



# Community Perception Survey Analysis

St. Clair County Community Mental Health

November 2020



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## Overview

In August 2020, St. Clair County CMH (SCCCMH) launched a Community Perception Survey. The survey was open to the public and received 415 responses between August 27<sup>th</sup>, 2020 and October 19<sup>th</sup>, 2020. The survey was 15 questions and covered 6 categories including:

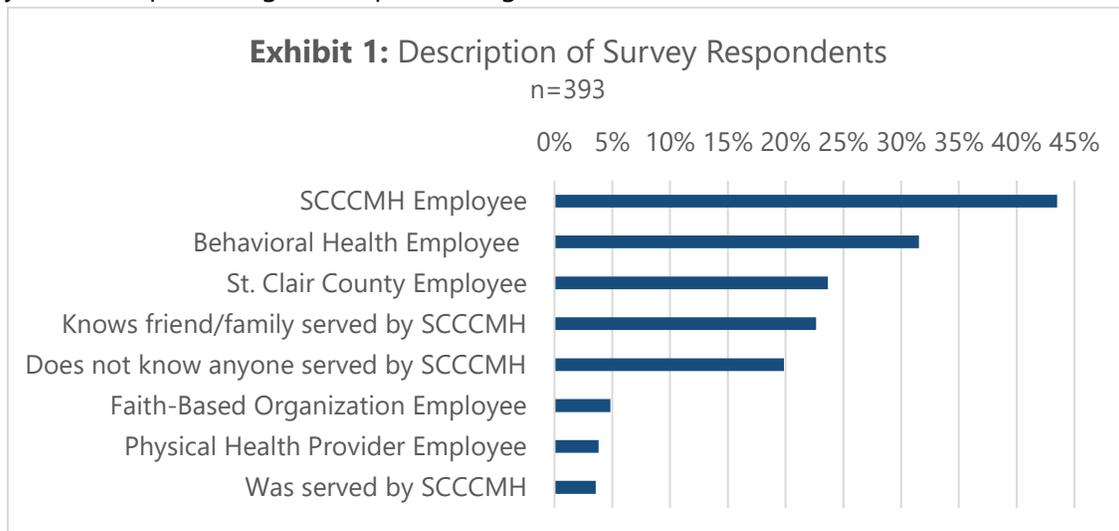
Summary of Survey Respondents	Knowledge of Services	Service Array	About SCCCMH	Marketing	Contact Information
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Each of the categories is covered in this report except for Contact Information.

## Summary of Survey Respondents

When asked to identify which statements best described themselves, survey respondents could select more than one option. Of the 393 survey respondents to answer the question, the most selected descriptor was, "current or previous SCCCMH employee" (44%).

Exhibit 1 displays survey respondent descriptions. Because respondents were able to select all that apply, the total percentage of responses is greater than 100%.



Additionally, 8% of respondents selected "Other" and provided a qualitative response. Respondents reported descriptions including jail employee, Corizon employee, employee of PCC (Professional Counseling Center) and employee of a private/provider agency.



To show variance among population groups, some sections of this report will display responses from individuals who responded, "I do not know anyone served by SCCCMH." The responses from this population group are identified by the icon to the left. Please note, individuals who identified in this category could select more than one description and cannot be isolated. Responses from this population group are used to provide a glimpse at the experiences of those who did not know somebody served by SCCCMH services.



# Knowledge of Services

Survey respondents were asked several questions to gauge their knowledge of services provided by SCCCMH, including:

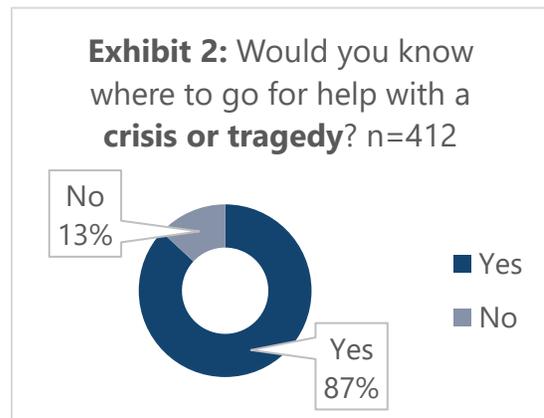
Crisis services	Mental health and substance use disorder (SUD) services	Services/supports for individuals with intellectual and developmental disabilities (I/DD)
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## Crisis Services

Most individuals reported they would know where to go for help with a crisis or tragedy. Of the 412 individuals who responded to this question, 87% reported they would know where to go for help.

