

2020 CHECK YOUR MOOD

EXECUTIVE SUMMARY



Check Your Mood 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 Check Your Mood Day was held on October 8, 2020. The 2020 Check Your Mood campaign was conducted virtually through the *Live Well San Diego's* Check Your Mood webpage and email promotion. Additionally, participating partners promoted the campaign through social media and email outreach. Organizations across the county provided free mental health resources, information, and Check Your Mood self-assessments to community members to help raise awareness about mental health and reduce related stigma.

The virtual campaign included a social media toolkit with daily coronavirus messages offering measures to stay mentally and physically well during the pandemic. An e-toolkit was created that included a Guide to Virtual Check Your Mood Day, Resource List, Self-Care Tips Sheet in English and Spanish, and Ways to Engage Older Adults. Additional resources included information about County of San Diego Behavioral Health Services and other behavioral health providers along with a downloadable Patient Health Questionnaire-2 (PHQ-2) self-assessment in English, Spanish, Tagalog, Vietnamese, Arabic, and Somali.

Unlike previous years, on-site in-person PHQ-2 mental health self-assessments were omitted in accordance with coronavirus public health guidance. Instead, community members were provided online self-administered mental health tests through Mental Health America's website. *Live Well San Diego's* Check Your Mood webpage (LivewellSD.org/CheckYourMood) provided health resources and links to local and national resources.

2020 Highlights

San Diegans throughout the County were encouraged to check their mental health by using the Check Your Mood self-assessment tool. The CYM self-assessment tool was accessed **1,301** times from September 1 through October 12, 2020.

Eight hundred twenty-seven (**827**) mental health assessments were accessed from October 7 through 11, 2020 via Mental Health America's website. This is an increase of over **852%** compared to 97 in 2019 for the same week of Check Your Mood Campaign. In comparison, in 2019 participants completed in-person PHQ-2 self-assessments. In 2019, interactions with participants resulted in 712 individuals who took the PHQ-2 self-assessment and consented to providing demographic data for evaluation.

The number of visitors to the **Check Your Mood webpage** increased over **260%** with **6,260** visitors in 2020, up from 2,339 visitors in 2019. The **Check Your Mood webpage** was accessed and viewed **8,919** times from September 1 through October 12, 2020. The newly created e-toolkit was viewed **1,608** times in the same period.

By the Numbers

6,260

Visitors to Check Your Mood Webpage

1,608

E-toolkit Views

827

Mental Health Self-Assessments

14,721

Social Media Engagement: Impressions, Likes, Tweets

Over **65** partners participated in promoting the Check Your Mood 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 2020, over **45** partners participated in the Check Your Mood social media campaign.

Check Your Mood Social Media Campaign

Check Your Mood Day social media campaign was made possible with 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. The social media toolkit included daily graphics with reminders and messages to take a mental health checkup and ways to boost mood. Additionally, Jewish Family Service's Breaking Down Barriers Program created a PSA video, *10 Self-Care Tips During COVID* that was shared on Facebook, Instagram, and Twitter. The PSA was viewed **481** times during the 10-day campaign period.



Ten different social media graphics was created for partners promoting 2020 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 checkups. The social media toolkit also included a short public service announcement video on tips to maintain mental wellness during coronavirus pandemic.

