

# Outreach to Family Members of Veterans not Engaged in Mental Health Care: Adventures in Public Health Messaging

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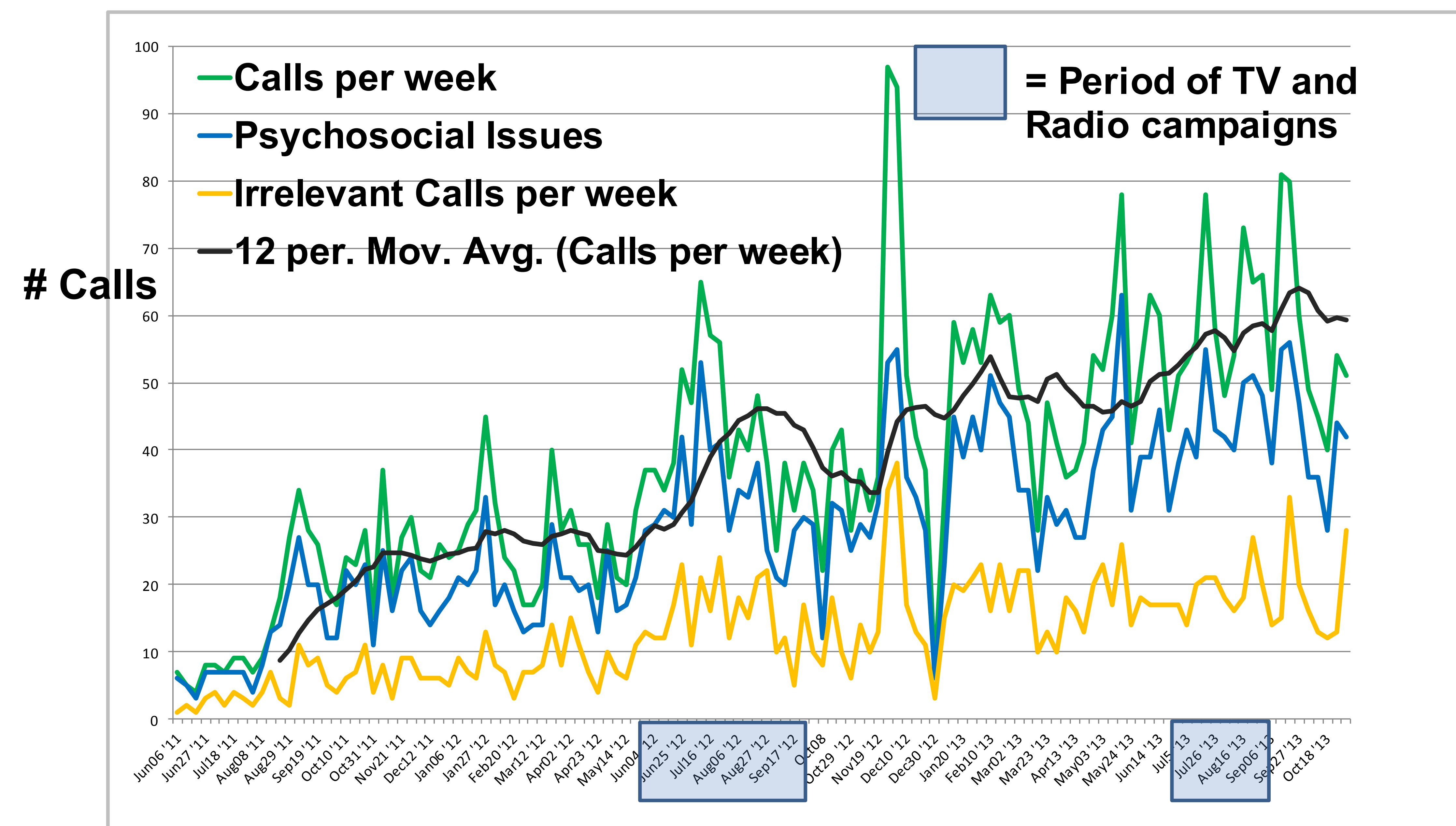
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*Coaching Into Care* is a VA call center for family members of US military Veterans who are reluctant to seek care, particularly mental health care. The call center receives calls from family members and friends who are looking for referral and treatment information, and also for advice regarding how to talk with the Veteran in their lives about their decision to seek care. Call center staff provide referrals and information, and they coach callers about this conversation, often over a series of calls.

