

Mental Wellness for Children served by Durham County Public Schools

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Community Partner: Village of Wisdom



MORE COMMON
THAN YOU THINK

1 in 5 students

ACROSS NORTH CAROLINA
EXPERIENCED MENTAL HEALTH
OR SUBSTANCE USE DISORDER
PRIOR TO THE PANDEMIC

This number has risen to 1 in 4 equating to approximately 3,440 students in Durham Public Schools. Unfortunately, more than half of these students will not receive the therapy they require. Many parents and caring adults are looking for answers on behalf of their children.



Aim Statement:

Within 6 months, 50% of parents of Black, elementary age Durham Public School students utilize mental wellness resources (therapy, support groups, at-home strategies) aligned to their child(ren)'s needs, and 50% of Black Durham Public School elementary age students will sustain or improve in their mental wellness.



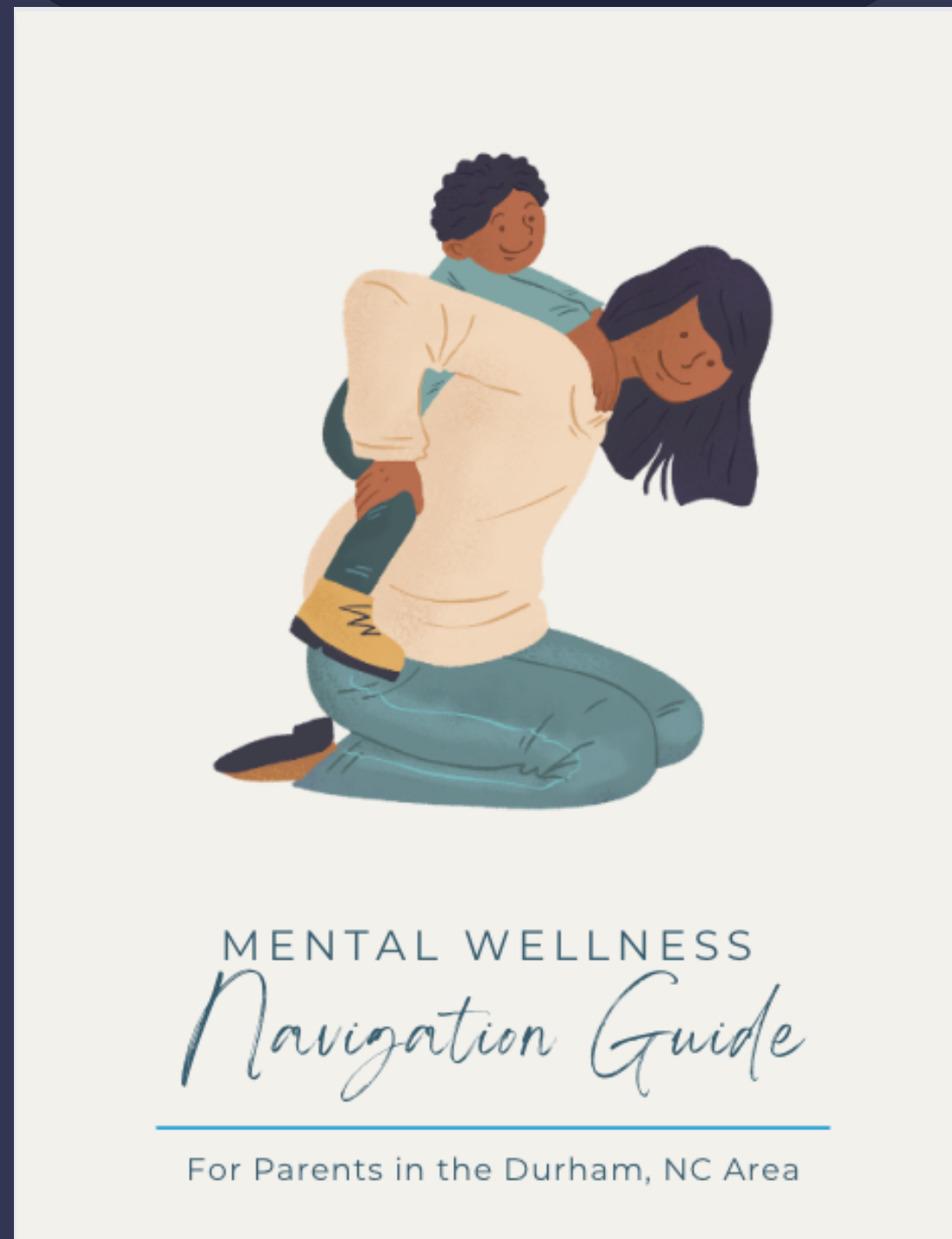
Impact of Race

STUDENTS WHO EXPERIENCE RACE OR CULTURE-BASED DISCRIMINATION ARE MORE LIKELY TO DEVELOP SYMPTOMS OF DEPRESSION AND OTHER MENTAL DISORDERS.

