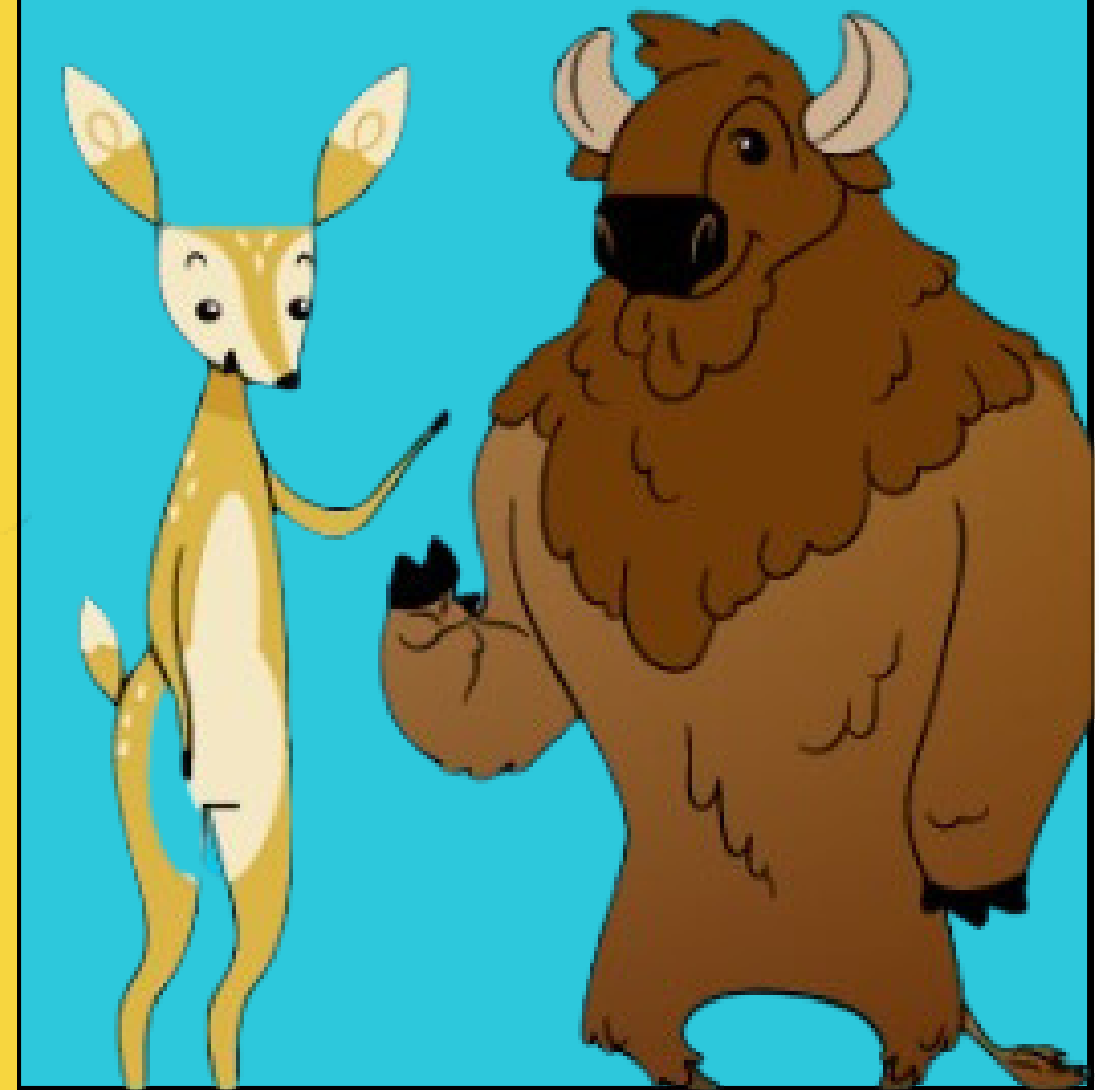


anglin PR

# "Are You OK?" Awareness Campaign Results

Oklahoma Department of Mental Health Substance Abuse Services  
2022-2023





**ARE  
YOU  
OK?** See the signs,  
save a life.

Workplaces are uniquely positioned to provide support to employees before or during a crisis.

