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SOCIAL MEDIA FOR SOCIAL CHANGE: THE ROLE OF NONPROFIT ORGANIZATIONS  
ON MENTAL HEALTH  
AN INTEGRATED MARKETING PLAN FOR LA VIDA FEARLESS COUNSELING INC.

by

Samantha L. Patterson

B.S., Southern Illinois University, 2017

A Research Paper  
Submitted in Partial Fulfillment of the Requirements for the  
Master of Science

Department of Mass Communications and Media Arts  
in the Graduate School  
Southern Illinois University Carbondale  
May 2020

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RESEARCH PAPER APPROVAL

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ON MENTAL HEALTH  
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A Research Paper Submitted in Partial

Fulfillment of the Requirements

for the Degree of

Master of Science

in the field of Professional Media & Media Management

Approved by:

Dr. Kavita Karan, Chair

Graduate School  
Southern Illinois University Carbondale  
March 12, 2020

## **AN ABSTRACT OF THE RESEARCH PAPER OF**

Samantha L. Patterson, for the Master of Science degree in Professional Media & Media Management, presented on March 12, 2020, at Southern Illinois University Carbondale.

**TITLE: SOCIAL MEDIA FOR SOCIAL CHANGE: THE ROLE OF NONPROFIT ORGANIZATIONS ON MENTAL HEALTH  
AN INTEGRATED MARKETING PLAN FOR LA VIDA FEARLESS COUNSELING INC.**

**MAJOR PROFESSOR: Dr. Kavita Karan**

The Hispanic/Latino population, the fastest-growing minority population in the United States faces barriers to access mental health care. This study explores how nonprofit organizations focusing on mental health are using mass and social media platforms to communicate with supporters of their patients including donors and the general public. Social media channels such as Facebook and LinkedIn have been used as a way to connect, educate and bring awareness to health-related topics. This research paper aims to study how non-profit organizations are supporting mental issues, which is a growing problem among the ethnic groups particularly the Hispanic/Latino population and plan an integrated marketing communications campaign for La Vida Fearless Counseling, a non-profit organization based in Oklahoma. Data was collected through several methods including a review on existing literature and personal interviews with communications professionals at nonprofits. It attempts to understand the problems and suggest the best mass and social media strategies for non-profits focusing on mental health. This study acts as a tool for planning effective communication strategies for non-profits in sensitive issues like mental health, and also provides for future research and a source of practical insights for inclusivity and outreach in nonprofit organizations focusing on mental health.

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## CHAPTER 1

### INTRODUCTION

The Hispanic/Latino population has made up the largest minority in the United States since 2010 and remains the largest today, yet they are the least likely to utilize mental health services (U.S. Census Bureau, 2018). This is due to the major health disparity crisis which can be defined as “preventable differences in the burden of disease, injury, and violence or opportunities to achieve optimal health experienced by socially disadvantaged racial, ethnic, and/or other population groups and communities” (Center for Disease Control and Prevention, 2008, para 1). The history of racial hierarchy in the United States, education, income, access to resources and access to care, all play a significant role in the health disparity divide. Individuals with higher levels of education and more access to health-related information are reported living longer healthier lives. This study aims to study some of the issues of mental health problems and plan a campaign for a nonprofit organization in a city of Oklahoma where the incidence of mental health problems are among the highest in the country.

A good portion of the Hispanic/Latino population has lived in the U.S. for many decades, others are recent immigrants who face disparities in socioeconomic status, education and health care services. For clarity, Hispanic refers to primarily the language and individuals whose ancestry comes from Spanish-speaking countries. Latino, on the other hand, refers to the geography of the individual with a specific focus on Latin America. Due to immigration and acculturation, studies have shown that older adults and young children within this population are more susceptible to psychological stresses (Alegria, 2008, p. 362). Approximately 1 in 10 Hispanics suffering from a mental health disorder utilize services from a general care provider whereas only 1 in 20 receive services from a doctor specialized in mental health (US Office of

the Surgeon General (US); Center for Mental Health Services (US); National Institute of Mental Health (US)., 2001).

Due to lack of awareness on what exactly mental illness is and the avoidance of learning about the subject at home makes mental illness difficult to identify (Corrigan, Torres, Lara, Juana., Sheehan, and Larson, 2017, p. 1). Financial constraints such as a lack of benefits and time restrictions from jobs also play into this. Mental illness is perceived as being crazy within this community; therefore, the topic itself is not normalized. As individuals become more aware of their health, a cultural barrier is still present. Immigration, especially in today's digitally connected world instills fear of possible deportation into patients making them not want to seek help. When it comes to access, insurance benefits are not only difficult to comprehend and apply for, but every Spanish speaking individual in the United States does not possess eligibility for benefits. All of this combined leads to mistrust in the overall healthcare system.

Health care professionals exhibit a lack of cultural competence creating barriers between the doctor and patient. Cultural background defines the way one perceives the world around them. This affects communication, attitude, self-care practice and especially the seeking of health care from a provider. When attempting to seek care for these issues, poor communication between the health care provider and the client is likely to be reported (Escarce and Kapur, 2001, p.1). For example, if the patient themselves do not have a translator, they will have to translate in their medical terms. This could lead to confusion of symptoms and misdiagnosis.

Communication is key when it comes to understanding your client and providing the best treatment possible. Various studies have found that the evaluation of bilingual patients differs largely based on being interviewed in English versus Spanish. If a Spanish speaking health provider is not available during the session, patients could walk away undertreated due to the

lack of complete understanding. Several factors go into accessing proper mental health care. Structural, economic, psychiatric and cultural factors all play a role in the influence of Hispanic/Latinos access to services (Escarce and Kapur, 2001, p. 3).

In comparison to other ethnic groups, results specified that only 15 percent of African Americans with a diagnosable mental health disorder saw a doctor specialized in mental health. Less than one-third of the population even consulted a general health care provider (US Office of the Surgeon General (US); Center for Mental Health Services (US); National Institute of Mental Health (US), 2001). Emergency rooms and primary care are utilized more than specialized doctors. The American Psychiatric Association (2017) notes that when African Americans do utilize these health services when compared to Whites, they are less likely to receive consent guidelines and less likely to be included in the research. African American's who describe symptoms of mental health similar to symptoms described by Whites are less likely to be diagnosed as a mood disorder. They are more likely to be diagnosed with a severe mental disorder such as schizophrenia, bipolar and other psychoses.

Every culture expresses emotional distress differently, which contributes to misdiagnosis in minority populations. African Americans with severe mental health disorders are more likely than any other existing race to be incarcerated (APA, 2017, p. 3). Both African Americans and Hispanic/Latinos can relate to their relationship with health care providers due to cultural incompetence's and that's if the relationship even exists. According to the Report of the Surgeon General (2001), these minorities are less likely than Whites to utilize and receive care for mental health. Concerns regarding stigma, medications, lack of accessible information and inequality of treatments all serve as barriers to access. These are barriers that have been instilled within the hierarchy of the healthcare system, evidently dehumanizing minorities.

The National Alliance on Mental Illness (2019) found that Hispanics tend to struggle with the common mental health disorders such as generalized anxiety disorder, depression, and trauma, but are at a higher risk for severe mental health problems due to inequity of treatment. Language access services are available if organizations receive funding from the federal government, but the aspect of understanding the culture may still be lacking. Mental and emotional problems are often thought to be experiences out of their control or something that can be cured by natural products, mind and body medicine and religion. Cultural and particularly language barriers are a major issue, making it difficult to receive information on this topic as well as communicate with health providers and relay the message to supporters that the work is being done effectively. It is necessary to first understand the history of Hispanics/ Latino's culture around mental health. To understand the background fully is to understand why nonprofit organizations that focus on mental health need the public's support. A lack of education, awareness and adequate services for mental health exists. Modern day social media can be utilized to work towards changing this and create better access to the marginalized communities.

### **Overview of Study**

This study was undertaken to understand how communication professionals at mental health nonprofit organizations utilize traditional mass and interpersonal media and particularly social media to reach their target audience including supporters of the patients such as donors and the general public. The researcher is interested in the ways to create an effective communication campaign that provides support to the patients and donors, while also creating awareness and educating the public on mental illness. Based on the existing literature, it is clear that interesting strategies for campaigns that focus on mental health nonprofits do exist. With an understanding of the cultural and language barriers within the Hispanic/ Latino population, past

studies and descriptive statistics of Oklahoma City will be used. Specifically, to develop the best communication strategy for La Vida Fearless Counseling of Oklahoma City. Overall, this research will add to academic literature within intercultural marketing and set principles for managing strategies in reaching out to people regarding a major societal concern of mental health in the United States.

### **Background of La Vida Fearless Counseling**

La Vida Fearless Counseling was started in January of 2017 as a mental health clinic within Oklahoma City to reach out and provide support to the Hispanic/Latino population. According to the Census Bureau (2018), Oklahoma City's population is 649,021. Of this 19.1 % of this population is Hispanic or Latino and exists as the largest minority. Following Hispanic/Latinos, 14.5% is African American, 4.5% is Asian and 2.8% in American Indian or Alaska Native (U.S. Census Bureau, 2018). Groups, couples, family and individual counseling services are provided for these groups. Immigration and psychological evaluations are also key services provided to the community. This business provides diagnostic, treatments and prescriptive services related to mental and behavioral disorders. Proven to be successful over the past couple of years, they have decided to create a nonprofit organization to serve the overwhelming need for services that exist within the city.

Every fiscal year, the state of Oklahoma provides a count of all individuals who has received mental health and substance abuse services. 2018 data shows that 20,200 Hispanics received services meaning that only 3.1 % of this population received services (ODMHSAS, 2020). On the other hand, non-Hispanics accounted for 174,284 equaling 90.72% of individuals that received services (ODMHSAS, 2020). This data is limited as it only provides a count of individuals whose mental health services are state appropriated, grant supported or federally

funded through the state. Data from privately funded or private insurance doesn't even exist as it is not accessible. However, the reported numbers do not lie.

As of 2016, Oklahoma has ranked the 41st state regarding access to mental health care with number one being a state with the most access (MHA, 2020). These statistics measure access to insurance, treatment, special education, workforce availability, and insurance. This data alone makes the mental health access problem within Oklahoma crystal clear. An extreme shortage already exists within the population so you can only imagine the shortage that exists within a large minority such as the Hispanic/Latino part of the population. The overwhelming need exists within all age ranges of the population, but especially within the youth of Oklahoma as there is a fear for their families to get deported. 611 Hispanic/ Latino seventh graders from a public-school district in Oklahoma were surveyed on the symptoms of depression. 29% of students surveyed reported the arrest of a family member that was immigration-related (APA, 2019). Going through a situation like this at such a young age is shown to have serious repercussions on mental health. Especially long-term mental health issues as "that stress can lead to Latino children acting out or becoming withdrawn at school since depression manifests in different ways (APA, 2019)." All students surveyed were shown to have more extreme levels of depressive symptoms compared to the rest of the population. This could be due to the discrimination that already exists within the community. Oklahoma's immigration population is large but doesn't make the largest within the United States resulting in a lack of resources in schools and support services (APA, 2019).

La Vida Fearless Counseling nonprofit organization will focus solely on the counseling aspect of the business targeted towards the Hispanic/ Latino population. The plan is to open in September of 2020. According to the Substance Abuse and Mental Health Services

Administration (SAMHSA) of America, in 2018 only 7.8% of the Hispanic/Latino population was served (SAMSHA, 2016, p. 7). In comparison, 12.9% of the Black population was served as well as the majority 71.7 % of the White population (SAMSHA, 2016, p. 7). While it is clear that there is a need for these services in the community, a lack of communication and particularly through social media presence currently exists. This overall study aims to analyze competitors and comparable organizations across the United States to create an effective communication strategy with the best social media practices for getting support from the donors as well as the general public and the targeted groups to create awareness and make use of the services.

The National Alliance on Mental Illness (2019) found that Hispanics tend to struggle with the common mental health disorders such as generalized anxiety disorder, depression, and trauma, but are at a higher risk for severe mental health problems due to inequity of treatment. Language access services are available if the organizations receive funding from the federal government, but this aspect of understanding the culture may still be lacking. Mental and emotional problems are often thought to be experiences out of their control or something that can be cured by natural products, mind and body medicine and religion. Cultural and particularly language barriers are a major issue, making it difficult to receive information on this topic as well as communicate with health providers and relay the message to supporters that the work is being done effectively. It is necessary to first understand the history of Hispanics/Latino's history and culture around mental health. To understand the background fully is to understand why nonprofit organizations that focus on mental health need the public's support. A lack of education, awareness and adequate services for mental health exists. Modern-day social media can be utilized to work towards changing this and create better access to the marginalized communities. This study therefore aims to study how nonprofit organizations dealing with



mental health are using mass and social media to communicate with the Hispanic/ Latino population and the associated barriers to communication; how do mental health nonprofit organizations use social media in particular to deliver multiple services to their patients? How do nonprofit organizations use mass and social media to communicate with supporters of patients such as donors? What are the methods that mental health nonprofit organizations use to promote and create awareness to educate the public about mental illness? How to plan an integrated marketing communications campaign for a nonprofit organization, La Vida Fearless Counseling in Oklahoma that focuses on creating awareness of mental health issues, and motivate people to seek help and support?

## CHAPTER 2

### LITERATURE REVIEW AND FRAMEWORK FOR THE STUDY

#### Nonprofits use of Social Media

Social media "allows each organization to create and reach new networks and mobilize the networks to take action" (Nah & Saxton, 2014). For years, profit and nonprofit organizations have utilized social media to reach and capitalize on audiences at large. Newly formed nonprofit organizations that seek exposure and potential funding for their initiatives might see social media as an easy, affordable way to reach a larger audience. Initially, investing in social media only seems like a matter of time, but nonprofits learn that social media accounts can be difficult to manage. The research within this medium is constantly changing, requiring individuals to continue learning, adapting and growing with the medium to use it effectively. Designing a successful communication campaign is challenging for a nonprofit organization due to the changing environment and lack of resources. The use of new media technologies in the nonprofit sector has grown immensely within the decade, but there is still a lack of research on how to use it effectively. This is especially true when it comes to mental health nonprofits as they are underrepresented through studies and academic literature.