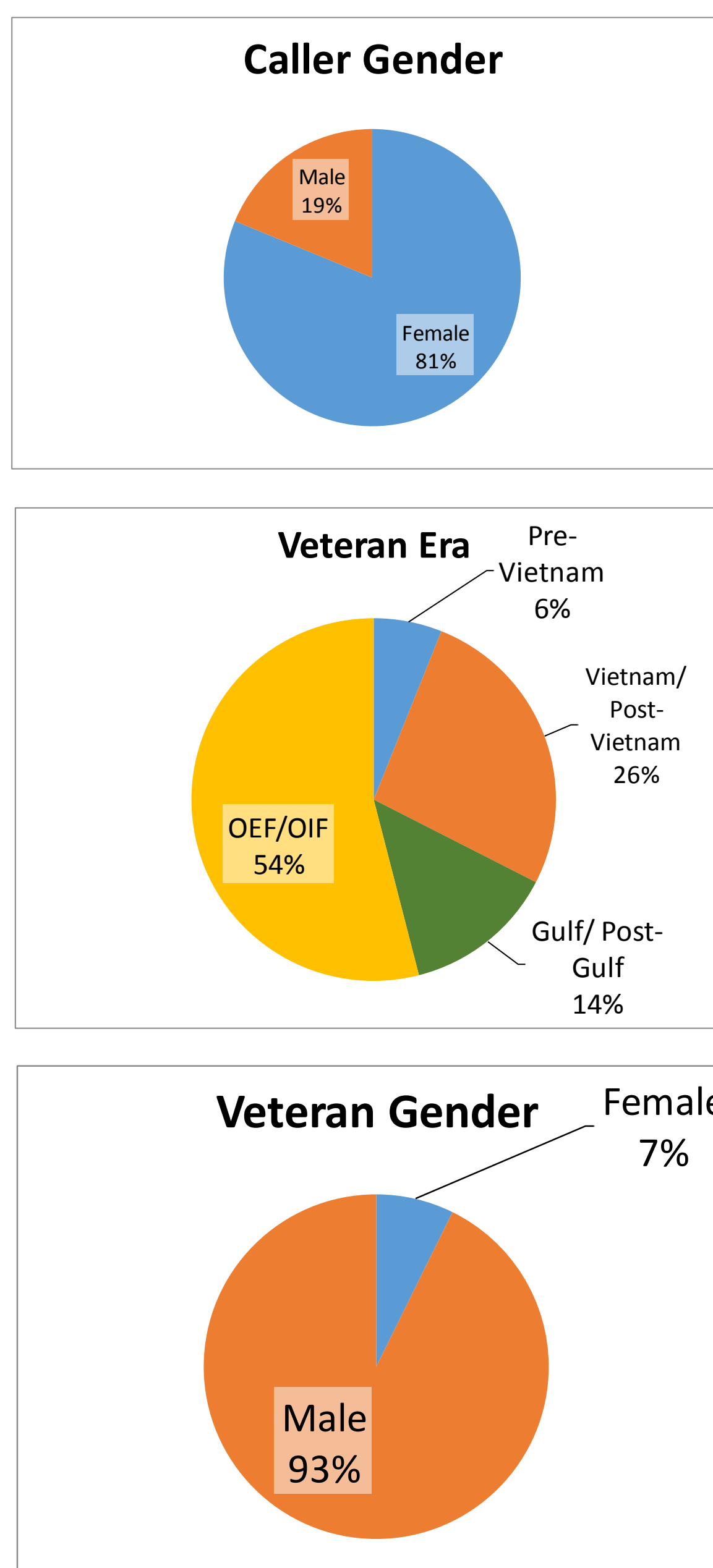
**Purpose:** This research project examined the success of strategies we used to reach family members and friends about the *Coaching Into Care* service, starting from the initiation of the service in June 2011 through October 2013.