# Campaign Overview

- **Employer Outreach**
- **Chamber Outreach**
- **Speaking Engagements**
- **Social Media Ads**
- **News Coverage**
- **Advocate Videos**

# Employer Outreach

Anglin PR cultivated a strategy with ODMHSAS to reach out to 50 of Oklahoma's top employers to promote and gain participants in "Are You OK?". To date over 1,000 trainings have been completed.



Some businesses like **Devon Energy Corporation** and **Norman Regional Health System** expressed interest in more than "Are You OK?" including customized training and guest speakers to further their commitment to mental health and a relationship with ODMHSAS.

- Tiered participation system
- Outreach scripts
- Outreach emails
- Two one-page fliers
- Toolkit with newsletter blurb and social media posts
- Participation badge

# Employer Outreach

Anglin PR touched base with over 80 employers (200+ calls and emails) to form positive relationships between ODMHSAS and these top businesses.

## Tier One

- OneOK
- Oklahoma Restaurant Association
- Seaboard Farms

## Tier Two

- Aaon
- Melton Truck Lines
- Mid-Del Tech Center
- Miller Truck Lines
- OU Wellness
- SISU Youth
- SSM Health

## Tier Three

- OnCue



# Chamber Outreach

Anglin PR cultivated a strategy with ODMHSAS to reach out to 10 of Oklahoma's largest chambers of commerce. This strategy parallels outreach to businesses. We called an additional seven chambers about the program.



**82% of chambers we reached out to are participating in "Are You OK?"**

## Creating a Culture of Care

**ARE YOU OK?** See the signs, save a life.

# Chamber Outreach

## Tier One

- Bartlesville
- Enid
- Jenks
- Midwest City
- Oklahoma City
- Shawnee
- Stillwater

## Tier Two

- Bixby
- Owasso

## Tier Three

- Broken Arrow
- Edmond
- Lawton Fort Sill
- Moore
- Norman

State agencies were eager to offer their support as well as Tier 3 participation.

- **Department of Corrections**
- **Department of Education**
- **Department of Health**