Studies indicate this is more likely to occur in Black, Hispanic and other children of color (Coker et al., 2009)



Our Prototype: Mental Wellness Navigation Guide



<https://bit.ly/MWNG>



Our Prototype: Mental Wellness Navigation Guide



Signs that your child may
need mental wellness
support



Possible pathways to
support

School
Community
Home



What you can expect
from each pathway



Who to contact within
each pathway
and
corresponding
conversation guide



Additional Resources

IMPLEMENTATION PLAN OVERVIEW

To implement, we decided to publish the guide on our community partner's website with the goal of reaching our targeted audience.



INSTALLATION

Develop an implementation plan and assess readiness through parent focus group

Brainstorm marketing strategies and messaging

Develop and implement tools for quality implementation

↓
Develop pop-up survey & time frame to obtain feedback from initial consumers

INITIAL IMPLEMENTATION

Publish to Village of Wisdom website
Conduct PDSA cycles to measure:
Parent ratings of acceptability, feasibility, connectedness and alignment to their needs



HOW WE MONITORED OUR IMPLEMENTATION

goals

how

Overall AIM:

- Within 6 months, 50% of parents/guardians of Black Durham Public School (elementary) children utilize mental wellness resource (therapy, support groups, home strategies) aligned to their child(ren)'s needs, and 50% Black Durham Public School students sustain or improve mental wellness.

Desired Implementation Outcome:

- 75% of VOW site users note the guide as acceptable and feasible
- 75% of VOW site users note the guide as aligned to their needs and connecting them with appropriate resources or at-home strategies

PDSA Goal:

- 30% of VOW site users view/open the resource guide



Pop-up survey, asking viewers to assess feasibility, acceptability, alignment, and connection to resources

Web analytics

WHAT WE MEASURED



ACCEPTABILITY

Appealing, "I like it"