A lack of research exists not only within the nonprofit sector of mental health, but within minority populations that essentially create barriers to access information. Interviews with senior members of an organization explained this phenomenon. Interviewer I, from organization 1, suggested that barriers and problems begin with the confusion that is built within our system. Even for Americans, and particularly immigrants when these individuals are new to America and don't speak the language it becomes even more difficult. "Refugees and asylees have seen war and horrible things, so getting them to know that it's okay to reach out for help is important

(Personal Interview 1, Organization 1).” Creating accessible resources to minority populations is not just important for the population, but for the mental health of all. This message becomes much more visible when organizations share life-changing stories of people that live within their community. “Stories really change people and how they respond to things because it’s not a statistic anymore, but an actual person (Personal Interview 1, Organization 1).”

Each of the organizations interviewed considered social media to be a necessary part of their communication campaigns. As each and every person is connected through media, organizations must utilize these platforms to create a voice for the cause. This is a way for organizations to truly showcase their work, educate society on the issue at hand and legitimize the services that are provided. For example, Interviewer 1 from organization 1, explains that their primary audience for social media platforms were created for “typical American’s about trying to get volunteers or teaching people on immigration and the hurdles that these people have to go through (Interviewer 1, Organization 1).” “There are a lot of misconceived ideas about what exactly we do”, says interviewer 1 from organization 1. Simplifying the subject matter of what exactly immigration is through short one to three-minute videos on Facebook, helped others to come to a better understanding of why their organization started in the first place. Images and text allow for misinterpretation of a message, whereas a video paints a crystal-clear message. Educating the public is a continuous process necessary to open up the public’s mind to these specific issues.

Both organizations utilized primarily Facebook and LinkedIn channels as well as kept updated information on their website. The websites and social media platforms were interconnected so users could choose either if they would like to access more information. Multiple platforms are utilized to help in building credibility for mental health organizations;

however, the content must deem valuable to the audience to keep them interested. High-quality visual content generates more likes, shares, and comments than simply text. Interviewer 1 from company 2 states that “audiences typically connect better with visuals of other people expressing emotions, which ultimately brings out more empathy within users.” Although this creates an impact, the information received isn’t necessarily valuable. Interviewer 1 from company 2 along with many other mental health organizations send out mental health facts and tips on social media. Although mental health nonprofits are not able to provide services directly to patients over social media due to the Health Insurance Portability and Accountability Act, policy updates and self-care tips have deemed beneficial. The online impact is empowering as it tends to start difficult conversations allowing individuals to think about the reality of what’s going on. What’s even more beneficial is when an organization can take a conversation offline and bring it to an event. Social media creates a space where an organization can create awareness for upcoming events within the community, resulting in the real-life experience of community activism.

### **Nonprofit and Philanthropy**

Philanthropy, concisely defined as the desire to promote the welfare of the common good represents voluntarily donated money, goods, and specializations (Payton, 1998). These donations can be mediated by the third sector or nonprofit organizations. Wiepking (2009) states that philanthropy builds up the social and economic development of a nation to be sustainable and create a political democracy. In this particular context, social welfare institutions will be supported by fundraising. Three sources of fundraising include government financing, fee and charges, and philanthropy. In a social, political and economic environment that is constantly changing, these resources that are necessary to live are disappearing. Resources that should be provided or financed by the government have only continued to decrease when it comes to

supporting charitable organizations (Grace & Griffin, 2006). Leaders within the company cannot necessarily control this outcome or the environment, but it is essential to remain aware of the impact and opportunity that the environment could have on you.

“An organization's survival is based on its utilization of resources, both internal and external” (Albarran, 2015, p. 82). Both company 1 and company 2 from the primary data collection agree that networking is key. Connecting with people such as one-on-one meetings over coffee and small gatherings at one’s home helped to build personal donor relationships. This environment allowed for a certain level of attention to be focused on the conversation at hand, allowing individuals to become more educated on the topic and possibly even become more interested. With the lack of awareness and acceptance for those suffering from mental illness, it is very important that the organization takes their knowledge of mental health and utilize the information to educate others. First and foremost, conveying the message that mental illness should be treated just as any other medical condition is crucial when speaking with potential philanthropists that are looking to support your organization. Various studies discovered that personal values and demographics of an individual influence one’s determination to support a charity and donate (Bennett, 2003).

Defining your target audience and their needs is a way to reason with the donors for fundraising. Also, to understand the values of the individual donor is to understand their motivating factors. Two essential motivators should be taken into consideration: whether individuals are donating for personal benefits to receive things such as personal recognition and tax incentives, or if individuals are altruistic, donating with the sole purpose of giving back and a genuine interest in supporting the cause. Creating a message strategy that focuses on one specific donor rather than both, helps to avoid confusion. When two different message strategies targeted

at both self-interested donors and altruistic donors are presented at the same time, donors tend to give less than when each strategy is presented by itself (Feiler, Tost and Grant, 2012). Especially when targeting affluent donors or donors of specific demographics, research suggests that it is important to make the message crystal clear.

Regarding demographics, it has been found that women and men react differently to charitable appeals. Typically, on average men are less generous than women when it comes to giving. A recent 2015 study of a nationally represented sample of Americans was performed in which the results were essentially replicated. Once again, men were reported as less generous to donate money to a specific poverty relief charity: however, this effect resulted only when the appeal focused on evoking empathy (Willer, Wimer and Owens, 2015). When the message became aligned with a self-interest focus from the donor perspective, and poverty was framed as an issue that has an impact on everyone, tables turned. With taking a self-interested messaging approach, men feel a greater responsibility to give back to society and deemed equally as generous as women to donate money.

The real question of “what motivates donors is of obvious practical interest to nonprofit managers in determining which of their needs may be met through philanthropy and in designing their fundraising programs” (Worth, 2016, pg. 358). When creating a charitable appeal, explaining specific details on how donations are going to be used is proven to cause an impact on the donors encouraging them to give generously (Whillans, 2016, p. 6). Receiving donations isn’t just a one-time transaction, but an experience that should be followed through from start to finish. Engaging with donors and showing them that their actions matter and are tangible is essential. For example, fundraising offices will send out emails or text messages of updates documenting the building and people that their donation has supported. Impact focused

marketing tends to require extra effort and time; however, studies suggest that these sacrifices deem beneficial to the longevity of both the charity and the donor relationship (Whillans, 2016, p. 6).

Life is a matter of choices that we make daily that essentially make an individual who they are. Donors like to put in the effort, to feel accomplished and have the choice to do what matters most to them. Events such as running a race for a charity, partaking in a challenge or attending a wellness drive allow the donor to make a choice to get involved in something and create a physical experience. “Providing donors with control over their donation decisions may increase charitable donations and help donors gain more meaning from their donation experience” (Whillans, 2016, p. 8). To understand your audience’s specific values and motivations and to align them with an effective marketing strategy is to create a comprehensive fundraising campaign. Therefore, the present study posits the following research questions

### **Research Questions**

1. To study how mental health nonprofits are using social media to communicate with the Hispanic/ Latino population and the associated barriers to communication.
2. How do mental health nonprofit organizations use social media to deliver services to their patients?
3. How do nonprofit organizations use social media to communicate with supporters of patients such as donors?
4. What are the methods that mental health nonprofit organizations use to promote and create awareness to educate the public about mental illness?
5. To plan an integrated marketing communications campaign for a nonprofit organization, La Vida Fearless Counseling in Oklahoma that focuses on creating awareness of mental health

issues and for seeking help and support from the donors?



## **CHAPTER 3**

### **METHODOLOGY**

To address the objectives of the study, case studies were conducted to collect data through the use of primary and secondary research techniques. A case study “uses as many data sources as possible to systematically investigate individuals, groups, organization or events (Wimmer and Dominick, 2014, pg. 144)”. Typically, a theoretical framework is used when a researcher needs to understand or explain a new phenomenon within its real-life context.

Descriptive research strategies including a review on existing literature and personal interviews were conducted to assess how non-profits are using communication strategies in reaching the targeted audiences. Further, a complete case study of La Vida Fearless Counseling was conducted to evaluate how it currently operates and utilizes mass and social media communication services. To answer the first three questions multiple case studies were examined to determine the best mass and social media practices used by three organizations by mental health nonprofit organizations.

Three nonprofit organizations are known as Changing Minds, National Alliance of Mental Health and United We Dream which all have a similar goal of bettering the mental wellness of the Hispanic/Latino population. This research will evaluate all three organizations' campaign strategies and their use of media.

The study will create a complete Integrated Marketing Campaign (IMC) for La Vida Fearless Counseling for promoting their counseling center among the target population and also encourage donors to become part of this and generously to a good cause of treating mental health. This case study on La Vida Fearless Counseling will act as a guide for future research and a source of practical insight for existing nonprofit organizations.

### **In-Depth Interviews and Sampling**

This study consists of several semi-structured, in-depth interviews with communication professionals at nonprofit organizations. Interviews were conducted in the researcher's office or via phone. The geographic locations were chosen to get a comprehensive understanding of how these types of organizations operate, specifically within the city of Oklahoma. Participants consisted of a convenience sample from organizations that focused on or had some kind of relationship to mental illness with patients or organizations. The researcher pre-screened each of the possible organizations to make sure that it utilized at least one form of media as well had a communications professional's contact listed on their webpage.

### **Tool of Data Collection**

The data has been collected through semi-structured questionnaires by the researcher. These questionnaires were vetted and cleared through the Human Subjects Committee of the Southern Illinois University, Carbondale before the subjects were contacted (Appendix D).

## CHAPTER 4

### CASE STUDIES OF THREE NON-PROFITS MENTAL HEALTH ORGANIZATIONS

#### Case Study 1 Changing Mind's – A New Jersey Mental Health Institute

The New Jersey Mental Health Institute (NJMHI), also known as Changing Mind's, is a nonprofit organization focused on advancing mental health for the Hispanic community. Detailed research on cultural barriers within this community regarding mental health had to be done before NJMHI implemented any direct services to patients. To ensure inclusivity, a plan was designed to gather this research. By reaching out to mental health agency administrations, direct service providers, Hispanic people with mental illness and the Hispanic community as a whole, four main objectives for the organization were created; to facilitate in-depth research, create a model mental health program for Hispanics, to disseminate information through newsletters and training nationwide in news and to evaluate the program as a whole.

The primary goal is to “understand the belief systems, attitudes and barriers facing the Hispanic population in need of mental health services, and to implement effective strategies to break down identified barriers to address the nationwide lack of access to and the quality of mental health services for Hispanics (Acosta, Guarnaccia and Martinez, 2003, p. 1)”. Initially, in-depth research took place by collecting both primary and secondary data to assess systems of belief, attitudes, and barriers. An extensive literature review combined with interviews, surveys and focus groups within the community of New Jersey took place. Second, a model mental health program was created that entailed the best practices for agencies and clinicians who would like to bring in and retain Hispanic patients. This model was prepared and given to at least 1500 mental health professionals nationally (Acosta, Guarnaccia and Martinez, 2003 p. 4)”. Following the model, a nationwide quarterly newsletter was sent out to promote it, to share findings, gage

interest and overall improve access and quality to the Hispanic population on mental health. Lastly, numerous agencies and clinicians who were using the model came together to do an evaluation plan to see how effective the model is.

At the inception of the model mental health program, nothing similar existed within the U.S. Therefore, outreach to government officials, elected officials, educators and the general population consistently help NJHMI not only to create awareness but to gain donors. To bridge the language gap and educate the community of the disparities in the different populations, NJMHI became very proactive in the community. Bilingual fact sheets and brochures on mental health concerns were created and distributed. Quarterly newsletters on updated findings were released nationwide. Being present at conferences and coalitions took place, creating a voice for the Hispanic community. Radio, television and print media events were attended to make personal connections. It is clear that media outlets have always played a large role in getting connected with the community and running a successful nonprofit organization.

### **Case Study 2 National Alliance of Mental Health - NYC Metro Case Study**

NAMI is one of the largest nonprofit organizations existing in 44 states within the United States with a focus on providing support, education, and advocacy for individuals who face mental illness. NAMI-NYC Metro specifically serves as the leading affiliate organization. Their overall mission is not only to support the family and patients who face mental illness but to educate the public on the reality of it. Dealing with the illness is only one piece of the puzzle as stigma is also something that needs to be combatted. Living in a society that looks at mental illness as a taboo topic, often leaves individuals uneducated and unaware of the topic. Therefore, leaving individuals undiagnosed or without treatment due to both the stigma and the fear of prejudice regarding the topic needs to be addressed

Looking at social media campaigns from around the world, the majority of mental health organizations created anti-stigma campaigns that worked towards normalizing the illness. However, engagement and conversation surrounding the posts were essentially nonexistent. NAMI-NYC Metro created a campaign that focused less on the stigma and more on providing support and a safe space where individuals impacted can be advocated for as well as share their voices with the groups. Starting this new conversation required a brand-new approach. In October of 2013 on World Mental Health Day NAMI-NYC started its “I Will Listen” campaign on social media. A campaign that allowed the community to share personal stories of both loss and support; nevertheless, to take a pledge to listen to others. #IWillListen became a trending hashtag on both Facebook and Twitter allowing people to make organic connections. This created a space where friends and followers could provide support for each other simply by saying those three life changing words allowing individuals to directly message each other to seek help.

This campaign served as a platform for professionals and organizations within the community who were interested in mental health advocacy. Top corporations and organizations were invited to be a part of the ‘Mental Health in the Workplace Summit.’ #IWillListen was then promoted to all employees involved, encouraging them to post content sharing personal narratives to their networks. This campaign manifested and became so successful that they created a tool other businesses’ and organizations around the world could adopt. The younger communities that were more prone to mental illness, were reached out to participate in this campaign. Cities and colleges across the US even co-opted the campaign to use to support their community in their unique way.

In a matter of one week #IWillListen was a top ten national trending topic on Twitter,

without even having paid media support (Lenn and Parsey, 2015, p. 368). Major journals such as The New York Times and Wall Street Journal delivered a message of hope, amongst the 350 other media papers that also spread the word. Corporations such as Deutsche Bank, Price Waterhouse Coopers, and American Express held #IWillListen office days resulting in hundreds of support videos posted of social media. Through organic engagement, this campaign went viral on social media driving real-life community activism and turning it into action. A cultural landmark was set when the City of Philadelphia took on the campaign to not only advocate for mental health but to drive change by offering free mental health screening for the day.