# Speaking Engagements

**Oct. 26, 2022**

- OnCue
- Norman Chamber of Commerce
- Broken Arrow Chamber of Commerce

**Jan. 23, 2023**

- Moore Chamber of Commerce
- Edmond Chamber of Commerce

**Feb. 28, 2023**

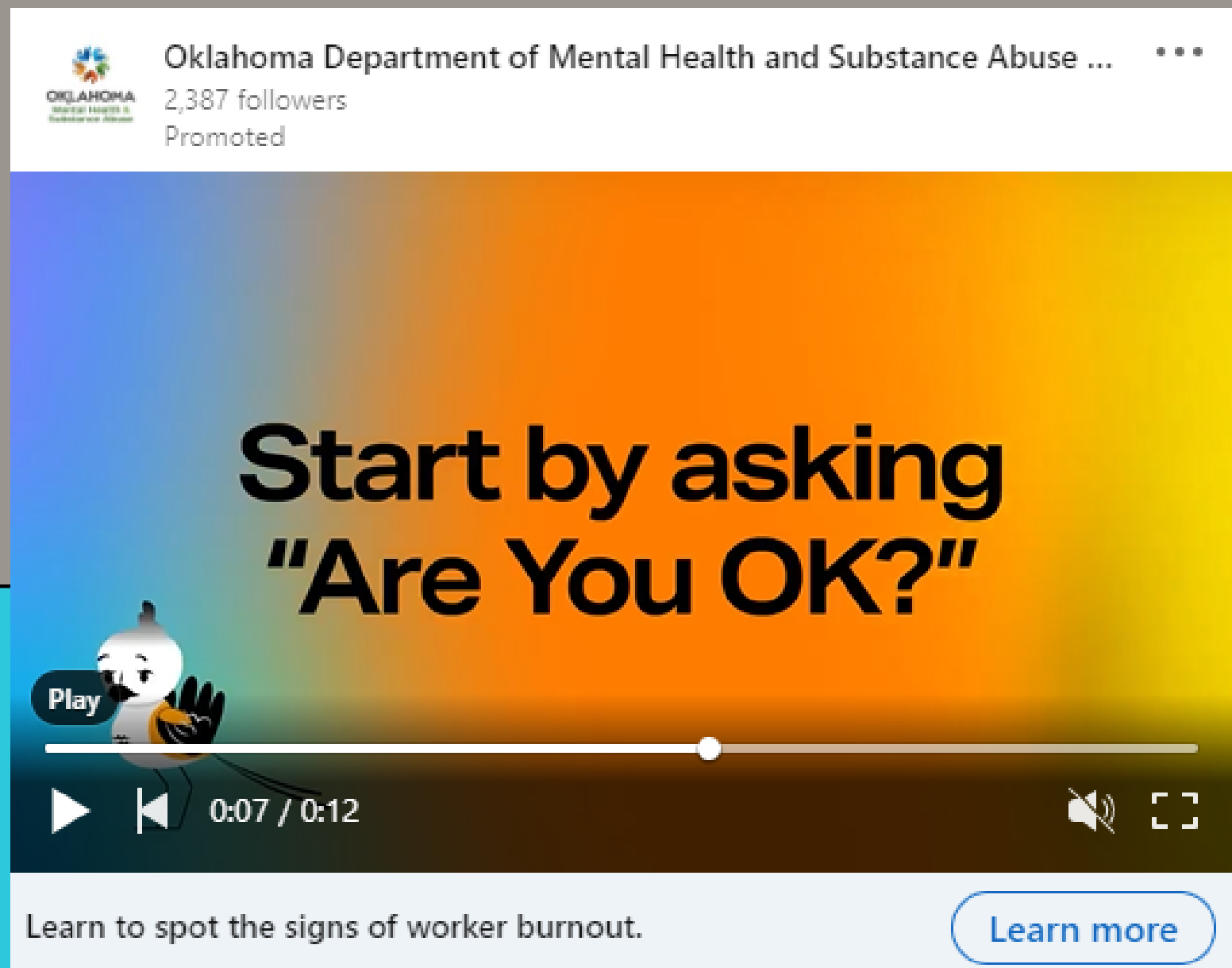
- Lawton Fort Sill Chamber of Commerce



Dr. Sally Spencer-Thomas spoke to businesses and provided tools, insights and the opportunity to connect with ODMHSAS at several speaking engagements coordinated by Anglin PR.

# Social Media Ads

Anglin PR developed 3 ads on LinkedIn with a goal of brand awareness & targeting different industries. These ads ran from July-Dec 2022.



Oklahoma Department of Mental Health and Substance Abuse ...  
2,387 followers  
Promoted

**Start by asking  
"Are You OK?"**

Play

0:07 / 0:12

Learn to spot the signs of worker burnout. [Learn more](#)