## Question 1: How successful have outreach efforts been?

Figure 1

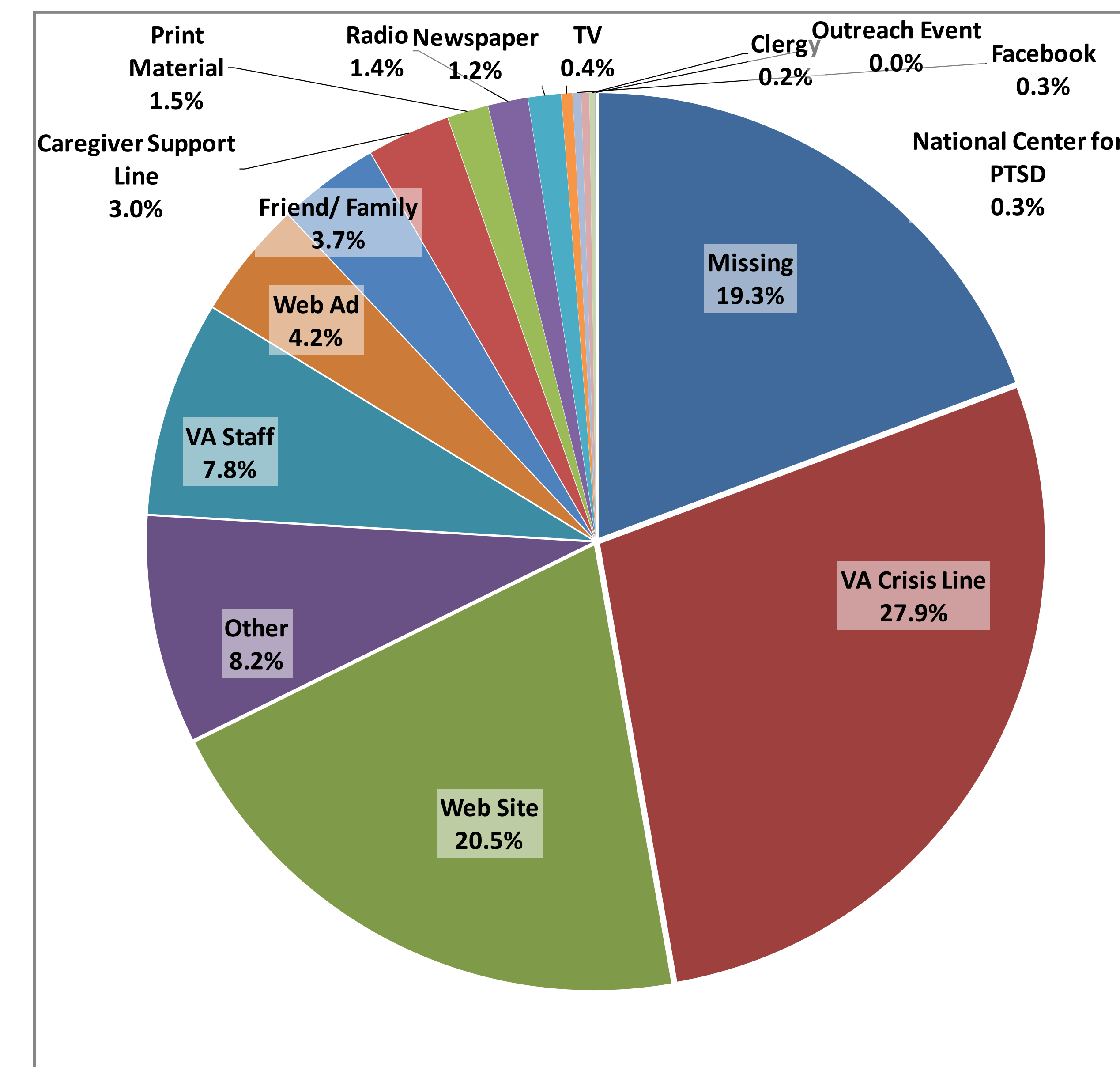


Figures 2a, 2b, 2c



## Question 2: What were the most effective strategies for reaching family members?

Figure 3

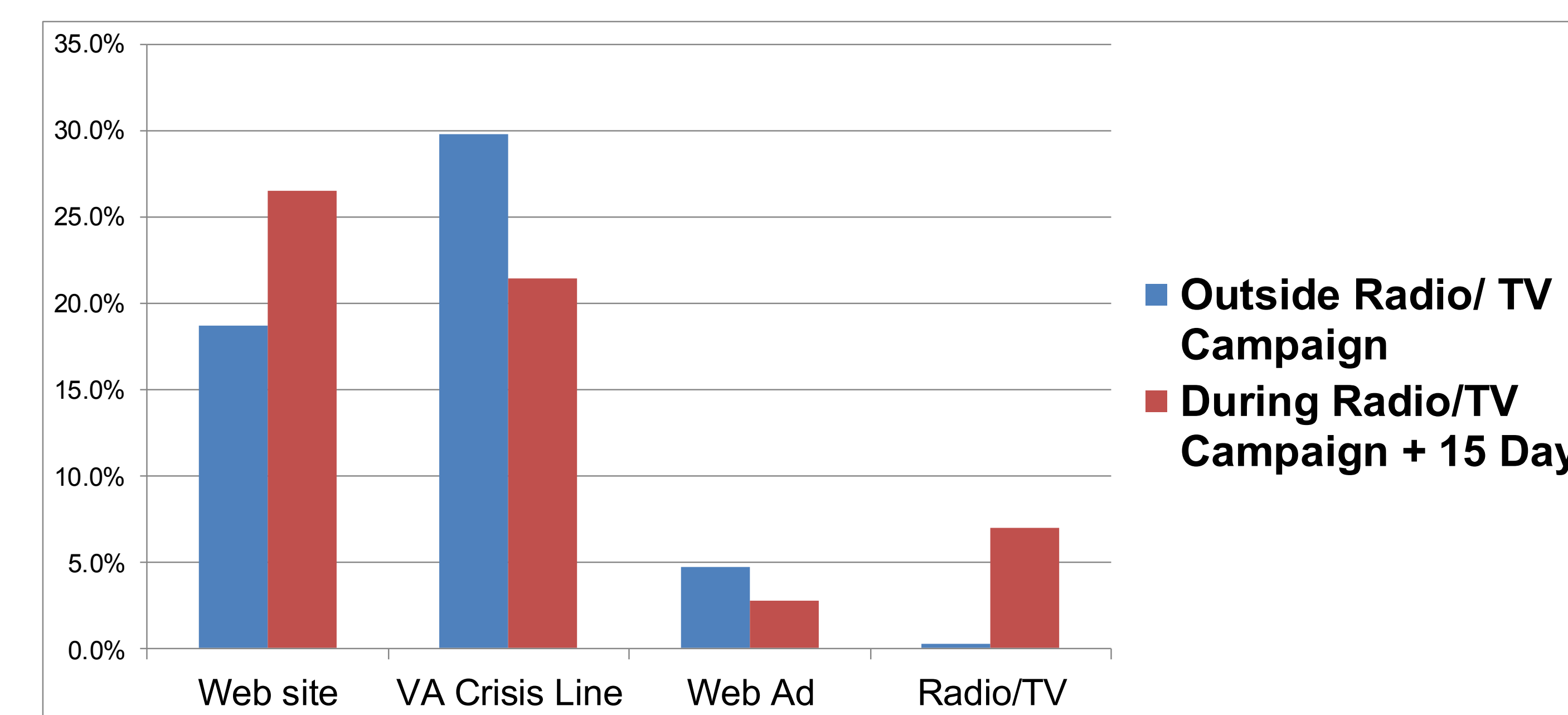


### Most Effective Strategies

- Veterans Crisis Line referrals, 27.9%
- *Coaching Into Care* web site, 20.5%
- VA Staff referrals, 7.8%
- Web Ads, 4.2%
- Friends/Family referrals, 3.7%
- VA Caregiver Support Line, 3%
- Radio + TV combined, 1.8%
- Missing (or source unstated), 19.3%
- Miscellaneous + Other sources, 16.2%

## Question 3: Were expenditures on TV and radio advertising cost effective?

Figure 4



There was some evidence of an increase in calls during the first media campaign (in 2012), but not the second (see **Figure 1**). **Figure 4** shows that the source of calls was attributed to Radio, TV, and to the web site in greater percentages during the campaign. This suggests that some callers responded directly to the media outreach, and others may have gone to the web site before calling.

**Conclusion: Outreach was effective and multifaceted.**

Poster presentation at the 47th Annual Convention for the Association for Behavioral and Cognitive Therapies, November, 22, 2013, Nashville, TN.