Along with the positive coverage of what media has done for this campaign, negatives are bound to co-exist. Mentions of NAMI-NYC were doubled online; however, due to the stigma of mental illness, it is to no surprise that blogs of negative tone decreased from 25% to 6%, nearly silencing those voices (Lenn and Parsey, 2015, p. 369). Free media space was donated by CBS Network, local radio and tv as well as national radio and tv by promoting content shared on social media through the #IWillListen campaign. About 5.6 million impressions were made equally out to approximately \$40k in value (Lenn and Parsey, 2015, p.368). Several grants and public endorsements were rewarded simply through organic engagement.

This authentic communications campaign created positive change throughout the world with the power of three words: I Will Listen. A message that reached millions was possible due to the approach that was taken when creating this campaign. By partnering with communities, business' and schools on social media, prejudice against mental illness was challenged. Individuals created a personal connection with the campaign by sharing their own story which then encouraged them to carry the message forward. Overall, NAMI-NYC served its purpose successfully by starting a life changing movement and conversation on mental illness, promoting

a healthier lifestyle.

### **Case Study 3- United We Dream Network**

United We Dream Network is the first immigrant youth-led organization in the nation existing in 26 states with 55 affiliate organizations. Their mission is to advocate for equality in the Hispanic/Latino communities, specifically for young children and families who are immigrants. The President of the United States, Donald Trump instills fear into this community in particular. Hateful messages from Trump regarding promising deportations are immersed throughout the media and put into the minds of society. As the history of racism and cultural barriers have come to light more than ever throughout this period of time, United We Dream (2017) decides to take action.

A campaign known as #HereToStay was created to change the culture of how this specific population was perceived through media. With “one of power, community, resilience, resistance and a dash of attitude”, this hashtag was made to make it clear that this is also the home of immigrants and they will not be forced out (United We Dream, 2017, p.4). This is about ensuring a connection with the rest of society to know that they have a support system. Along with the hashtag, a petition was created and to put all over social media that could be signed in support of protecting immigrants and making your city a safe space. Social media was not the only option of staying connected through this campaign as one can also sign up for text message updates. ‘United We Dream’ created community events to mobilize action and become an ally. To leverage the resources, people and networks in the community are essential to creating an effective campaign for the communities in a state of resilience.

### **Summary**

Changing Mind’s, National Alliance of Mental Illness and United We Dream Network

serve as three well known nonprofit organizations that have a focus on overcoming mental illness. Each of these organizations still exists today due to their well-executed strategies that have been put in place. Understanding first the reality of what mental illness is, the stigma that exists and the cultural barriers associated with it laid the foundation for each of these organizations to operate with success to a large extent. To gain emotional, instrumental, informational and appraisal support society must have an understanding of why their support should exist. To justify the need to support the cause is to educate the public on the real issue at hand and show how this issue is affecting the individual too. Training is needed to teach individuals about prevention and hence informational newsletters were introduced to initially create awareness and gain interest.

As technology continued to increase, Facebook, Twitter and Instagram became very useful in getting the word out. Several hashtags were created to both; reduce the stigma that exists regarding the Hispanic/Latino population and also the associated stigma of mental illness. The design of the hashtag created worldwide conversations, allowing others to step in and share their stories on social media too. This allowed social media users to become a part of the movement too by hearing and responding to stories that resonated with their personal life. To make an individual feel as though they are truly part of something is half of the battle won when connecting on social media. The other side of that is the information overload that exists on media and being able to keep users interested in long periods. One organization began the challenge on social media that flourished into real-life events. Events such as mental health seminars, workplace health summits, open mic nights where individuals can share their personal story and many more. Through images and videos, events like such were shared through social media encouraging users to join in on the movement. Partnering with communities, schools and



businesses to name a few, played a successful role in reaching much larger audiences. Overall, building community and personal connections is key to providing support, educating and advocating for mental illness. The strategies and best practices used by these organizations was used to develop an effective marketing communications campaign for LaVida Fearless Counseling Inc., as detailed in the following chapter.

## CHAPTER 5

### INTEGRATED MARKETING COMMUNICATION PLAN

An Integrated marketing plan was created to promote LaVida Fearless Counseling Inc., through mass and social media. The plan followed the seven steps in Campaign Planning “An Outline for a Marketing Communication Plan” by Donald E. Parente, author of Advertising Campaign Strategy, A Guide to Marketing Communications Plans (Parente, 2006, p.24).

- I. Introduction or Overview
- II. Situation Analysis
  - a. Company analysis
  - b. Consumer analysis
  - c. Market analysis
  - d. Product analysis
  - e. Competitive analysis
  - f. Problems and opportunities (optional)
- III. The Target Market Profile
- IV. Objectives
  - a. Marketing
  - b. Communication
  - c. Advertising
- V. Marketing Communication Strategy
  - a. Advertising Strategy
    1. Creative or message strategy
      - a. Objectives

- b. Strategy
    - c. Tactics or executions (often put at the end of the plan)
  - 2. Media strategy
    - a. Objectives
    - b. Strategy
    - c. Tactics or vehicles
    - d. Cost estimates
    - e. Continuity schedule
- b. Sales Promotion
  - 1. Objectives
  - 2. Strategy
  - 3. Tactics or executions
- c. Public Relations
  - 1. Objectives
  - 2. Strategy
  - 3. Tactics or executions
- d. Direct Marketing
  - 1. Objectives
  - 2. Strategy
  - 3. Tactics or example
- e. Other (Such as Event Marketing, Infomercials)
  - 1. Objectives
  - 2. Strategy

### 3. Tactics or examples

VI. Communication Assessment Measures (Optional)

VII. Budget

VIII. Summary

## **La Vida Fearless Counseling Inc. Integrated Marketing Plan**

### **I. Situation Analysis**

#### **Mission Statement**

La Vida Fearless Counseling is a mental health nonprofit organization dedicated to improving individual's and family's quality of life. Embracing culture and community, our organization fosters effective prevention, treatment, support, research, and recovery. La Vida Fearless Counseling provides access to marginalized populations envisioning a world where all individuals can be free to manage mental illness and live a fruitful life.

#### **Company Analysis**

La Vida Fearless Counseling has been in business for two consecutive years. Over this period of time, at least 24 patients were seen once a week for six weeks. This business has proved to be successful as La Vida Fearless Counseling has decided to extend and open a nonprofit organization later in 2020. Being located within Oklahoma City, it is clear that the demand for mental health services exists. Currently, La Vida Fearless Counseling is a two-person run business with only one employee being a licensed clinical social worker with the qualification to counsel. With the hiring of more employees including Spanish speaking counselors and a communication coordinator, demands would be more likely to be met. With more resources, social media could be utilized to reach their target audience including supporters of the patients such as donors and the general public. An active presence on all media platforms

can help bring awareness and reduce the mental illness stigma among the communities to access resources.

The primary consumers that La Vida Fearless Counseling aims to reach comprise of families and individuals who are also a part of a marginalized community. These individuals are typically low income with inequities in socioeconomic status, education, and access to health care. La Vida Fearless Counseling provides an array of services including immigration evaluations, psychosocial evaluations, and counseling. Keeping good mental health is key to living a healthy life to your full potential. The need for these services is very high to first and foremost create a resource that doesn't currently exist at this time. To educate and to teach the reality of mental health for marginalized populations will create a new understanding and a better perspective on life. This isn't only about the consumer, but about opening up minds and building communities as a whole.

### **Consumer Analysis**

Oklahoma has been ranked the 41st state regarding access to mental health care with number one being a state with the most access since 2016 (MHA, 2020). Over nine years later in 2020, this horrifying ranking still exists today. It is clear that mental health awareness hasn't been a major focus or priority within this community and isn't part of the culture. With lack of awareness comes a lack of resources and access. Many consumers exist as low-income families and individuals facing life threatening situations that could harness their mental health. Specifically, minority individuals seeking a way to a better life, whether it's a fight towards gaining citizenship within the United States or building healthy relationships with friends and family.

## Analysis of Market

**Table 1**

*SWOT Analysis*

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• An organization like this does not exist in the area</li> <li>• Located in a central area of Oklahoma City</li> <li>• Offers a wide range of services including immigration evaluations, psychosocial evaluations and counseling.</li> <li>• Evaluations can be conducted remotely via a HIPAA compliant video chat</li> <li>• In- house attorney</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Shortage of Spanish speaking professionals in the area</li> <li>• Hispanic/Latino population face inequities in socioeconomic status, education and access</li> <li>• Mental illness stigma among the communities to access resources and seek help</li> <li>• Only one licensed clinical social worker employed</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Prevalence of mental illness as evidenced in the 2018 numbers</li> <li>• Increasing growth of Hispanic/Latino population in the area</li> <li>• Social media presence among the target groups and its successful use by other similar organizations in the country</li> <li>• Hiring of Spanish speaking professionals to the area</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Competing mental health organizations in other areas.</li> <li>• A possible lack of funding from donors in order to run the organization</li> <li>• Stricter Oklahoma state immigration laws (Currently, it is not a requirement for individuals to identify legal status)</li> </ul>

**Table 2***Competitive Analysis*

<b>Competitors</b>	<b>Location</b>	<b>Services</b>
Hope Community Services	Wellness & Recovery Buildings 6100 S. Walker Ave. Oklahoma City, OK 73139  Shields Building 4720 S. Shields Blvd. Oklahoma City, OK 73129	<p>Adult Services</p> <ul style="list-style-type: none"> <li>• Outpatient Behavioral Health Services</li> <li>• Case Management / Coordination</li> <li>• Psychiatric Rehabilitation Program</li> <li>• Drug and Mental Health Court</li> <li>• Medication Assisted Treatment Program</li> <li>• Prison Re-Entry Program</li> <li>• Projects for Assistance in Transition for Homelessness</li> </ul> <p>Children and Family Services</p> <ul style="list-style-type: none"> <li>• Case Management</li> <li>• Family Therapy</li> <li>• Medication Management</li> <li>• Marital Counseling</li> </ul>
NorthCare – Children’s Services and Administration	NorthCare of Oklahoma City 2617 General Pershing Blvd Oklahoma City, OK 73107	<p>Adult and Children Services</p> <ul style="list-style-type: none"> <li>• 24 Hour Crisis Intervention</li> <li>• Same Day, Walk-in Appointments</li> <li>• Case Management</li> <li>• Individual, Family and Group Therapy</li> <li>• Peer Support Groups</li> <li>• Wellness Classes</li> <li>• Parenting Classes</li> <li>• Trauma Recovery Groups</li> </ul>
Oklahoma County Crisis Intervention Center	Oklahoma County Crisis Intervention Center 2625 General Pershing Blvd, Oklahoma City, OK 73107	<ul style="list-style-type: none"> <li>• Counseling Services</li> <li>• Disability Services</li> <li>• Learning Support Services</li> <li>• TRIO-SSS Services</li> <li>• Single Parent Academic Resources Collaborative</li> </ul>
Red Rock Behavioral Health Services	4400 N Lincoln Blvd, Oklahoma City, OK 73105	<p>Adult and Children Services</p> <ul style="list-style-type: none"> <li>• Outpatient Services</li> <li>• Residential Services</li> <li>• Prevention Services</li> </ul>

## **II. The Target Market Profile**

This campaign will be targeting two key audiences:

1. General people including families and minority individuals struggling with mental illness. Specifically, minority individuals seeking a way to a better life, building healthy relationships with friends and family or looking for professional guidance on issues of mental health.
2. Grantmaking foundations who focus primarily on mental health organizations or individuals with a personal connection to mental illness.

## **III. Campaign Objectives**

1. La Vida Fearless Counseling seeks to overcome barriers and clear up misconceptions regarding mental health, especially within the Hispanic/Latino community.
2. La Vida Fearless Counseling strives to reach a larger percentage of the population and provide access to mental health services for them to live a fearless life.
- 3.. La Vida Fearless Counseling seeks to provide advocacy, education, support and public awareness to individuals and families affected by life threatening mental illness conditions.
4. La Vida Fearless Counseling plans to maximize outreach and engagement with other organizations as well as the public to build strong community and relationships.

## **IV. Marketing Communication Strategy – The BIG Idea**

La Vida Fearless Counseling Inc., has yet to adopt a promotional identifiable slogan. The Big Idea is to create awareness of its services for targeted audiences as it seeks to provide advocacy, education, support and overall public awareness to individuals and families affected by life threatening mental illness conditions. Keeping their overall goal in mind, four slogans were created:

1. La Vida: To be free and live well



2. La Vida: To think freely
3. La Vida: To live your life fearlessly
4. La Vida: Together we can live without fear.

As stated earlier, for years, Oklahoma has faced a mental health crisis due to the lack of resources available in the state. Each slogan serves as an essential function for La Vida Fearless Counseling Inc: to live a life free of mental illness (1), to open up doors of opportunity by having the necessary resources available at an affordable cost (2), and to let go of negative stigma by remaining optimistic and building with others. The initial goal is to stimulate awareness of mental illness to the community and to show the benefits of not only what La Vida Fearless Counseling can provide, but the effect that good mental health can have on the entire community. Several forms of traditional media including television, radio, and print will be leveraged as well as digital media involving website marketing and social media marketing.

Television and radio will be used periodically for educational purposes to teach society the reality of mental health and how essential it is to one's overall being. This is about visually and audibly creating awareness for a statewide epidemic. Showing that there is a problem that exists and that it is okay to reach out for help is key when offering necessary resources such as La Vida Fearless Counseling. When it comes to print advertising, informational brochures will be available for patients as well as individuals interested in learning more about the organization. Building long lasting relationships and consistent income is key to creating a nonprofit organization that thrives to help the needy.

Just like a business, nonprofit organizations also need money to thrive and survive. When La Vida Fearless Counseling Inc., officially opens its doors, a grand opening and ribbon-cutting ceremony will take place inviting all to join, to see the new location and get connected. This

event will be announced on the radio as well as be promoted in the leading three newspapers in the area. As connections continue to grow over time, an awards dinner and ceremony will be held to bring together all of the partners that work with the organization. Partners will be recognized for their nobility of giving back to the mental health of their community and given an award with their name on it.