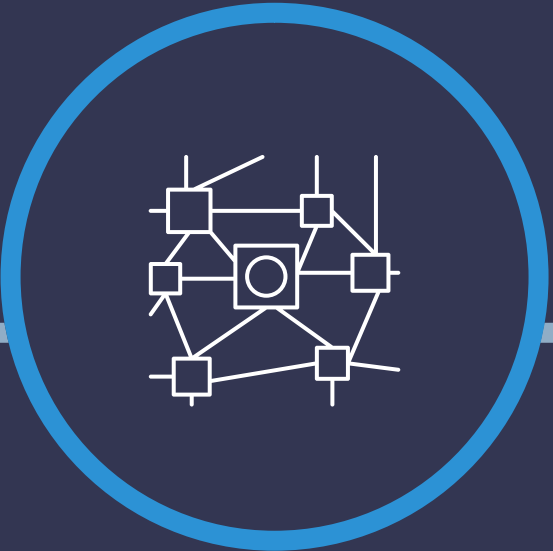
FEASIBILITY

Easy to use, implementable



ALIGNMENT

Aligned with student needs



CONNECTEDNESS

Helps connect families with resources



WEBSITE METRICS

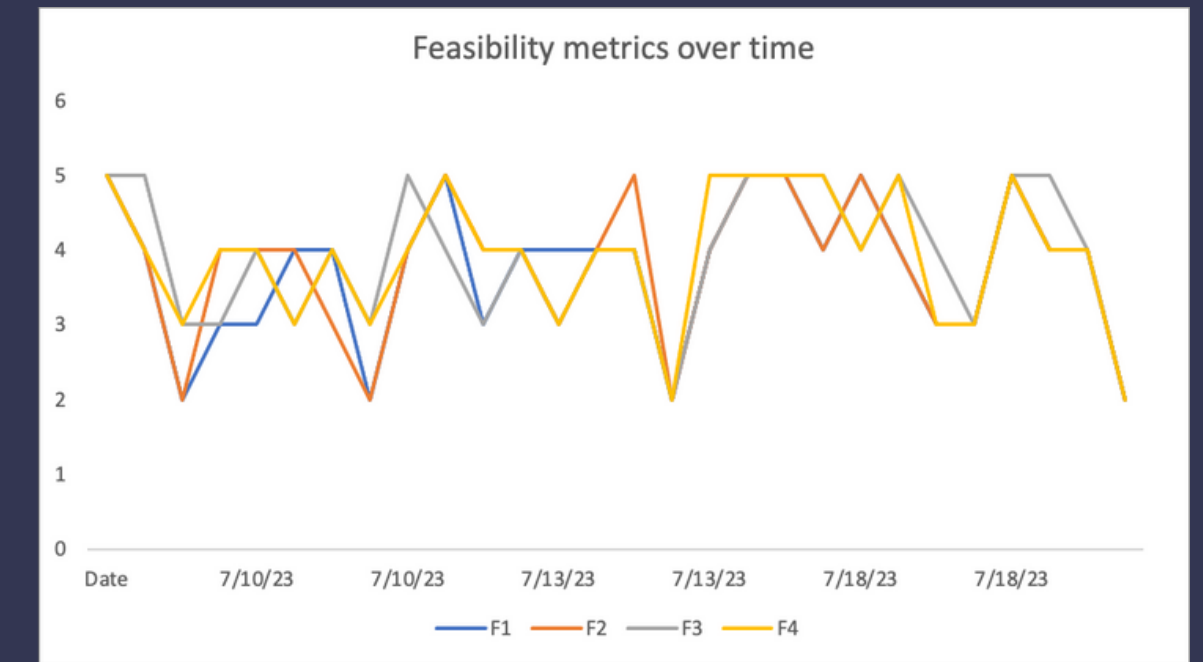
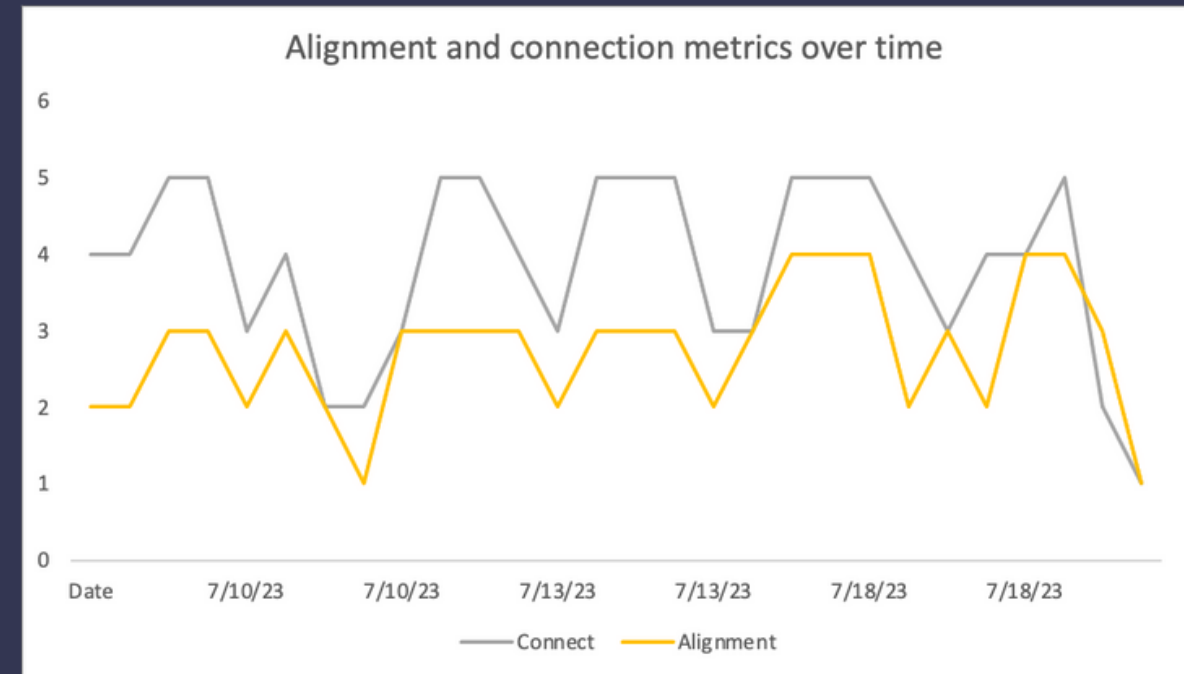
Sessions, downloads, users