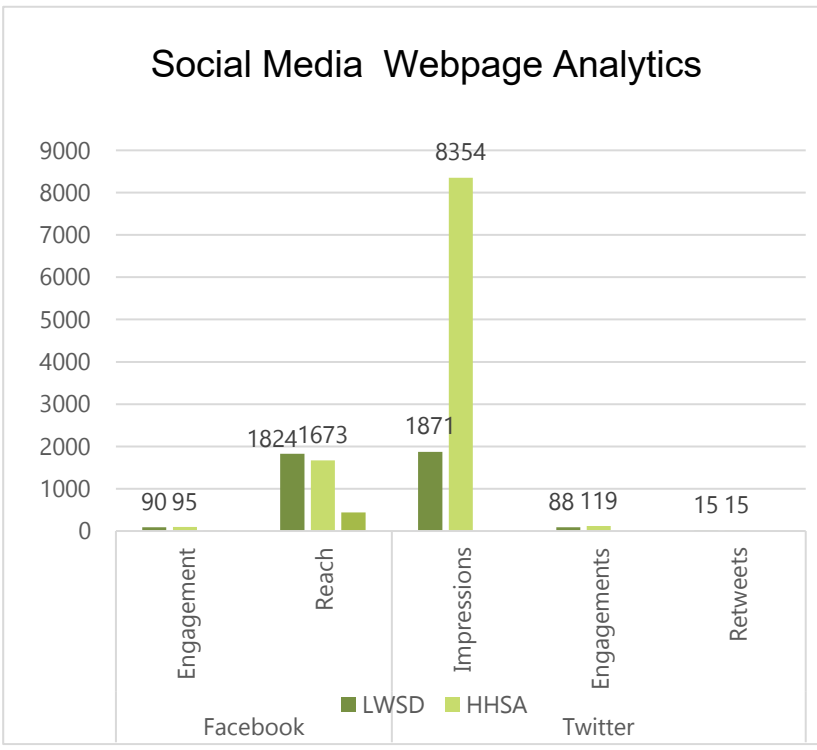


Figure 1: The County of San Diego has a variety of social media channels including *LIVE WELL SAN DIEGO* (LWSD), Health and Human Services Agency (HHS), as well as three regional LWSD channels. Data represents September 1 - October 12, 2020 engagement. (SOURCE: LWSD & HHS SOCIAL MEDIA ANALYTICS).

Facebook Engagement - number of times people have engaged with your post through likes, comments, shares and clicks - the action that people take on your post.

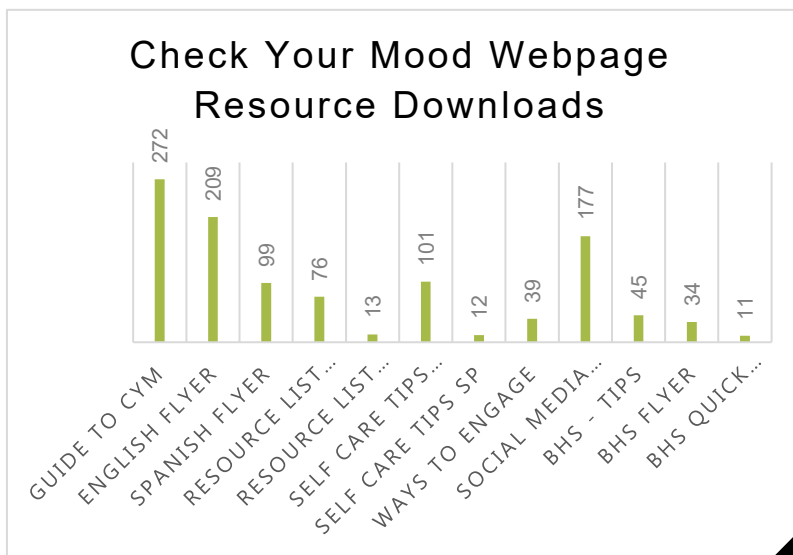
Facebook Reach - number of people who saw your post at least once.

Twitter Impressions - times a user is served a Tweet in timeline or search results.

Twitter Engagement - number of times people have interacted with your tweet through retweets, replies, follows, likes, and clicks - the action that people take on your tweet.

Twitter Retweet - A Tweet that is forward to followers is known as a Retweet. Often used to pass along news or other valuable discoveries on Twitter, Retweets always retain original attribution.

Figure 2: Number of times the resource was downloaded from the LivewellSD.org/CheckYourMood webpage from September 1 - October 12, 2020. The guide to Check Your Mood was accessed most frequently, followed by the English Flyer and the social media toolkit.