In conjunction with the Public Relations plan, social media platforms such as Facebook, Twitter and Linked in will be leveraged. Daily posts will be made on all accounts, whether it is educating the public, giving tips on how to practice good mental health and creating awareness for the needs in the community. Video and image content will be created to show a clearer picture of the organization's vision and mission. Both indirect and direct marketing is essential to any organization, but event marketing physically brings people out to create real-time experiences for a good cause. A mental health drive will be held where all mental health related organizations and community organizations will be invited. Each organization will be asked to set up a table with activities and information to inform attendees on their perspective of mental health. "To live your life fearlessly" will be the overarching theme of the drive, providing support to community members as well as promoting a life without fear.

### **Creative Strategy**

La Vida Fearless Counseling Inc., embraces culture and community to provide the highest quality mental health services accessible to Oklahoma, City.

### **Benefit Support**

- Free – free of mental illness, promoting the well-being for all.
- Fearless – to live life fearlessly, as the best version of yourself.
- Fight against stigma – organize volunteer opportunities to create awareness.

- Build community – raise money to provide mental healthcare services to a greater number of individuals within Oklahoma.

**Advertising Tone**

Optimistic, compassionate and dignified.

**Advertising Medium**

Social media and traditional media including email, print, tv, and radio.

**Creatives****Figure 1**

*Existing Logo*



*Note.* The color purple was used specifically as it represents wisdom and spirituality. The color lime green is used to raise awareness for mental illness disorders.

**Media Strategies**

The media strategy was created to reach out to the general public through the mass media

and to reach specific groups through mass media and social media. Traditional media forms such as newspapers, radio, television and the internet are utilized as each still plays a vital role in modern journalism. Each medium caters to a different audience; therefore, each is chosen specifically depending on the task and audience at hand. Social media, on the other hand, was chosen to create organic engagement from real-time posts, create awareness and inform the community on local events. Social media comes with a low cost and is much more convenient and accessible to the majority of the public. A combination of both traditional mass media and social media are key to creating an effective communication campaign for a local nonprofit organization.

### **Media Schedule**

The media schedule will use a flighting strategy where advertising is concentrated in the months of September to December and February to May.

### **Rationale**

The media schedule will be alternated between running a normal schedule of advertising and a complete cessation of all runs. Due to a low budget and peak season times, a flighting schedule will serve as the best option for La Vida Fearless Counseling Inc. This schedule will maximize La Vida Fearless Counseling Inc., exposure. Annual trends show that starting in the fall, people typically have more feelings of depression and anxiety as daylight decreases (Winthorst, Post and Meesters, 2001). Surprisingly, depression and anxiety also peak during spring months. As the days get longer allowing for more sunlight, there is a possibility that peoples chemical regulatory systems go off of balance at this time (Winthorst, Post and Meesters, 2001).

**Figure 2***Media Schedule*

MEDIA	JAN.	FEB.	MARCH.	APRIL	MAY	JUNE	NULY	AUG.	SEPT.	OCT.	NOV.	DEC.
TV		■	■					■	■	■	■	
RADIO		■	■					■	■	■		■
ONLINE			■	■	■			■	■	■	■	
PRINT			■	■	■			■	■	■	■	
OOH			■	■	■			■	■	■	■	
EVENT	■	■	■	■	■	■	■	■	■	■	■	■
SOCIAL									■	■		
MEDIA	■	■	■	■	■	■	■	■	■	■	■	■

**Social Media****Facebook**

Facebook is the most popular social networking site that allows users to connect with friends, families and evens strangers around the world. Facebook has various sources of income, but the primary source is advertising (Boyd and Ellison, 2008; Bradley, 2011). As the digital landscape continues to involve, Facebook has been used as a lead social networking site for businesses to build discussion and relationships with their committed customers. While relationships are being built, any commentary and likes on specific content are collected to create the values of what the consumer wants. By posting content regularly, La Vida Fearless Counseling Inc., can use Facebook analytics to target specific populations as well as see what kind of people most are interested in their brand. Videos and photo contents are essential to creating interpersonal connections and keeping the audience watching. One major highlight of

Facebook, that La Vida Fearless Counseling Inc., could utilize is the live video feature. Events and short educational videos can be captured to show the reality of the organization to create awareness.

### **LinkedIn**

LinkedIn serves as a networking site, allowing users to establish a profile to connect with other professionals and businesses (Boyd and Ellison, 2008; Bradley, 2011). This social network stands out amongst all of the others as it displays a professional portfolio for self-promotion where you can acquire a job or simply build your brand. La Vida Fearless Counseling Services Incorporated could specifically gain from using this platform by connecting with other organizations in the community who have similar missions. Being that there is such a high need for Spanish speaking counselors within Oklahoma City, LinkedIn could be used to hire and recruit employees from different locations. With LinkedIn, lead generation advertising exists as a major advantage. When members click on your ad, their profile data is populated automatically with the option to be a part of the advertiser's mailing list without any unnecessary forms.

### **Instagram**

Very similar to Facebook, Instagram is a photo-sharing mobile application that allows users to take photos and videos as well as apply filters to them. This allows users to capture and share stories through video and photo content. As of January 2020, more than half of the Instagram population of users are 34 years or younger, allowing users to use this platform to target younger populations (Clement, 2020). Nonprofit organizations, like La Vida Fearless Counseling Inc., can leverage Instagram, as one of the most powerful forms of visual media. This allows the organization to post in real-time to share its mission, educate, create awareness and to solicit donations.

## **La Vida Support Group**

Support groups on social media platforms such as Facebook create a convenient way for users to receive support at their willingness. A social support group is a private Facebook group dedicated to a specific cause or issue. Individuals who are facing a challenging issue can connect and cope with others who've been through a similar situation. With La Vida Fearless Counseling Inc., adapting a support group, patients can connect with other patients to use their voice to share their story or to simply listen. The benefits of groups like such can give one better understanding of their condition and even reduce anxiety, knowing that they are not the only ones.

## **Website**

Creating a website is vital to creating a place where people can go to learn about your organization. Everything that an organization stands for, especially its mission should be showcased throughout all parts of the website. A website is linked to all other existing social media channels of the organization to prove its credibility. This creates an opportunity where others can connect with your organization directly. La Vida Fear Counseling Inc., new website was not only created to share its mission with the rest of the world, but to deliver necessary resources to the community. This website is the foundation of the organization that allows users to get engaged by partaking in events, viewing social media kits and campaigns and event soliciting donors.

## Sales Promotion Strategy

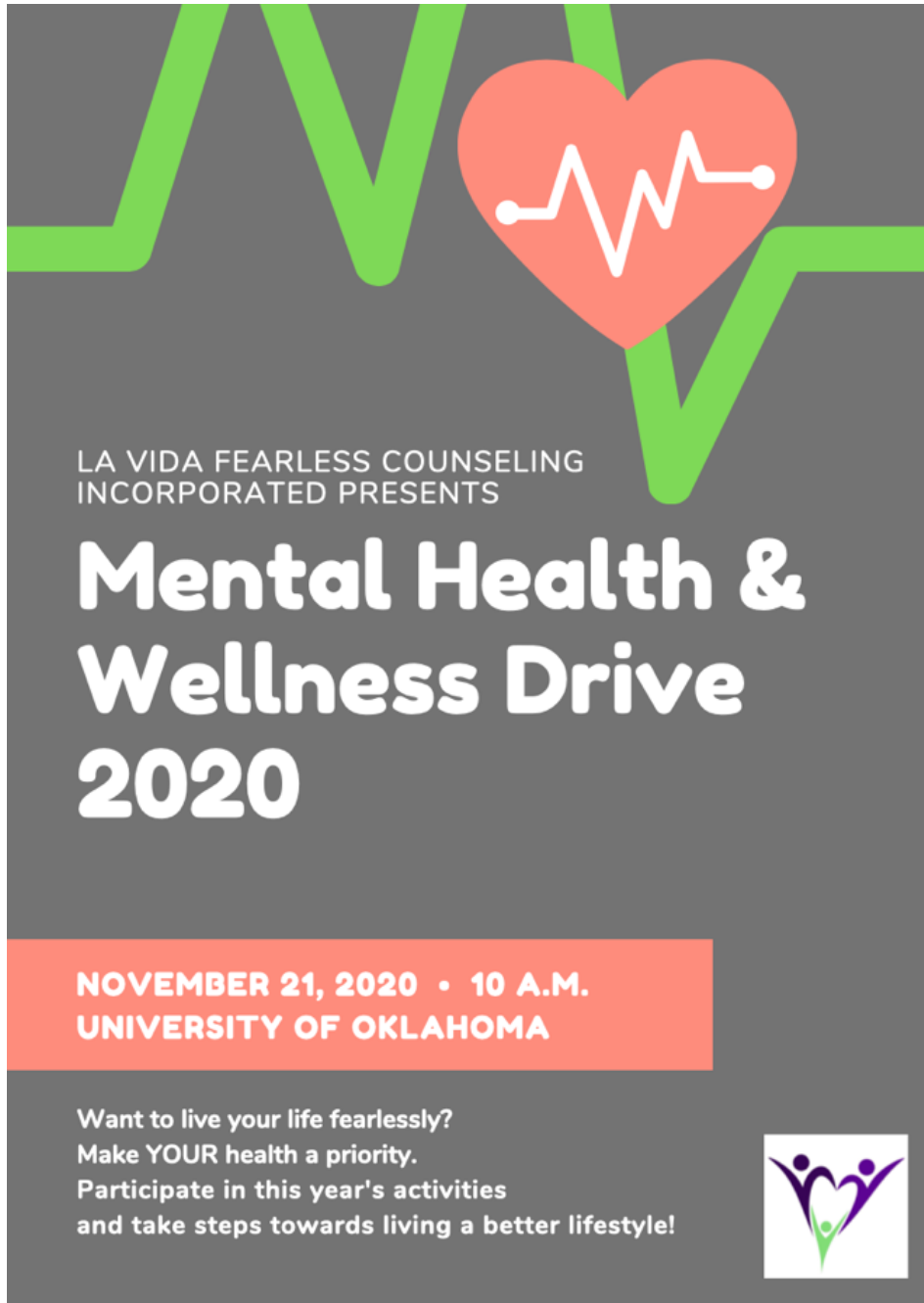
Figure 3

*Grand Opening and Ribbon Cutting Ceremony Flyer*



*Note.* This event flyer for La Vida Fearless Counseling Inc., invites the public to the grand opening of the new organization.




**Figure 4***Mental Health & Wellness Drive*The poster features a dark gray background with a large, stylized green graphic at the top that resembles a heartbeat or a jagged line. A red heart with a white ECG line is positioned in the upper right. The text is white and centered, with the event title in a large, bold font. A red banner at the bottom left contains the date and location. The bottom right features a small logo with three stylized figures in purple and green.

LA VIDA FEARLESS COUNSELING  
INCORPORATED PRESENTS

# Mental Health & Wellness Drive 2020

**NOVEMBER 21, 2020 • 10 A.M.  
UNIVERSITY OF OKLAHOMA**

Want to live your life fearlessly?  
Make YOUR health a priority.  
Participate in this year's activities  
and take steps towards living a better lifestyle!



*Note.* Mental health professionals, professors and local organizations whose mission is somewhat related to mental health will be invited to take part in a tabling event for La Vida Fearless

Counseling Inc. These individuals will get to share their stories and discuss issues of mental health and why it is so important for community well-being.

**Figure 5**

*Latinx Mental Health Seminar*



LA VIDA  
**SIN MIEDO**  
CONSEJERÍA

EMBRACING FAMILISMO,  
CONNECTING COMUNIDADES

# LATINX MENTAL HEALTH SEMINAR

*Come together to learn how to break the barriers  
and create access for our Latinx communities.*

**JAN. 22, 2021  
9AM-2PM  
OKLAHOMA COMMUNITY CENTER EVENT  
HALL**

**For more information: Call La Vida Sin Miedo  
Consejeria  
(405) 810-5200 or visit [lavidafearless.com](http://lavidafearless.com)**

*Note.* Latinx Mental Health Seminar is an event where individuals can come to learn about mental health, specifically within the Hispanic/ Latino population.

**Figure 6**

*Mental Health and Self Care Workshop*

**LA VIDA  
SIN MIEDO  
CONSEJERÍA**

**MENTAL HEALTH &  
SELF CARE  
WORKSHOP**

**February. 15, 2021 • 1PM - 3:00PM**  
**200 N Midwest Blvd, Oklahoma City,  
OK 73100**

**Nick Harroz-Midwest City Community  
Center**

**Co-Sponsored by Greater OKC Hispanic  
Chamber of Commerce**

Call (405) 810-5200 or visit [lavidafearless.com](http://lavidafearless.com)

*Note.* This workshop will be held and open to the community to come learn how to practice self-care, even while living a busy life.

Figure 7

*Open Mic Night*

**LA VIDA SIN MIEDO CONSEJERÍA**

# I AM / YO SOY

## NOCHE DE MIC ABIERTA

AFECTO DE LA SALUD MENTAL EN PERSONAS DE COMUNIDADES DIVERSAS

**TE INVITAMOS A  
VEN A COMPARTIR  
TU HISTORIA A  
TRAVÉS DE  
PALABRAS  
HABLADAS, POESÍA,  
MÚSICA Y TODAS  
LAS FORMAS DE  
ARTE**

**24 DE MARZO | 6:30PM - 9PM**  
**CENTRO COMUNITARIO DE OKLAHOMA**

CONTÁCTENOS AL (405) 810-5200 O  
VISITE LAVIDAFEARLESS.COM

CREAR.  
AUTORIZAR.  
CAMBIO.

*Note.* I Am / Yo Soy is an open mic night allowing members of the community to come and share their story and how they or their have been affected by mental health and how services like these would help in a long way.