## Campaign Results

**2,058,775 Impressions\***

**2,682 Clicks**

**\$7.77 CPM\*\***

**\$5.97 Cost Per Click**

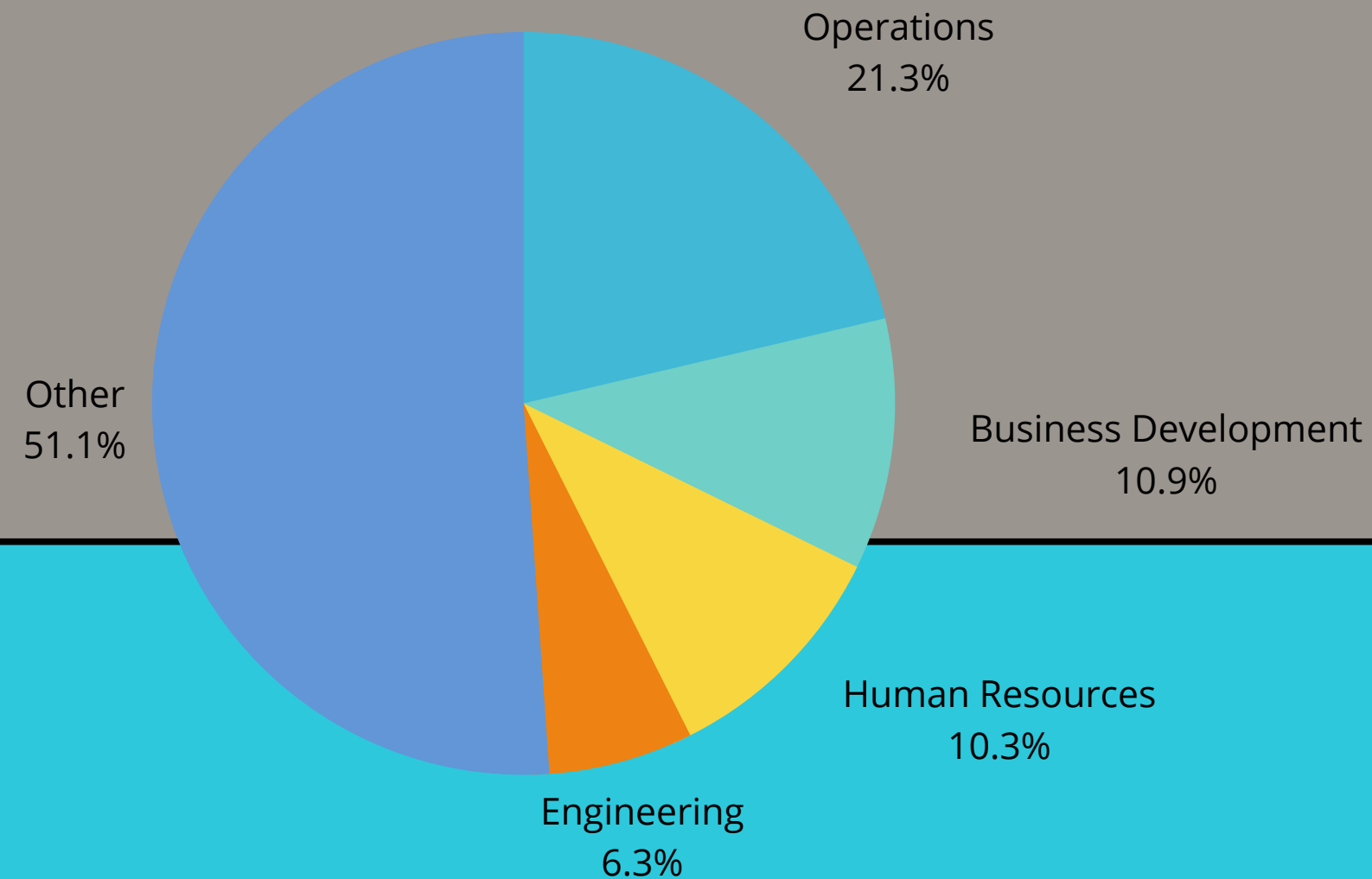
**\*More than half, 57.5%, of these impressions were earned by the video ad.**