Mental Health Self-Assessments

In addition to the PHQ-2, a self-assessment tool for depression as a “first step” approach, participants had access to online mental health screenings provided through Mental Health America. According to aggregate data for San Diego County, 827 mental health self-tests were taken from October 7 through 11, 2020 via LiveWellSD.org’s link to Mental Health America, available at <https://screening.mhanational.org/screening-tools>. Online screening tools are meant to be a quick snapshot of an individual's mental health. If results indicate someone may be experiencing symptoms of a mental illness, the website recommends they consider sharing results with someone such as a mental health provider who can provide a full assessment and options for care. On the Mental Health America website, self-assessments are referred to as tests. Data received from Mental Health America are in aggregate for San Diego County zip codes for resources accessed

October 7 through 11, 2020. A majority of self-tests taken by San Diegans were depression tests (62%), followed by anxiety (16%) and bipolar disorder (7%). Figure 3 shows the variety of self-tests taken and the number of times it was used. Women comprised 75% of the those engaged in taking a self-test. Nearly 31% of respondents taking a self-test had been diagnosed with a mental health condition and nearly 92% had health insurance coverage. Almost 63% of respondents have never received treatment/support for a mental health condition. A wide variety of racial and ethnic groups took the self-tests and well as individuals from various ages including youth under 18 to seniors (Figures 4 and 5). Respondents also indicated the top three main factors that contributed to their mental health problems were loneliness or isolation, coronavirus, and current events. Participants also indicated other factors contributing to mental health problems included relationship problems, past trauma, financial problems, and grief or loss of someone or something.

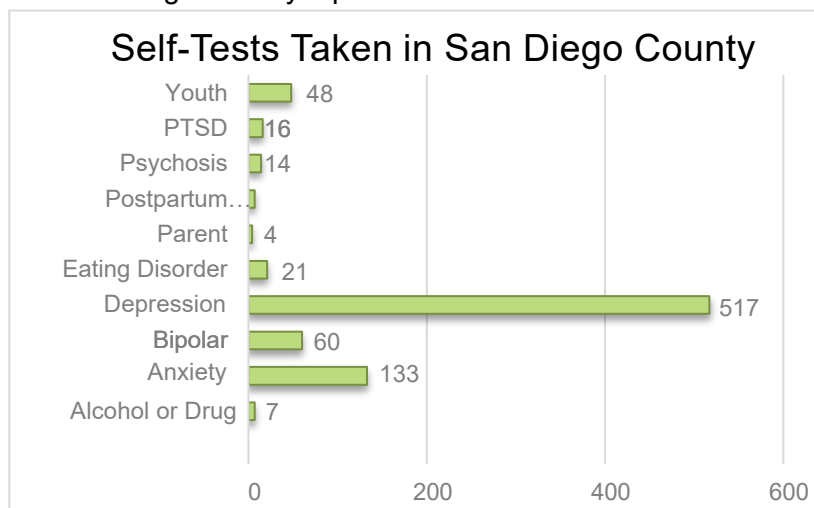


Figure 3: Mental Health Self-Tests Taken, Data provided in aggregate from Mental Health America, SOURCE: MHA DATA, collected 10/7/2020-10/11/2020, N=827

Although the 2020 Check Your Mood campaign was offered virtually, it created many opportunities to reach a wider audience. There was a larger social media presence and greater engagement in 2020 compared to previous years. However, the online platform created some barriers with connecting on a personal level with participants. More creative ways to meet the needs of communities with barriers to internet connectivity or with limited technology knowledge will be taken into consideration for future Check Your Mood planning.

Figure 4: Participant Demographics: Race/Ethnicity, Data provided in aggregate from Mental Health America, SOURCE: MHA DATA, collected 10/7/2020 - 10/11/2020, N=827