### Figure 8

#### *Awareness Presentation*

The image shows a Facebook post from the organization 'La Vida Sin Miedo Consejería'. The post is dated January 21 at 4:12 PM and is public. The text of the post is in Spanish, inviting people to a free presentation on mental health. Below the text is a promotional graphic with a black background and white text. The graphic features a close-up of a woman's face, focusing on her eyes and mouth. The text on the graphic reads: 'Depresion y Ansiedad en las mujeres' (Depression and Anxiety in women), 'Ven a una platica de salud mental con la consejera profesional Cecilia Leggett, LCSW. Aprende el porque las mujeres sufren estas condiciones, como evitarlas, y como tratarlas.' (Come to a mental health talk with professional counselor Cecilia Leggett, LCSW. Learn why women suffer from these conditions, how to avoid them, and how to treat them.), and the date and time: 'Viernes 24 de Enero 7:30PM' (Friday, January 24, 7:30 PM), along with the address '5020 NW 63rd St.'

**La Vida Sin Miedo Consejería**  
January 21 at 4:12 PM · 🌐

Ven a esta presentación gratis.  
Trae a tus amigas y reserva tu espacio ya!

Come to this free presentation.  
Bring your friends and book your space now!

⚙️ · [Hide original](#) · [Rate this translation](#)

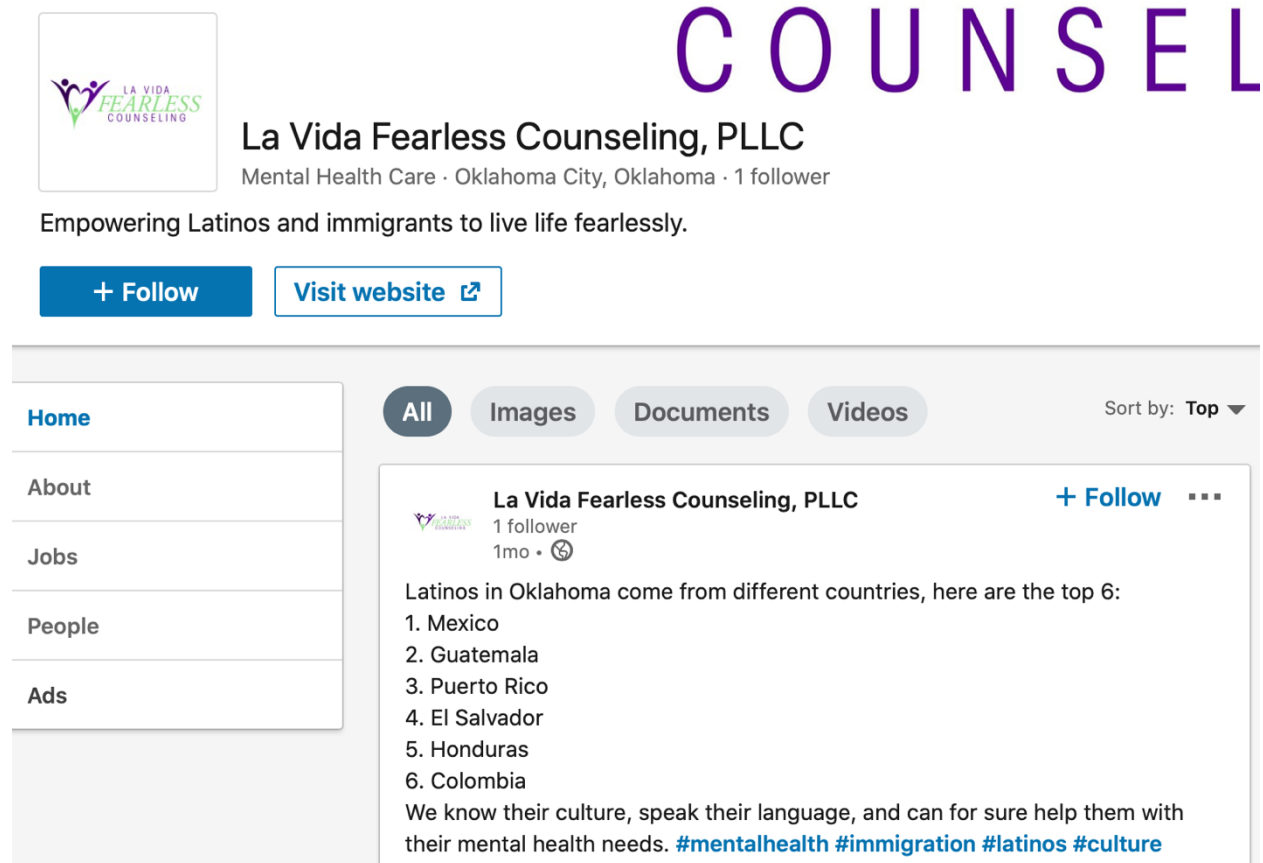
**Depresion y Ansiedad**  
*en las mujeres*

**Ven a una platica de salud mental con la consejera profesional Cecilia Leggett, LCSW. Aprende el porque las mujeres sufren estas condiciones, como evitarlas, y como tratarlas.**

**Viernes 24 de Enero 7:30PM**  
**5020 NW 63rd St.**

*Note.* Signs and symptoms of mental health disorders are expressed, informing Facebook users that La Vida Fearless Counseling Inc., is here to help, if needed.

Figure 9

*Latinos in Oklahoma*


**LA VIDA FEARLESS COUNSELING**

## La Vida Fearless Counseling, PLLC

Mental Health Care · Oklahoma City, Oklahoma · 1 follower

Empowering Latinos and immigrants to live life fearlessly.

[+ Follow](#) [Visit website](#)

**Home** | About | Jobs | People | Ads

**All** | Images | Documents | Videos | Sort by: Top

**La Vida Fearless Counseling, PLLC** [+ Follow](#) **1 follower**  
1mo ·

Latinos in Oklahoma come from different countries, here are the top 6:



1. Mexico
2. Guatemala
3. Puerto Rico
4. El Salvador
5. Honduras
6. Colombia

We know their culture, speak their language, and can for sure help them with their mental health needs. [#mentalhealth](#) [#immigration](#) [#latinos](#) [#culture](#)


*Note.* La Vida Fearless Counseling Inc., utilizes LinkedIn to connect with other businesses and professionals to deliver information and expand awareness while also recruiting new Spanish speaking counselors to work in the area.

Figure 10


*Symptoms and Signs of Mental Illness*










 **La Vida Sin Miedo Consejería**  
February 15 at 12:04 AM · 

Call us (405) 810-5200

 · See original · Rate this translation

## SÍNTOMAS DE UN ATAQUE DE PÁNICO



-  **COGNITIVOS/EMOCIONALES**
  - Preocupación constante.
  - Temor generalizado.
  - Pensamientos negativos.
-  Sensación de "irrealidad"  
Dificultad para concentrarse.
-  **FISIOLÓGICOS**
  - Palpitaciones, taquicardia.
  - Presión en el pecho.
  - Dificultad para respirar.
-  Molestias estomacales  
Sudoración.
-  Tensión muscular.
-  Mareos.
-  Sensación de hormigueo.
-  Visión borrosa.
-  **COMPORTAMIENTO**
  - Inquietud.
  - Insomnio.
  - Evita las situaciones por miedo.

*Note.* Various symptoms of mental illness are portrayed in this Facebook flyer to create awareness and show that mental illness comes in many forms.

## Print Advertising

Figure 11

*Mental Illness by the Number*



*Note.* The reality of mental illness and the number of individuals affected by it is shown clearly through images to create awareness.



**Figure 12**

*Signs and Symptoms Awareness*



**IRRITABILIDAD** **INSOMNIA** **CAMBIOS DE APETITO**

**TRISTEZA** **PENSAMIENTOS DE MUERTE**

**DIFICULTAD DE CONCENTRACION** **FALTA DE ENERGIA**

**DESINTERES** **DESESPERANZA**

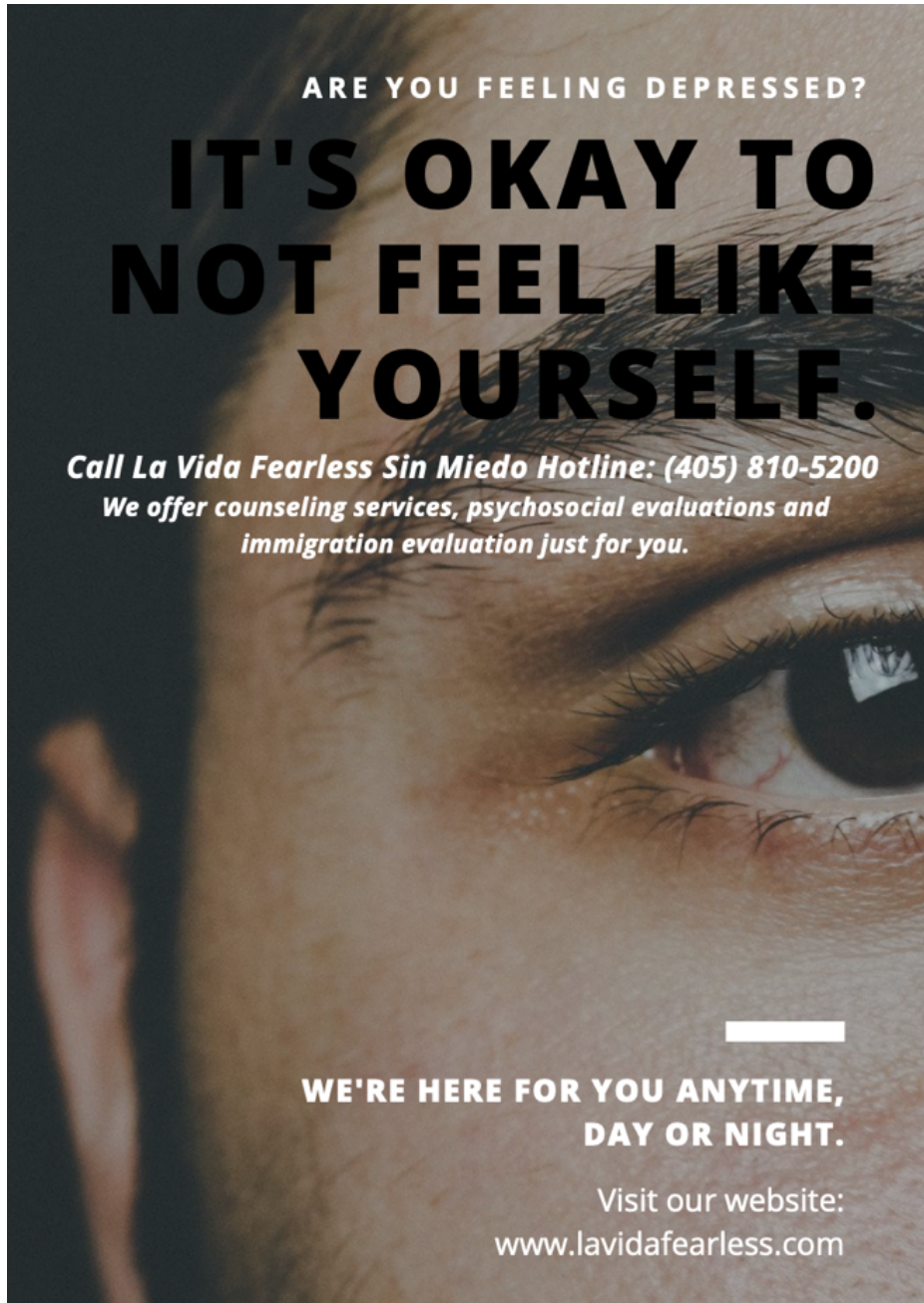
**If you or a loved one are having these symptoms, it could be depression. La Vida Sin Miedo Consejeria is here to help! Call (405) 810-5200 or contact us at our website [lavidafearless.com](http://lavidafearless.com) for more information**



*Note.* Signs and symptoms are expressed to inform individuals that these symptoms could be related to mental illness.

**Figure 13**

*Creating Awareness*



**ARE YOU FEELING DEPRESSED?**

**IT'S OKAY TO  
NOT FEEL LIKE  
YOURSELF.**

***Call La Vida Fearless Sin Miedo Hotline: (405) 810-5200***  
***We offer counseling services, psychosocial evaluations and  
immigration evaluation just for you.***

**WE'RE HERE FOR YOU ANYTIME,  
DAY OR NIGHT.**

Visit our website:  
[www.lavidafearless.com](http://www.lavidafearless.com)

*Note.* La Vida Fearless Counseling Inc., shows support and informs the community that mental illness comes in various forms.

**Figure 14**

*Self Care Essentials*

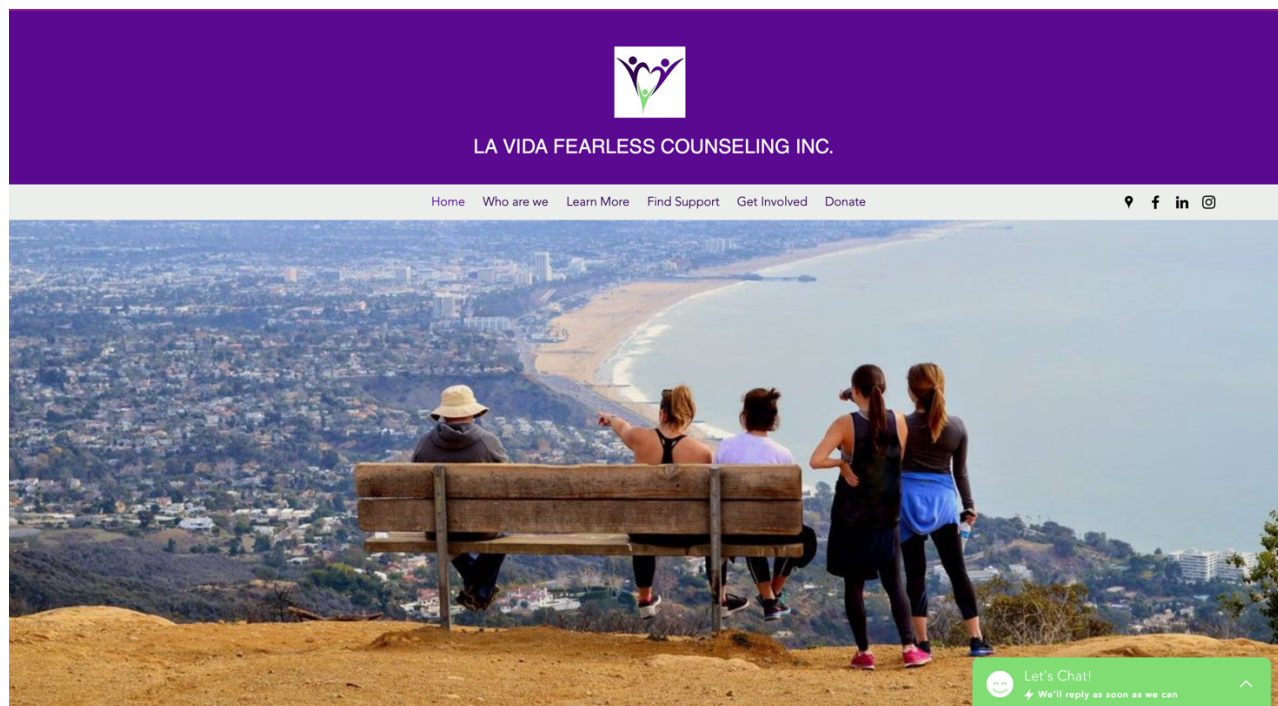


*Note.* La Vida Fearless Counseling Inc., offers services to patients, but part of their mission is also to help you have and understanding of yourself and mental illness. Everyone treats self-care

differently and it's very important to know what works for each individual, to create a life free of mental illness.

