# Social Marketing for Systems Change Example

**Texas System of Care**

## Background on System of Care

- Four Year Grant (funded in 2013)
- Focused on developing statewide infrastructure, such as expansion of 1915c Medicaid Waiver program and wraparound, building leadership buy-in
- Serving children and youth ages 3–18
- Support for four communities in Dallas, South Texas, San Antonio, and Coastal Region

## Social Marketing Goal

- To make it easier for youth:
  - To speak about mental health and mental health challenges
  - To turn to trusted resource persons (e.g., parents, teachers, coaches)

## Audiences

**Adolescent males of color in two regions: Houston and South Texas**

### Audience Analysis:

<table>
<thead>
<tr>
<th>Houston</th>
<th>South Texas</th>
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</thead>
<tbody>
<tr>
<td>Social media, especially Instagram and Snapchat</td>
<td>Predominantly Hispanic/Latino</td>
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<tr>
<td>Celebrate African-American community (don’t comfort)</td>
<td>Don’t focus on mental health</td>
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<tr>
<td>Schools were a source of information</td>
<td>Message must be personal</td>
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<td></td>
<td>Face-to-face with dialogue</td>
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<td></td>
<td>Needs to include parents</td>
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</tbody>
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## Messages

<table>
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</tr>
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<tbody>
<tr>
<td>Connect through strengths and hobbies.</td>
<td>Your past doesn’t define you.</td>
</tr>
<tr>
<td>It’s OK to talk about mental health.</td>
<td>You can have a good future.</td>
</tr>
<tr>
<td>Our problems are not who we are.</td>
<td>Have hope!</td>
</tr>
</tbody>
</table>
**Channels**

Houston
- Schools
- Child-serving agencies
- Social media (Instagram and Snapchat)
- Website

South Texas:
- Jason Wang, successful entrepreneur, previously incarcerated in region

**Activities, Events and Materials**

South Texas:
- Story-based presentation and facilitated discussion at juvenile justice facilities
- Family Events

Houston:
- Print Materials delivered by youth ambassadors
- Hashtag social media engagement

**Pre-testing**

- Focus groups
- Planning group in local boot camp
- Youth survey
- Collaboration with youth council

**Evaluation and Outcomes**

Houston
- Youth distributed about 1,000 print materials locally
- Additional materials distributed at conferences and downloaded from website
- Adolescent health coordinator distributed to clinics and other partners
- Communication with other communities planning to use materials

South Texas
- Reached 246 youth, 45 parents, 143 juvenile justice staff
- 92 percent reported their experience was “great”
- 86 percent reported Jason’s story gave them hope