Exhibit 2 displays responses to the question, "Would you know where to go for help with a crisis or tragedy?"

Of the 269 individuals who described where they would go for help during a crisis or tragedy, 57% mentioned SCCCMH or its services<sup>1</sup> as a place they would go to receive help. The top answers included:



SCCCMH or its services (57%)	Emergency Rooms or Hospitals (17%)	Hotline Number/Region10/ Access (15%)	911/Law Enforcement (9%)
Religious Leadership or Community (7%)	211 (3%)	Family and Friends (3%)	

**The vast majority survey respondents knew where to go for help with a crisis or tragedy and many considered SCCCMH or its services as their source of help.**

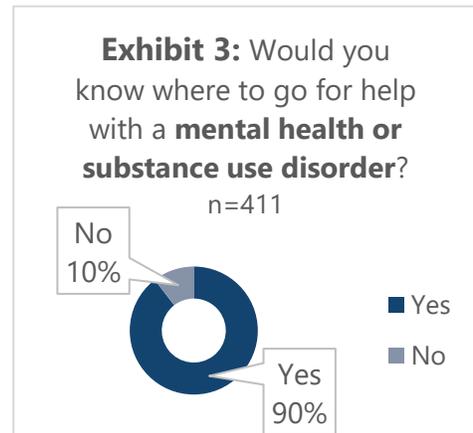
<sup>1</sup> Specific services provided by SCCCMH, such as Mobile Crisis Team, were combined under "SCCCMH or its services."



## Mental Health and Substance Use Disorder Services

Ninety percent (90%) individuals surveyed (368 out of 411) reported they would know where to go for mental health or substance use disorder services if they or somebody they knew were in need. Of the three services<sup>2</sup> identified in the survey, respondents were more likely to know where to go to support themselves or somebody else with mental health or substance use disorders.

Exhibit 3 displays responses to the question, “Would you know where to go for help with a mental health or substance use disorder?”



Of the 287 individuals who described where they would go for help with a mental illness or substance use disorder, 57% mentioned SCCCMH or its services as a place they would go to receive services. Individuals were could describe more than one location they would go for help; responses add up to greater than 100%. The top answers included:



**The vast majority of survey respondents knew where to go for help with a mental health or substance use disorder and many considered SCCCMH or its services as their source of help. Of the three services identified in the survey, respondents were more likely to know where to go for this service type.**

<sup>2</sup> The three surveyed services were 1. Help with a crisis or tragedy, 2. Assistance with a mental health or substance use disorder, and 3. Support for a child with an intellectual and/or developmental disability.

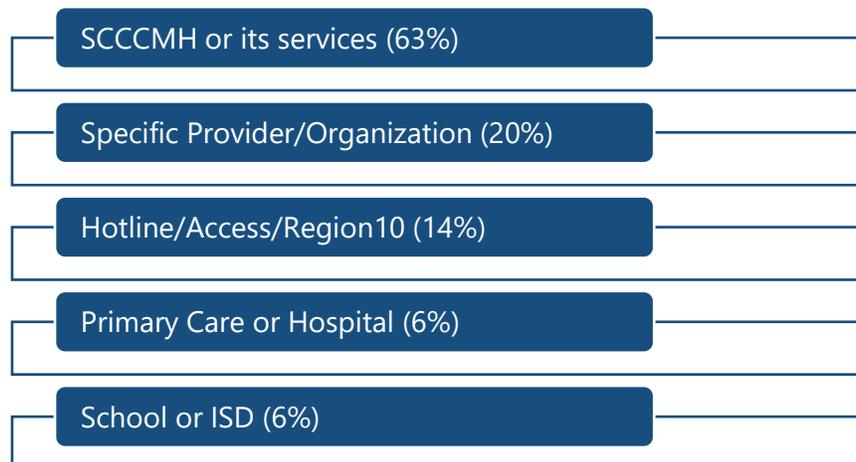
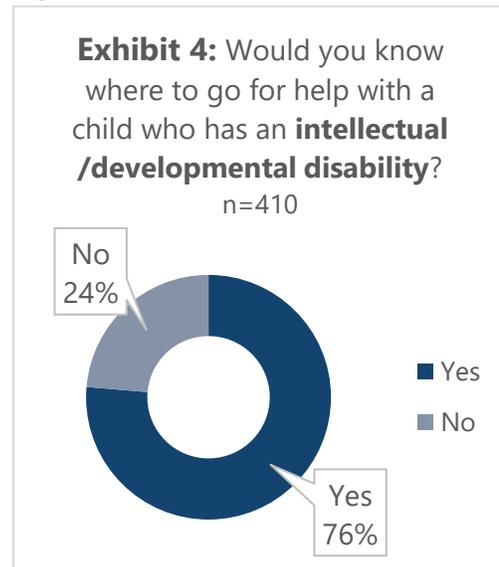