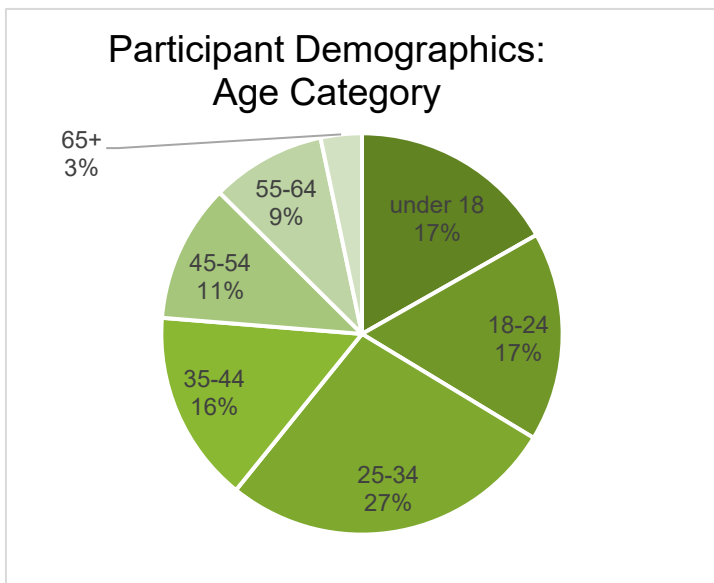
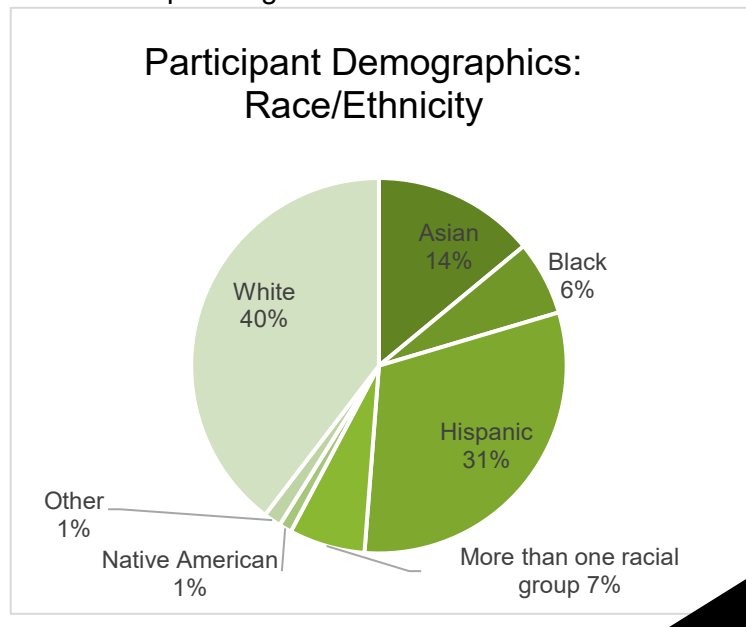


Figure 5: Participant Demographics: Age Category, Data provided in aggregate from Mental Health America, Source: MHA DATA, collected 10/7/2020 -10/11/2020, N=827

Recommendations for Future Check Your Mood Campaigns

In-person self-assessments were not hosted in 2020 due to coronavirus safety precautions. Although hosting the event virtually created an opportunity to reach a greater audience, this major operational change left challenges of reaching populations with limited access to internet connectivity or with limited technology knowledge. In-person self-assessments have a greater impact through personal interaction and empathy and this human interaction of caring for the other person’s mental well-being can significantly increase their help-seeking behavior and willingness to confide in family, friends, or seeking professional help. Future Check Your Mood Campaigns can be strengthened with a hybrid model that builds upon 2020’s virtual campaign through social media promotion and includes in-person

events to provide access for vulnerable populations with limited access to technology.

The 2020 Check Your Mood Campaign toolkit added a significant variety of resources including social media posts, resources from Behavioral Health Services and other providers, downloadable PHQ-2 self-assessments and online mental health tests from Mental Health America. A recommendation includes an online orientation and/or recorded webinar to familiarize interested parties to all the resources available whether online or hard copy.

Another recommendation includes greater focus on various audiences through tailored social media communications by age, race, and special populations. In previous Check Your Mood events, outreach to special populations was conducted via the partner organization's client or network base. The challenge in 2020, during the pandemic, was reaching as many community members as possible through social media. An expansion to include more diverse social media posts for special populations in future Check Your Mood campaigns is needed to increase outreach success.

On behalf of the County of San Diego Check Your Mood Committee, we would like to thank Rescue Agency for their work in creating social media and Jewish Family Service's Breaking Down Barriers program for the 10 Self-Care Tips During COVID-19 video and the following registered partner organizations.

2020 Partner Organizations

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
COSD, AIS
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 Service
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, HHS Check Your Mood Liaisons

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