**\*\*CPM (Cost per 1,000 impression)**

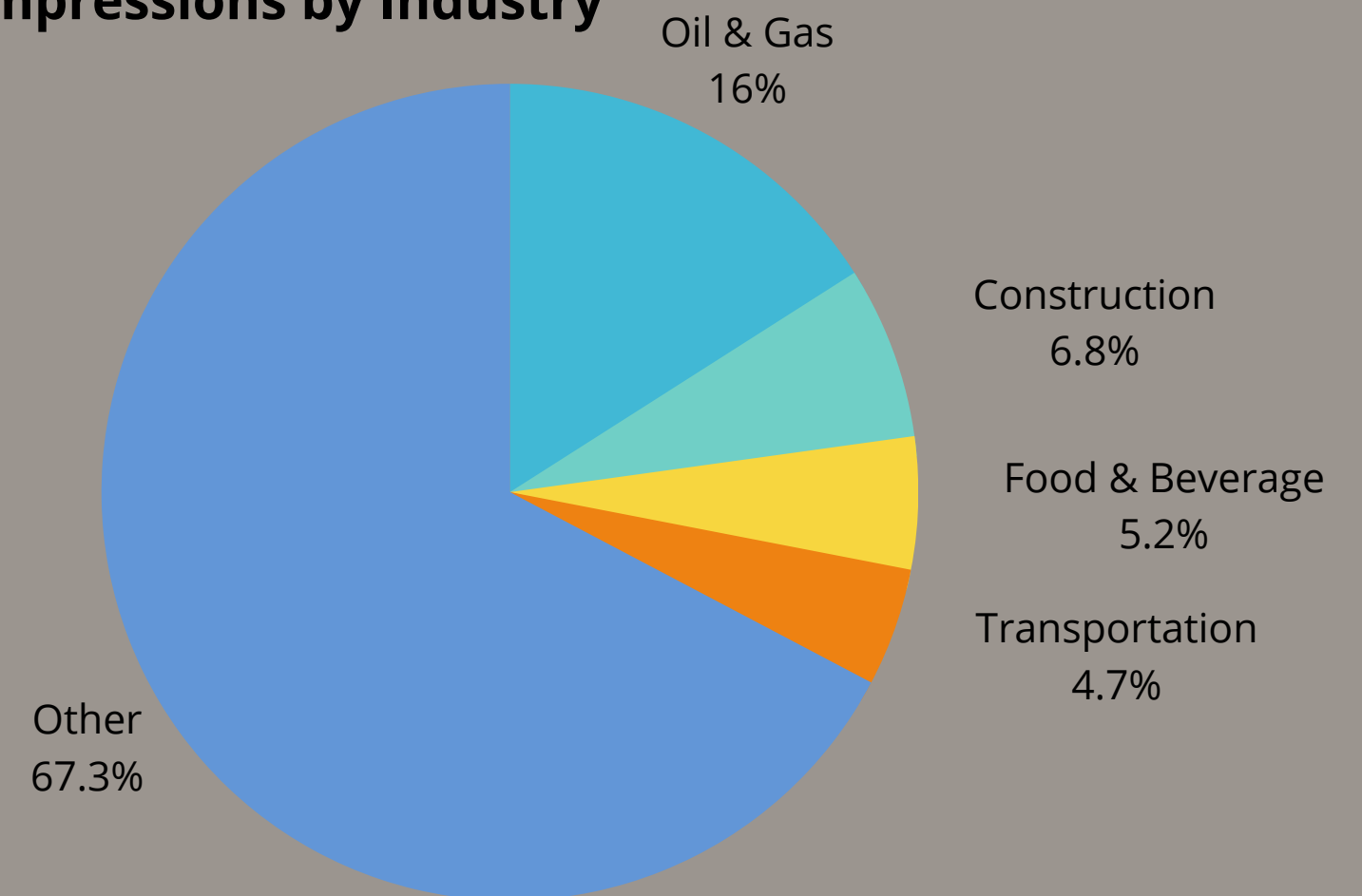


# Social Media Ads

## Impressions by Job Function



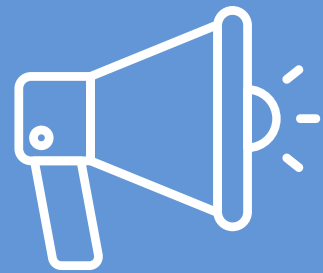
## Impressions by Industry



**Awareness ads generated a larger number of impressions while the website focused ad generated more clicks to the website landing page regardless of industry or job function.**

# News Coverage

Anglin PR wrote and pitched two press releases and four op eds to create awareness about "Are You OK?" and obtain earned media. We highlighted perspectives from chambers to ODMHSAS leadership to businesses.