## Figure 15

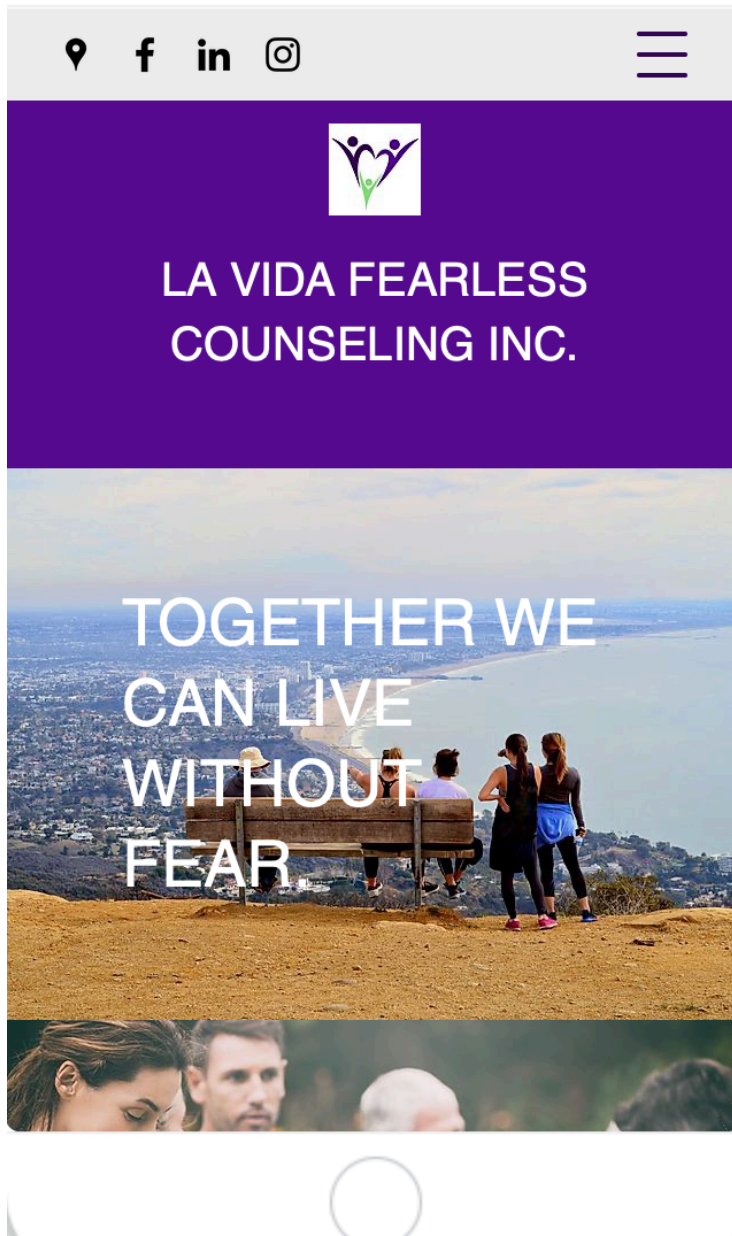
*Website for La Vida Fearless Counseling Inc.*



*Note.* La Vida Fearless Counseling Inc., new and improved website will link the general public and patients with all existing information on La Vida Fearless Counseling Inc., services as well as services that exist within the local community. Information on the organization's mission, local and national resources, upcoming and a link to all current social media sites is all accessible at the existing website. A donate button was added to give users the option to take part in the organization by donating online. One of the most important features that was placed on the website is the interactive chat box, allowing users to ask questions or leave comments 24 hours of the day.

**Figure 16**

*Mobile App for La Vida Fearless Counseling Inc.*



*Note.* With La Vida Fearless Counseling Inc., mobile app patients can communicate directly with the organization through ads, promotions and notification sent to the client's phone.

## Radio Advertisements

**Table 3**

*Radio Script 1*

<p>Title: Product: Length: Medium: Writer:</p>	<p>Mental Health Awareness La Vida Fearless Counseling Services 30 sec Radio Marketing Director of La Vida Fearless Counseling Services</p>
<p>Production Note: SFX:</p>	<p>“Everything I Wanted” by Billie Eilish... FADES TO BACKGROUND MUSIC AFTER INTRODUCTION.</p>
<p>Male V/O:  Female V/O: Male V/O:  Male &amp; Female V/O:  Female V/O:  Male &amp; Female V/O:  SFX:</p>	<p>Have you ever been disturbed and a prisoner of your own mind? A place where it feels like you’ll never escape. Mental illness isn’t always seen physically, but it is very real. La Vida is a place to visit. We are there to help YOU, to help build a better life. Share your story, talk about it. Our reputed counselors will help you to live your life fearlessly.  Discover more on our Facebook, LinkedIn or website. Together we can live without fear. La Vida Fearless Counseling Incorporated at 3300 NW 50<sup>th</sup> St, Oklahoma City, OK 73112 Or Call now SONG CHORUS PLAYS - END</p>

**Table 4***Radio Script 2*

Title:	Mental Health Awareness Week
Product:	La Vida Fearless Counseling Services
Length:	30 sec
Medium:	Radio
Writer:	Marketing Director of La Vida Fearless Counseling Services
Production Note:	
SFX:	“Ordinary People” by John Legend... FADES TI BACKGROUND MUSIC AFTER INTRODUCTION.
Announcer V/O:	Everyone has an important role to play in promoting social and mental health in our communities. If you experience regular tension, uncertainty, depression, or tiredness, it’s time to take care. Your future is up to you. Tell us, what do you want it to look like? Visit the
Announcer V/O:	La Vida Fearless Counseling Services. Join us for the grand opening and ribbon cutting ceremony this Saturday, October 3 at 3pm. Together, we must join forces and raise awareness for mental health. Sponsored by La Vida Fearless Counseling Services.

**Table 5***Radio Script 3*

Title:	Mental Health Awareness Week
Product:	La Vida Fearless Counseling Services
Length:	30 sec
Medium:	Radio
Writer:	Marketing Director of La Vida Fearless Counseling Services
Production Note:	
SFX:	“Breathe me”... FADES TO BACKGROUND MUSIC AFTER INTRODUCTION.
Female V/O:	TAKES A LONG DEEP BREATH. Loco. Over emotional. Exagerando. Attention seeking.
Female V/O:	Being a part of the Hispanic / Latino culture, symptoms of mental illness are often described in this way or simply ignored and never spoken.
Male V/O:	SPEAKS CONFIDENTLY. La Vida Fearless Counseling Services of Oklahoma City gives you a voice to speak for yourself. La Vida offers a wide range of services including individual and family counseling, immigration evaluations and psychosocial tests.
Female V/O:	Get connected with La Vida Fearless Counseling
Male V/O:	Get connected with La Vida Fearless Counseling Inc., to be free of tension, mental illness, to think free and to live your life fearlessly.
Females V/O:	To life a life without fear, La Vida Fearless Counseling Inc., is here. Learn more about us or visit our website at <a href="http://lavidafearless.com">lavidafearless.com</a>
SFX:	SONG CHORUS PLAYS AND FADES OUT - END



**TV Commercial**

**Figure 17**

*Free of Mental Illness Commercial 1*

<b>Video</b>	<b>Visual</b>	<b>Audio1</b>
<p>OPEN ON: WOMAN LOOKING IN MIRROR GRABBING HER SELF REFLECTION .</p>		<p>IMAGINE LIVING YOUR ENTIRE LIFE, PRETENDING... PRETENDING TO BE SOMEONE ELSE BECAUSE YOU CAN'T FIND THE WORDS TO SPEAK.</p>
<p>CUT TO: KIDS PLAYING IN BACKGROU ND AS WOMAN PUTS HER HEAD DOWN IN DISAPPOINT MENT</p>		<p>IMAGINE GASPING FOR A BREATH FOR AIR, TRYING TO BREATHE AS 1000'S THINGS RACE THROUGH YOUR MIND.</p>

<p>CUT TO: WOMANS WORK CLOTHES LAID OUT ON THE BED AS SHE PACES BACK AND FORTH.</p>		<p>IF YOU EXPERIENCE REGULAR TENSION, UNCERTAINTY, DEPRESSION, OR TIREDNESS, ITS TIME TO TAKE CARE.</p>
<p>CUT TO: WOMAN DRIVING TO WORK, STARING IN THE MIRROR AT SELF.</p>		<p>HERE ARE A FEW OF THE MANY THINGS ONE MAY EXPERIENCE WHEN SUFFERING FROM MENTAL ILLNESS.</p>
<p>CUT TO: WOMEN PASSING EACH OTHER ON THE STREET.</p>		<p>WALKING, TALKING, WORKING INDIVIDUALS THAT YOU PASS ON A REGULAR DAY COULD BE SUFFERING TOO.</p>

<p>CUT TO: LA VIDA FEARLESS COUNSELING CENTER BUILDING</p>		<p>WITH LA VIDA FEARLESS COUNSELING SERVICES LOCATED IN OKLAHOMA CITY, OKLAHOMA YOU CAN CHANGE YOUR LIFE</p>
<p>CUT TO: WOMAN OPENING THE DOORS TO LA VIDA FEARLESS COUNSELING INC., HAS LIGHT SHINES IN.</p>		<p>LA VIDA FEARLESS COUNSELING INC., OFFERS A WIDE VARIETY OF SERVICES SPECIFICALLY TO SUPPORT YOU ON YOUR JOURNEY.</p>

<p>CUT TO: WOMAN SPEAKING WITH COUNSELOR</p>		<p>WITH LA VIDA FEARLESS COUNSELING INC.,... YOU CAN DO ANYTHING YOU SET YOUR MIND TOO.</p>
<p>CUT TO: ACTUAL BRAND BEING DISPLAYED WITH PRODUCT AND COMPANY INFORMATIO N</p>		<p>LA VIDA FEARLESS COUNSELING INC., IS HERE TO HELP YOU BE FREE AND LIVE WELL, TO THINK FREELY, TO LIVE YOUR LIFE FEARLESSLY. YOU CAN REACH US AT LAVIDAFEARLE SS.COM OR CALL AT (415)-810- 5200WEBSITE &amp;TELEPHONE NUMBER</p>

## **Public Relations and Events**

Public Relations (PR) is about raising awareness for your company, managing your reputation and building long lasting relationships. In order to build relationships with patients and potential partners, La Vida Fearless Counseling Inc., takes full advantage of the opening day of the business to hold an inauguration and ribbon cutting ceremony at the remodeled location. Community events including: Mental Health and Wellness Drive, Latinx Mental Health Summit and a Mental Health and Self Care Workshop. Each of these events will be promoted through local newspaper or radio, as well as social media. La Vida Fearless Counseling Inc., upcoming event calendar aims to bring the community together to engage in activities to become more educated on mental health awareness.

## **Letter to Donors**

November 18, 2020

Dear [Recipient Name]:

Did you know that Oklahoma state has one of the highest rates of mental illness with the lowest rate of access to mental health services? This data alone makes the mental health access problem within Oklahoma crystal clear. Now in existence for over two years, La Vida Fearless Counseling Inc., continues to strive to expand its organization to build a better community for all.

La Vida Fearless Counseling Inc., is a mental health nonprofit organization dedicated to improving individual's and family's quality of life. Embracing culture and community, our organization fosters effective prevention, treatment, support, research and recovery for young and old through our professional services. La Vida Fearless Counseling Inc., provides access to marginalized populations envisioning a world where all individuals can be free to manage mental

illness and live a fruitful life. In order to meet our mission, to continue providing services, we rely on the generosity of individuals and businesses for support. Without the assistance of community-minded individuals just like you, we wouldn't be able to serve those in our community each year.

If you're able, we'd love it if you could make a commitment to support our annual appeal by making a donation. This year our goal is to raise \$20,000, and we hope that you will be able to contribute as much as possible and take part in this cause. Your generosity will be appreciated and will make all the difference to the community that we live in today.

Please tell us about your donation using the method that works best for you. We will follow up and take care of the rest.

- Visit <https://lavidafearless.com> to donate online OR
- Email [lavida@lavidafearless.com](mailto:lavida@lavidafearless.com) and we will complete the form for you OR
- Leave a message at (405) -810-5200 and we will help you complete the form.

We look forward to connecting with you and thank you in advance for your support!

Sincerely,

Danny Podobnik, Executive Director of La Vida Fearless Counseling

[lavida@lavidafearless.com](mailto:lavida@lavidafearless.com)

(405) 810-5200

### **Press Release**

FOR IMMEDIATE RELEASE:

LA VIDA: SUPPORTING MENTAL HEALTH

JOIN US IN INAUGURATION OF LA VIDA FEARLESS COUNSELING INC.

On October 2, 2020, La Vida Fearless Counseling Inc., will welcome members of the community

to the grand opening of their renewed behavioral health service center in Oklahoma City, Oklahoma.