data analysis

PDSA 1

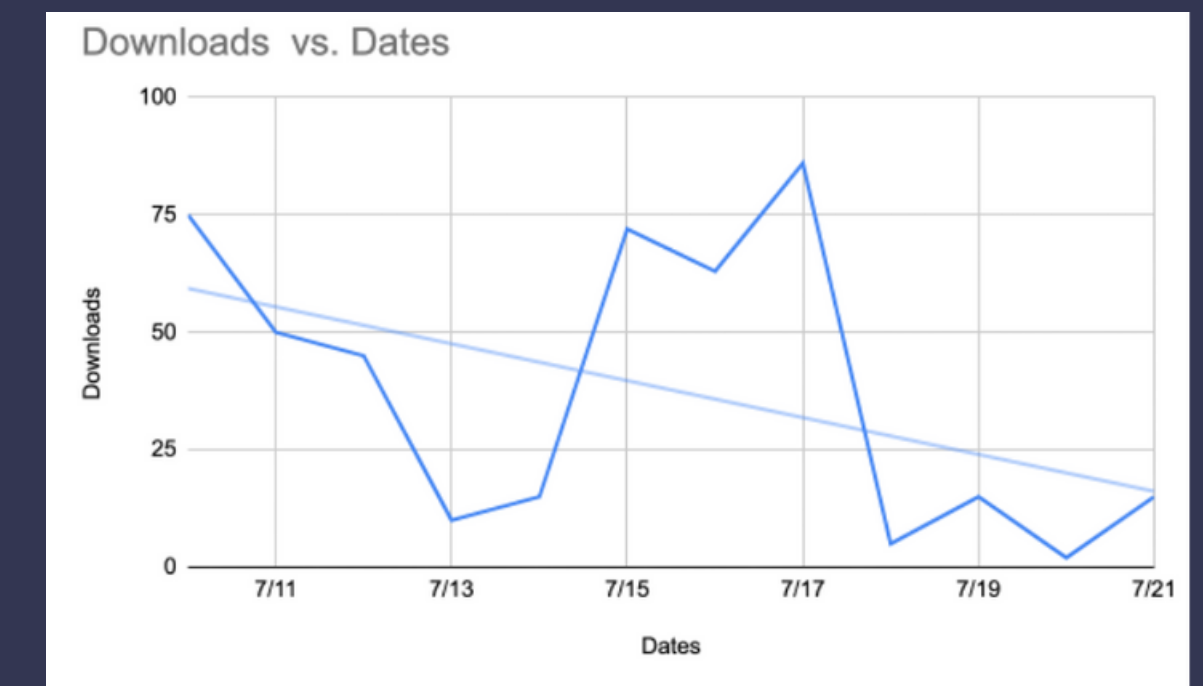
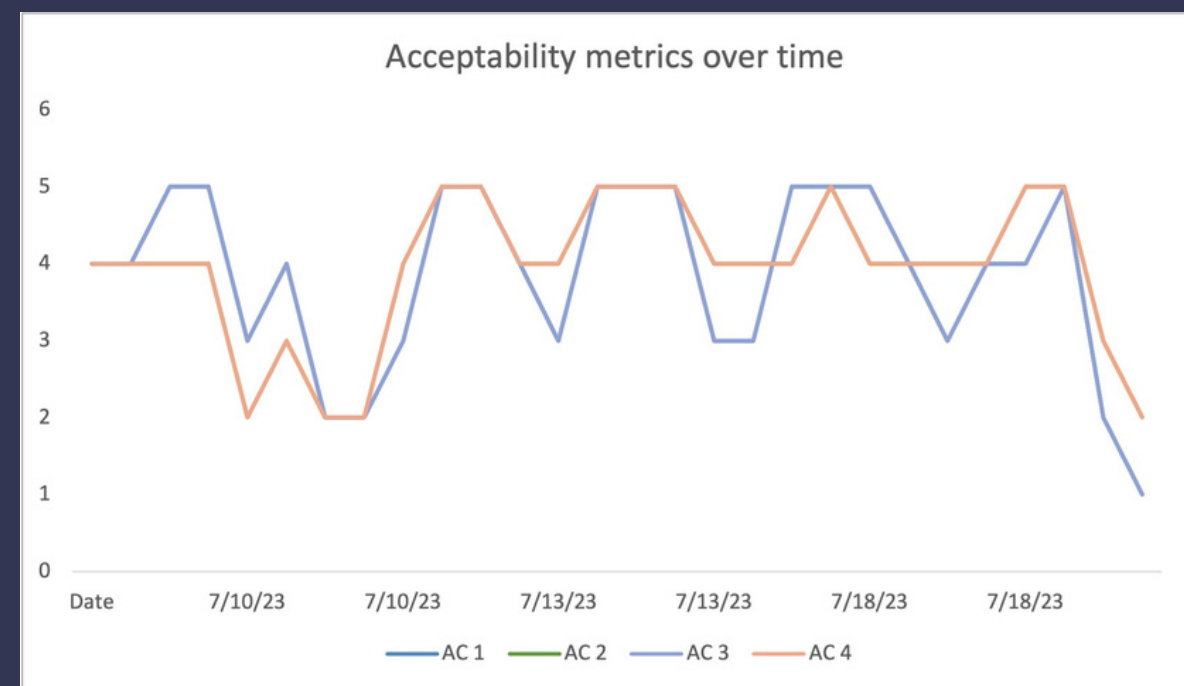
Study: What did we learn?