**\$32,865**  
**in media value**

- "Online training addresses worker burnout, mental health," The Journal Record, May 18, 2022
- "Caring for employees' well-being is right, smart for Oklahoma businesses," The Oklahoman, Sept. 11, 2022
- "Mental health is important to monitor," The Norman Transcript, Nov. 11, 2022

## Why Oklahoma is bringing suicide prevention strategies into the workplace

Oklahoma has one of the highest suicide rates in the nation — in 2020, it had the sixth-highest rate in the United States, with 869 suicide deaths recorded.



**Dana Branham**  
Oklahoman

Published 6:58 p.m. CT Nov. 20, 2022

[View Comments](#)



# News Coverage

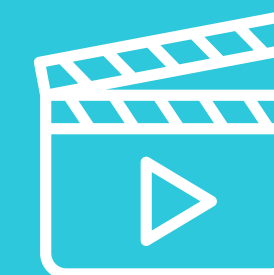
- "Why Oklahoma is bringing suicide prevention strategies into the workplace," The Oklahoman, Nov. 20, 2022\*
- "Investing in employee mental health makes for better business," The Journal Record, Dec. 21, 2022
- "New free training, 'Are You OK?' helps businesses create a culture of care," KCCU, March 3, 2023
- "Workplace mental health" The Tulsa World, March 12, 2023

\*Reshared on [oncueexpress.com](https://www.oncueexpress.com).

# Advocate Videos

Anglin PR worked with four individuals who are passionate about supporting mental health to create advocate videos.

These 10 videos highlight the benefits of "Are You OK?" and are designed to be shared on social media.



- **Mid-Del Tech Center**
- **SISU Youth Services**
- **SSM Health**

# Looking Ahead

Anglin PR put together a list of recommendations from lessons learned that can be applied to the continuation of this initiative or similar ones.

- **Offer incentives.** Businesses were often wary of participating in a program associated with suicide but could be more apt to take the training if there were an incentive. Examples include: in kind gift to complete the training; more renowned guest speakers; public recognition by ODMHSAS or supporters like the mayor.
- **Invest more in chambers.** Compared to businesses, Chambers of Commerce were more willing to partner and share about "Are You OK?" with their members. Focusing on chambers first and offering them value, such as guest speaker events, will help the word spread more quickly and gain business buy-in faster.
- **Don't start from scratch.** Keep working with scripts, emails, one-pagers, newsletter blurbs and more to continue to engage participants in "Are You OK?" For new campaigns, use these tools as a template that can easily be updated.

# Looking Ahead

Anglin PR put together a list of recommendations from lessons learned that can be applied to the continuation of this initiative or similar ones.

- **Unify and encourage participation via language.** Phrases like "creating a culture of care" are important to cultivating partnerships, particularly with businesses who may be uncomfortable talking about suicide.
- **Identify key professional organizations.** To ensure a faster uptick in brand awareness, perform outreach to professional organizations like the American Society of Safety Professionals and Society of Human Resource Management.
- **Consider campaign cross-promotion.** When appropriate, campaigns that align and resonate with the general public as companion pieces. 988 and "Are You OK?" are a good example of two coinciding campaigns with similar objectives that could have paired nicely via events, news releases, etc.

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**Thank you!**

Oklahoma Department of Mental Health Substance Abuse Services

2022-2023