The inauguration and ribbon cutting ceremony will be held at 3300 NW 50th St, Oklahoma City, OK 73112 at 3pm. Members of the community will have the opportunity to connect with the executive team, tour the office and enjoy locally catered cuisine from 3.00pm-6.00pm.

La Vida Fearless Counseling Inc., provides comprehensive services for families and individuals, specifically for marginalized populations. This includes group, couple, family and individual counseling services. Immigration and psychological evaluations are also key services offered to the community.

"La Vida Fearless Counseling Inc., aims to better serve the growing needs of mental health needs of the Oklahoma City communities by giving individuals the quality treatment and support they truly deserve", says LCSW Cecilia Herrera-Leggett of La Vida Fearless Counseling Inc.,

La Vida Fearless Counseling Inc., is a 501 (c)(3) mental health nonprofit organization dedicated to improving individual's and family's quality of life. Embracing culture and community, our organization fosters effective prevention, treatment, support, research and recovery. La Vida Fearless Counseling Inc., provides access to marginalized populations envisioning a world where all individuals can live life fearlessly, free of mental illness.

Contact Info: Danny Podobnik, Executive Director of La Vida Fearless Counseling

[lavida@lavidafearless.com](mailto:lavida@lavidafearless.com)

(405) 810-5200

### **Brochures**

A few brochures with all the information and the services provided were created to provide information to individuals and the communities when they visit the center. These will also be

displayed at community centers, hospitals and the local libraries, where interested members can see and connect to La Vida Fearless Counseling Inc.



Figure 18


Brochure 1

**TOGETHER WE CAN LIVE WITHOUT FEAR OF MENTAL ILLNESS**

**WHO WE ARE**

La Vida Fearless Counseling is a mental health nonprofit organization dedicated to improving individual's and family's quality of life. Embracing culture and community, our organization fosters effective prevention, treatment, support, research and recovery.

La Vida Fearless provides access to marginalized populations envisioning a world where all individuals can be free or manage mental illness and live a fruitful life.



**LA VIDA SIN MIEDO CONSEJERÍA**

**MENTAL HEALTH**

Providing the highest quality of care for our patients



**CONTACT US**

3300 NW 50th St, Oklahoma City, OK 73112

Danny Podobnik, Executive Director of La Vida Fearless Counseling

(405) 810-5200  
lavida@lavidafearless.com

**COUNSELING**

One-on-one sessions in which the client and the counselor explore the feelings, beliefs, and behaviors of the client and the challenges with a goal in mind.

**IMMIGRATION EVALUATIONS**

Evaluations to support your immigration application for the Waiver I-601, WAVA, U Visa, asylum, family reunification, and cancellation of deportation.

**PSYCHOSOCIAL EVALUATIONS**

Biopsychosocial report that evaluates all aspects of life on the person and includes a mental health diagnosis and treatment recommendations. They are used for court cases.

**OKLAHOMA HAS BEEN RANKED THE 41ST STATE IN REGARD TO ACCESS TO MENTAL HEALTH CARE, WITH THE NUMBER ONE STATE HAVING THE MOST ACCESS.**

**WARNING SIGNS FOR MENTAL ILLNESS**

- Social withdrawal.
- Excessive fear, worry or anxiety.
- Extremely high and low moods.
- Delusions or hallucinations.
- Tiredness.
- Uncertainty.

**RISK FACTORS FOR MENTAL ILLNESS**

- Family history of mental illness.
- Family separation.
- Traumatic childhood experiences.
- Abuse or neglect.
- Discrimination.
- Lack of access to support services.

**BARRIERS TO ACCESS**

- Lack of information and misunderstanding of mental health.
- Language barriers.
- Privacy concerns.
- Misdiagnosis.
- Lack of health insurance.
- Legal status.
- Natural remedies.
- Faith and spirituality.

*Note.* Brochure number one will be geared towards the general population within Oklahoma City, Oklahoma.

Figure 19


## Brochure 2

**TOGETHER WE CAN LIVE WITHOUT FEAR OF MENTAL ILLNESS**

**WHO WE ARE**

La Vida Fearless Counseling is a mental health nonprofit organization dedicated to improving individual's and family's quality of life. Embracing culture and community, our organization fosters effective prevention, treatment, support, research and recovery.


La Vida Fearless provides access to marginalized populations envisioning a world where all individuals can be free or manage mental illness and live a fruitful life.



**LA VIDA SIN MIEDO CONSEJERÍA**

**MENTAL HEALTH**

Providing the highest quality of care for our patients



**CONTACT US**

3300 NW 50th St, Oklahoma City, OK 73112

Danny Podobnik, Executive Director of La Vida Fearless Counseling

(405) 810-5200  
lavida@lavidafearless.com

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One-on-one sessions in which the client and the counselor explore the feelings, beliefs, and behaviors of the client and the challenges with a goal in mind.


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Evaluations to support your immigration application for the Waiver I-601, WAVA, U Visa, asylum, family reunification, and cancellation of deportation.

**PSYCHOSOCIAL EVALUATIONS**

Biopsychosocial report that evaluates all aspects of life on the person and includes a mental health diagnosis and treatment recommendations. They are used for court cases.

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- Social withdrawal.
- Excessive fear, worry or anxiety.
- Extremely high and low moods.
- Delusions or hallucinations.
- Tiredness.
- Uncertainty.

**RISK FACTORS FOR MENTAL ILLNESS**

- Family history of mental illness.
- Family separation.
- Traumatic childhood experiences.
- Abuse or neglect.
- Discrimination.
- Lack of access to support services.

**BARRIERS TO ACCESS**

- Lack of information and misunderstanding of mental health.
- Language barriers.
- Privacy concerns.
- Misdiagnosis.
- Lack of health insurance.
- Legal status.
- Natural remedies.
- Faith and spirituality.

*Note.* Brochure number 2 will be geared towards the Hispanic/ Latino population.

## Media Plan

**Table 6***Newspaper Advertising*

<b>Newspaper</b>	<b>DMA Area</b>	<b>Rates</b>
<b>Baptist Messenger</b>	Oklahoma City, OK	\$63.00
<b>Black Chronicle</b>	Oklahoma City, OK	\$13.00
<b>Campus, Oklahoma City University</b>	Oklahoma City, OK	\$6.00
<b>Capitol Hill Beacon</b>	Oklahoma City, OK	\$10.00
<b>El Nacional News</b>	Oklahoma City, OK	\$20.00
<b>MidCity Advocate</b>	Oklahoma City, OK	\$10.00
<b>Oklahoma City Friday</b>	Oklahoma City, OK	\$24.00
<b>Oklahoma Gazette</b>	Oklahoma City, OK	\$1.00
<b>Oklahoman</b>	Oklahoma City, OK	\$363.00

(Gaebler Ventures, 2020)

*Note.* Advertising rate estimates are for a column inch of black and white advertising space.

**Table 7***Local Radio*

<b>Radio Channel</b>	<b>DMA Area</b>	<b>Format</b>	<b>Rates</b>
<b>KYLV – 88.9 FM</b>	Oklahoma City, OK	Christian Contemporary	Nights & Weekends - \$25 - \$115 Monday & Friday - \$75 - \$250 6am – 7pm
<b>KOMA – 92.5 FM</b>	Oklahoma City, OK	Classic Hits	Nights & Weekends - \$25 - \$115 Monday & Friday - \$75 - \$250 6am – 7pm
<b>KIMY – 93.9 FM</b>	Oklahoma City, OK	Spanish Religious	Nights & Weekends - \$25 - \$115 Monday & Friday - \$75 - \$250 6am – 7pm
<b>KSMJ – LP – 100.9 FM</b>	Oklahoma City, OK	Religious	Nights & Weekends - \$25 - \$115 Monday & Friday - \$75 - \$250 6am – 7pm
<b>KTUZ – 106.7 FM</b>	Oklahoma City, OK	Regional Mexican	Nights & Weekends - \$25 - \$115 Monday & Friday - \$75 - \$250 6am – 7pm

(Gaebler Ventures, 2020)

**Table 8***Local TV*

<b>TV Network</b>	<b>Time Frame</b>	<b>Rates</b>
KFOR Channel 4 – NBC	30-seconds	\$10 - \$12 / CPM
KOCO Channel 5 – ABC	30-seconds	\$10 - \$12 / CPM
KWTW Channel 9 – CBS	30-seconds	\$10 - \$12 / CPM
OETA Channel 13 – PBS	30-seconds	\$10 - \$12 / CPM
KOKH Channel 25 – Fox	30-seconds	\$10 - \$12 / CPM
KOCB Channel 34 – CW	30-seconds	\$10 - \$12 / CPM
KSBI Channel 53	30-seconds	\$10 - \$12 / CPM
KTUZ Channel 30	30-seconds	\$10 - \$12 / CPM

**Social Media****Table 9***LinkedIn Advertising*

<b>LINKEDIN ADVERTISING COSTS</b>	
Expense	Average Cost
<b>Monthly Ad Spend</b>	\$200 to \$1500 per month
<b>Monthly Campaign Management</b>	\$1000 to \$2500 per month
<b>Minimum Budget</b>	\$2 per click \$10 per day
<b>BID TYPE</b>	
<b>CPC</b>	\$5.26 per click
<b>CPM</b>	\$6.59 per 1000 impressions
<b>CPS</b>	\$0.80 per send
<b>CPO</b>	\$1.70 per open

(WebFX, 2020)

### **LinkedIn Advertising: Bidding Options**

When you advertise on LinkedIn, you can use three types of bids:

- Cost-per-click (CPC): Only when someone clicks on your LinkedIn ad, you pay for it.
- Cost-per-thousand-impressions (CPM): Only when 1000 people see your LinkedIn ad, you pay for it
- Cost-per-send (CPS): Every time you send a sponsored email to a user, you pay.
- Cost-per-open (CPO): Every time someone opens your sponsored email, you pay.

**Table 10**

*Facebook Advertising*

<b>FACEBOOK ADVERTISING COSTS</b>	
<b>Expense</b>	<b>Average Cost</b>
<b>Monthly Ad Spend</b>	\$200 to \$1500 per month
<b>Monthly Campaign Management</b>	\$1000 to \$2500 per month
<b>Minimum Budget</b>	\$1 per day for impressions \$5 per day for clicks, likes, or views \$40 per day for conversions
<b>BID TYPE</b>	
<b>CPC</b>	\$0.97 per click
<b>CPM</b>	\$7.19 per 1000 impressions
<b>CPL</b>	\$1.07 per like
<b>CPA</b>	\$5.47 per action

(WebFX, 2020)

### **Facebook Advertising: Bidding Options**

On Facebook, you can access four bidding options:

1. Cost-per-click (CPC): Only when someone click your ad, you pay.
2. Cost-per-thousand-impressions (CPM): Only when 1000 people see your ad, you pay for it.
3. Cost-per-like (CPL): Only when someone likes your business page, you pay for your ad.

4. Cost-per-action (CPA): Only when someone converts, you pay for it.

## **V. The Target Market Profile**

With objectives put in to place for a somewhat newer organization on the market, it seems most logical to utilize a task-based budget for La Vida Fearless Counseling Inc., This method is used amongst nearly two thirds of the largest advertiser's and is proven successful in the past; however, one of the most difficult methods to use as well (Parente, 2006, p. 147). Defining specific objectives, followed by creating steps to achieve those objectives and estimating costs are the first steps. "If the objectives are defined in terms of behavioral objectives such as sales, then the first step, defining objectives, is relatively easy, but the second step is difficult, determining the marketing communication tasks that will likely achieve the objectives (Parente, 2006, p.147)". Due to the constantly evolving digital media landscape, it can be challenging to determine what specific communication strategy influenced the user. Although the task-based strategy requires more work to be put in, it is more efficient when it comes to linking budget funds to achieving a specific goal.

## **VI. Summary**

An integrated marketing communication plan is key to the success of a nonprofit organization. La Vida Fearless Counseling exists in Oklahoma City and will soon expand to La Vida Fearless Counseling Inc., as a 501 (3)(C) nonprofit organization. La Vida Fearless Counseling Inc., sole purpose is to provide the community with more accessible mental health services, specifically individuals who are a part of the Hispanic/ Latino minority population. This campaign aims to target first the general public and minority populations struggling with mental illness. Initially, it is important to understand the issue at hand as well as the cultural and social barriers associated with it. La Vida Fearless Counseling Inc., campaign targets these populations

to first provide education and public awareness, followed by advocacy and giving support to individuals and families affected by life threatening mental illness conditions.

Grant making foundations and individuals who have a personal connection to mental illness would serve as the second main target audience. Adapting a target audience who has this personal connection with mental illness already has a better understanding of the issue and is naturally more empathetic. These individuals have real time experiences that could essentially contribute to the philanthropy of the company. Overall, the campaign for La Vida Fearless Counseling Inc., plans to maximize outreach and engagement with other organizations as well as the public to build strong community and build relationships for the overall development of the communities to live their lives without tension or social negligence. Digital media platforms such as Facebook, LinkedIn and website marketing will be fully leveraged. Due to expansion of La Vida Fearless Counseling Inc., transforming into a nonprofit organization, a task-based budget will be utilized upon opening to focus on essential objectives. Overall, La Vida Fearless Counseling Inc., mission, values, goals and objectives provides access to general and particular marginalized populations envisioning a world where all individuals can seek counseling and support to live life fearlessly, live free to manage mental illness and live a fruitful life.



## **CHAPTER 6**

### **EVALUATION**

The campaign will be first pretested with a group of media professionals before the campaign is launched. Secondly, the post campaign evaluation will be conducted in the following manner.

1. The members who come to the events will be given a survey with 10 questions to get a feedback on the campaign and their interest to use the services whenever they would need it.
2. At the end of the events, respondents who fill out the survey will receive a goody bag with a brochure with all of La Vida Fearless Counseling Inc., information on it, a gift and a counselor's name card.
3. Website and social media traffic will be monitored to see if there is an increase after guests at the event received all contact information.
4. The website will be continuously updated, and social media platforms will remind people of La Vida Fearless Counseling Inc., and the need to visit the sites and help themselves or others spread the word to their loved ones.