- Variability
- Similar trends
- Downloads decline over time
- We don't know *why* we're seeing these trends
- No breakdown by race or student age



Act: What do we test next?

- Demographic questions
- Add qualitative questions
- Follow-up conversations with parents with low ratings
- Consistent social media outreach



Data Analysis

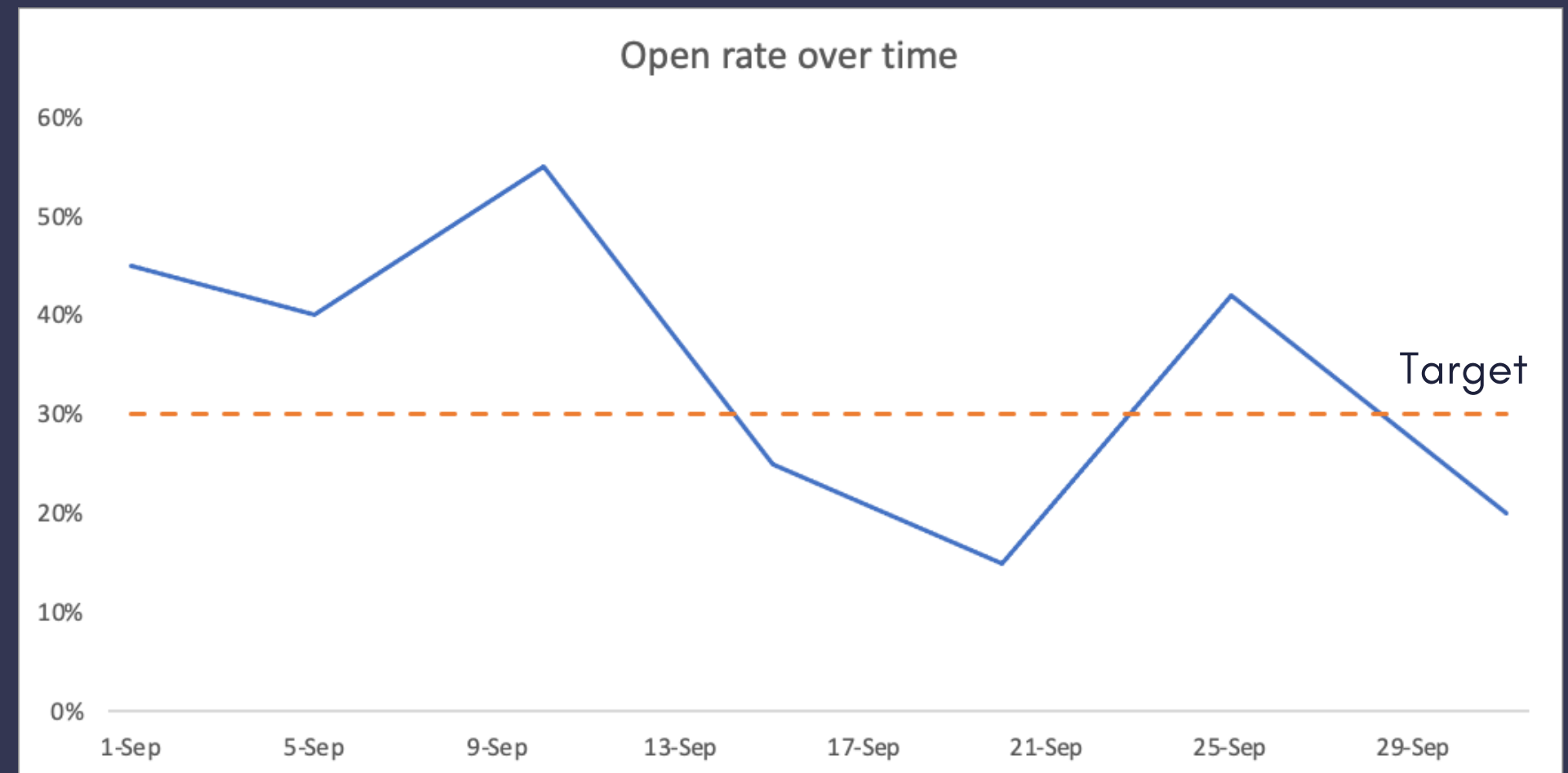
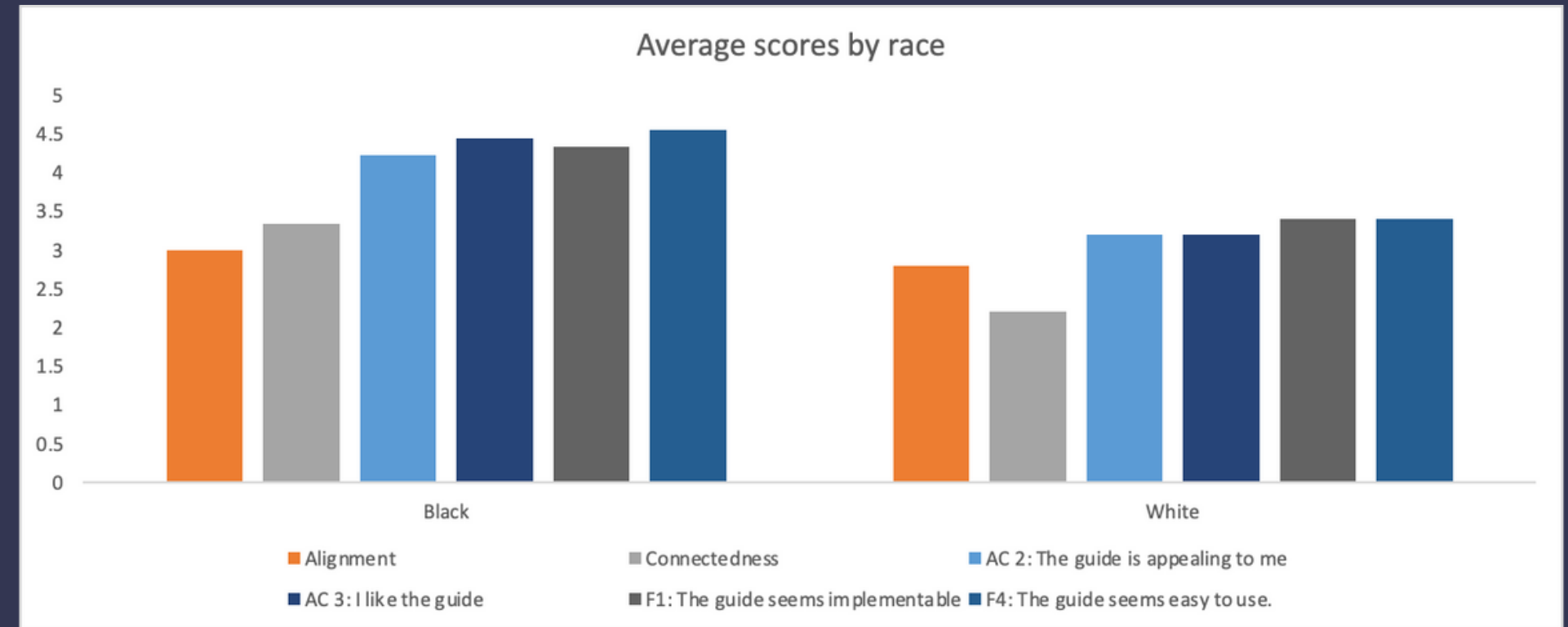
PDSA 2

Study: What did we learn?

- White parents ranked lower than Black
- Black parents ranked all measures high!
- Parents from 4 Durham schools
- Most students older than expected
- Fluctuating open rate, but met average PDSA cycle target of 30%

Act: What do we test next?

- Primary concern re: student age
- Consider new dissemination strategy to better reach parents with elementary age students. Could test outreach via social worker.



Questions!