diego Oasis  
San Diego Unified School District  
SAY San Diego  
SDUSD Wellness Center (Lincoln/Morse)  
Sharp Senior Health Center  
Southern Caregiver Resource Center  
Southern Indian Health Council, Inc.  
TBI Advocate

## County of San Diego, HHSa Check Your Mood Liaisons

### Aging & Independence Services

Hazel Quinones, MSW  
Hazel.Quinones@sdcounty.ca.gov

### Central & South Regions

Jayne Reinhardt, MPH  
Jayne.Reinhardt@sdcounty.ca.gov

### East & North Central Regions

Katie Anderson, MPH  
Katie.Anderson@sdcounty.ca.gov

### North County Regions

Muquxi La, MPH  
Muquxi.La@sdcounty.ca.gov