## **CHAPTER 7**

### **LIMITATIONS**

It is of great significance to understand that the field of communications and marketing is constantly developing. This is even more true today than ever before due to the rate of which technology is evolving. With the ever-changing media landscape, it's important that organizations continue learning new technology and adjust strategies in order to reach specific objectives.

This integrated marketing plan was based on research from both primary and secondary sources. The recommendations and campaign strategies made are based on some of the the successful practices of other nonprofits that have a focus on mental health and new strategies added to meet the objectives of the campaign. Specifically, on the strategies of how organizations currently communicate with minority populations regarding mental health. Out of eight mental health related organizations contacted within Oklahoma City, the researcher was only able to connect and interview with two. As participants had to voluntarily adhere to consent to be a part of the study, potential sample bias exists for organizations who felt their communication strategy was not up to the mark.

While this research is relevant to the project at hand, no two organizations or communities are exactly the same. Being that there is an extreme lack of resources, in regard to mental health nonprofit organizations in Oklahoma City, it is difficult to measure what doesn't currently exist. Regardless of the amount of marketing that is done, cultural barriers and preconceived notions of healthcare for minority populations within the United States still exists. As awareness of mental illness within the Hispanic/ Latino population is promoted and increased, it is important to recognize that the problem is much deeper than what appears on the

surface. Due to the initial lack of awareness on what exactly mental illness is and the avoidance of learning about the subject at home makes mental illness difficult to identify.

Based on the research of successful practices from established nonprofit organizations to a couple nonprofits within Oklahoma City itself, unique limitations still exist that La Vida Fearless Counseling Inc., hopes to clear many of such barriers for people to come forward and seek timely help. It is important to take in to account the limitations when using the recommendations for other nonprofits focusing on mental health. As digital media continues to grow rapidly, the benefits that social media marketing and website marketing place on an organization need to be further researched. When creating an integrated marketing plan, it is important for one to take in to account the culture of the community that they are providing the services as we have tried to overcome to some extent in this research and the integrated marketing and advertising plan.

## CHAPTER 8

### CONCLUSION

Millions of people within the United States are affected by mental illness every single day. We must see past the physical part of body ailments and gain a deeper understanding of what exactly mental illness is and the signs and symptoms that come along with it. Mental illness comes in many forms and is much more common than what gets reported in the media. It's also about the physical and social well-being of the individual, the families and the society. It's important to understand that such persons are not alone, and it would be best to seek help and live a better life particularly without fear as fear originates from various problems which is understood to be a major cause of issues related to mental health.

Oklahoma City as a whole is suffering from mental illness due to lack of resources and awareness. Within the population as a whole, but especially within the Hispanic/Latino community as this population remains the largest minority in the state. Based on the following research, it is clear that this is a problem that needs to be addressed. The issue on mental health is constantly growing and being talked about on the surface; however, it is important to get to the roots of the problem in order to truly create a solution. Associated barriers exist when it comes to retrieving services for mental illness and the ever-growing media has created platforms that can be used to voice this issue. Creating awareness, educating the public about mental illness and communicating with supporters of mental health patients, can be done with an effective communication strategy put into place.

La Vida Fearless Counseling Inc., was built within Oklahoma City to serve the need of the people. Currently, there are only four existing nonprofit organizations that focus on mental health within Oklahoma City. La Vida Fearless Counseling Inc., is here to fill the void in the

community, for a service that doesn't currently exist in the community. While offering a wide range of services including immigration evaluations, psychosocial evaluations, counseling and an in-house attorney, more patients will be able to receive high quality services. La Vida Fearless Counseling Inc., opens the door of opportunity, for bringing more Spanish speaking professionals to the area and creating events where community members can get involved and become even more educated on mental well-being. Past case studies and descriptive statistics of Oklahoma have been used to develop an effective communication strategy. La Vida Fearless Counseling Inc., integrated marketing plan leverages mass and digital media working towards building the mental well-being of all within Oklahoma City.

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[Media/Images/Logos/sponsorlogos/2019Awareness-Guide-StrategicPartners-Mental-Health-Month-FINAL.pdf](https://www.nami.org/NAMI/media/NAMI-Media/Images/Logos/sponsorlogos/2019Awareness-Guide-StrategicPartners-Mental-Health-Month-FINAL.pdf)

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## **APPENDICES**

## APPENDIX A

### RECRUITMENT SCRIPTS

#### **Phone Recruitment Dialogue**

Hello (insert name). My name is Samantha Patterson and I am a graduate student at Southern Illinois University Carbondale. Currently, I am working on completing my thesis which involves conducting research on the role that nonprofit organizations in Oklahoma have on dealing with mental health issues. Specifically, on the mental health of marginalized populations. I'm particularly interested in how communication professionals at these organization use traditional and social media to communicate with patients and supporters of those patients including donors and the general public. My ultimate goal is to create an effective communication strategy for non-profits focusing on sensitive issues like mental health. I'm contacting you because after researching nonprofits in the state of Oklahoma, you meet the criteria to be a participant in my research. I would like to conduct an interview with you. I anticipate that interviews will last approximately 40 minutes. Just so you know, participants must be 18 years and older to take part in this study. Would you be interested in being a participant in my study?

If yes:

Thank you so much. Within the next couple of weeks, please let me know if there a date and time that works best for you? Prior to the interview, I will have an informed consent form for you to sign before we get started. Do you have any questions for me? Do you have an email I can reach you at to send a confirmation of our interview? Feel free to reach me via email at [patterson.samantha@siu.edu](mailto:patterson.samantha@siu.edu) or on my cell phone at 224-388-9982, if you have any questions in the meantime. Thank you for your time and I look forward to connecting with you in the near future on (date).

If no:

Thank you for your time. Do you have any colleagues that you think may be interested in the study that I may contact?

### **Email Recruitment Dialogue**

Dear (insert name),

My name is Samantha Patterson and I am a graduate student at Southern Illinois University Carbondale. Currently, I am working on completing my thesis which involves conducting research on the role that nonprofit organizations in Oklahoma have on mental health.

Specifically, on the mental health of marginalized populations. I'm particularly interested in how communication professionals at these organization use traditional media and social media to communicate with patients and supporters of those patients including donors and the general public. My ultimate goal is to create an effective communication strategy for non-profits focusing on sensitive issues like mental health. I'm contacting you because after researching nonprofits in the state of Oklahoma, you meet the criteria to be a participant in my research. I would like to conduct an interview with you. I anticipate that interviews will last approximately 40 minutes. Just so you know, participants must be 18 years and older to take part in this study. I believe you and your organization would serve as a huge asset to this research and I was wondering if you would be interested in being a participant in my study. If so, please let me know. Feel free to reach me via email at [patterson.samantha@siu.edu](mailto:patterson.samantha@siu.edu) or on my cell phone at 224-388-9982.

Thank you for your time and consideration,

Samantha Patterson

If yes:

Dear (insert name),

Thank you so much. Within the next couple of weeks, is there a date and time that works best for you (decide date and time)? Prior to the interview, I will have an informed consent form for you to sign before we get started. Do you have any questions for me? (Questions). Do you have an email I can reach you at to send a confirmation of our interview? Feel free to reach me via email at [patterson.samantha@siu.edu](mailto:patterson.samantha@siu.edu) or on my cell phone at 224-388-9982, if you have any questions at all in the meantime. Thank you for your time and I look forward to connecting with you in the near future on (date).

If no:

Dear (insert name),

Thank you for your time. Do you have any colleagues that you think may be interested in the study that I may contact?

Confirmation Emails

Dear (insert name),

Thank you so very much for agreeing to be a participant in my research. I wanted to confirm our scheduled phone interview on (date/time). Feel free to reach me via email at

[patterson.samantha@siu.edu](mailto:patterson.samantha@siu.edu) or on my cell phone at 224-388-9982, if you have any questions .

Thank you for your time and I look forward to connecting with you in the near future.

**APPENDIX B****CONSENT FORM****Consent to Participate in a Research Study****Southern Illinois University Carbondale**

**TITLE OF STUDY:** Social Media for Social Change: The Role of Nonprofit Organizations on Mental Health

**PRINCIPAL INVESTIGATOR:** Samantha Patterson, Masters student, Professional Media and Media Management – Southern Illinois University Carbondale. Contact:

Patterson.samantha@siu.edu. 224-288-9982

**RESEARCHER'S ADVISOR:** Dr. Kavita Karan, Professor, School of Journalism – Southern Illinois University Carbondale. Contact: kavitak@siu.edu. 618-536-3361

**WHY AM I BEING INVITED TO TAKE PART IN THIS RESEARCH?** You have been selected for this study as you are a professional at a nonprofit organization.

**WHAT IS THE PURPOSE OF THIS STUDY?** I hope to find out how nonprofit organizations focusing on mental health are using traditional mass media and social media platforms to communicate with supporters of their patients including donors and the general public.

**WHERE IS THIS STUDY GOING TO TAKE PLACE AND HOW LONG WILL IT**

**LAST?** If you agree to participate in this study, you will meet the researcher for a one-on-one interview that will take place at a mutually agreed upon location or via phone. Interviews will take approximately 40 minutes. To assist with transcribing, the researcher would like to audio record all interviews. Do you consent to having your interview recorded (please initial)?

**YES** \_\_\_\_\_ | **NO** \_\_\_\_\_

**WHAT WILL I BE ASKED TO DO?** You will be asked to participate in a one-on-one interview to discuss the traditional and social media campaigns that your organization engages in, your target audiences, successes, obstacles and overall vision.

**ARE THERE REASONS WHY I SHOULD NOT TAKE PART IN THIS STUDY?** You should only participate in this research if you are a professional at a nonprofit organization that focuses on mental health.

**WHAT ARE THE POSSIBLE RISKS AND DISCOMFORTS?** The researcher anticipates no risks in participation; however, it is not possible to identify all potential risks in research procedures.

**ARE THERE ANY BENEFITS FROM TAKING PART IN THIS STUDY?** There are no direct benefits to you associated with participation in this research. You may request a copy of the completed research and results.

**DO I HAVE TO TAKE PART IN THE STUDY?** This is a request for participation. Your participation in this research is voluntary. If you decide to participate in the study, you may withdraw your consent and stop participating at any time without penalty or loss of benefits to which you are otherwise entitled.

**WHO WILL SEE THE INFORMATION THAT I GIVE?** We will keep private all research records that identify you, unless you give the researcher permission to publish this information. The researcher would like to identify all participants in the study in the completed project. This will provide context to the results. Information included will be name, position, and place of employment.

I give permission for comments I have made to be shared using my exact words and to include my (name/position/title). \_\_\_\_\_ (initials)



You can use my data for research and publishing, but do NOT associate my (name/position/title) with direct quotes. \_\_\_\_\_ (initials)

**Please make note that participants should NOT use non-participants when answering some of the interview questions to make sure the privacy of non-participants are not compromised.**

I understand that non-participants' names should not be identified during the interview \_\_\_\_\_ (initials)

**WHAT IF I HAVE QUESTIONS?** This project has been reviewed and approved by the SIUC Human Subjects Committee. Questions concerning your rights as a participant in this research may be addressed to the Committee Chairperson, Office of Sponsored Projects Administration, Southern Illinois University, Carbondale, IL 62901-4709. Phone (618) 453-4533. E-mail [siuhsc@siu.edu](mailto:siuhsc@siu.edu)

**I am the individual named above and am more than 18 years of age. I have read and understand the research project description above.**

Signature of person agreeing to take part in the study                      Date

\_\_\_\_\_

Printed name of person agreeing to take part in the study

\_\_\_\_\_

Signature of Researcher    Date

This project has been reviewed and approved by the SIUC Human Subjects Committee. Questions concerning your rights as a participant in this research may be addressed to the committee chairperson, Office of Research Compliance, SIUC, Carbondale, IL 62901-4344. Phone (618)-453-4533. Email:[siuhsc@siu.edu](mailto:siuhsc@siu.edu)

## APPENDIX C

### INTERVIEW GUIDE

The following interview guide was developed as part of the study on the role of Oklahoma nonprofit organizations on mental health. The researcher will provide an informed consent form prior to interview. The phone interview will be scheduled at the desired time and date of the participant. Researcher will answer any questions as needed and confirm permission to record the interview and identify the participant in results. Researcher will go by the following set of questions, but may change the order or ask additional questions based on each individual interview. Participants may skip any questions they do not wish to answer.

#### **Background Questions**

- What originally made you interested in working on the development of marginalized groups?
  - Do you think mental health is a major problem? Which are the communities that need help?
  - What are the mental health issues that people are dealing with in these communities?
  - What do you think are some of the major problems- mental health issues among young and old that these communities are suffering from?
  - If you don't mind me asking, how did you get interested in promoting such a kind of noble profession to support these groups?
1. What forms of traditional mass media and social media do you use?
    - a. Which one's do you use the most?
  2. Who is your main target audience for each?
  3. How long has the nonprofit been using some form of media?

4. What are the media that you generally use to communicate with the communities that you serve?
5. Which type of media is more successful to reach out to donors and people?
6. Please tell me a little about how you use social media to provide services or resources to your patients?
  - a. Do you encourage patients to follow your social media accounts?
  - b. How do you use social media as an extension of your therapy?
7. What strategies do you use to combat mental illness stigma?
8. How do you build credibility and trustworthiness of your organization through your social media campaigns?
9. To what extent do you think your organization has focused on mental health and has it provided challenges or opportunities for your social media use?
10. Is there anything else you would like to add to that we haven't discussed yet? Is there anything else you would like to note that you think would be useful for this research?

Thank you for your time today. Your contribution to my research is greatly appreciated. Please feel free to contact me at any time with questions; my information is at the top of your copy of the informed consent form.

**This project has been reviewed and approved by the SIUC Human Subjects Committee. Questions concerning your rights as a participant in this research may be addressed to the committee chairperson, Office of Research Compliance, SIUC, Carbondale, IL 62901-4344. Phone (618)-453-4533. Email:siuhsc@siu.edu**

**VITA**

Graduate School  
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Bachelor of Science, Business Marketing, December 2017

Research Paper Title:

Social Media for Social Change: The Role of Nonprofit Organizations on Mental Health  
An Integrated Marketing Plan for La Vida Fearless Counseling Inc.

Major Professor: Dr. Kavita Karan