## Intellectual and Developmental Disability Youth Services

Of the 410 individuals who responded to this question, 76% reported they would know where to call for help for a child with an intellectual and/or developmental disability. Survey respondents were least likely to know where to go for this service out of all three services covered in this section, despite most respondents indicating they would know where to go.

Exhibit 4 displays responses to the question, "Would you know where to go for help with a child with an intellectual and/or developmental disability?"

Of the 237 individuals who described where they would go for help with a child with an intellectual or developmental disability, 149 (63%) individuals mentioned SCCCMH or its services as a place they would go/refer somebody to receive services. Although survey respondents were least likely to know where to go for this service, they reported SCCCMH as the most likely location to receive help. Individuals could describe more than one location they would go for help; responses add up to greater than 100%. The top answers included:



**Many survey respondents indicated they would know where to go for help. However, respondents were least likely to know where to go for help with a child with an intellectual and/or developmental disability compared to other service types. SCCCMH was more highly reported as a source for assistance for a child with an intellectual and/or developmental disability than any other service covered in this section.**



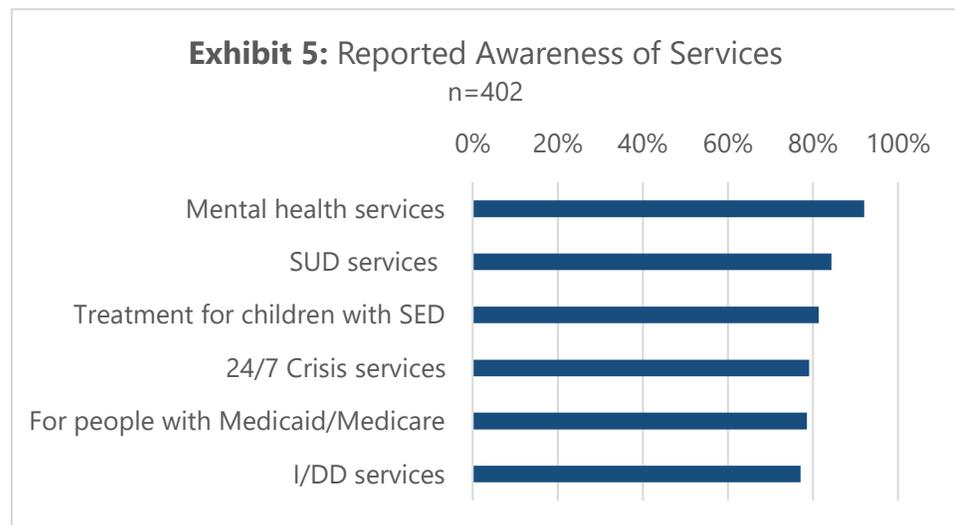
## Service Array

### Awareness of Services

Survey respondents were asked to indicate which CMH services they were aware of or knew were provided by SCCCMH. Survey respondents totaled 402 for this question and were most likely to report awareness of “mental health services” (92%). Survey respondents were able to select all the services of which they were aware, results are equivalent to greater than 100%.

The services survey respondents reported being the least aware of “coordinated behavioral healthcare with an individual’s primary care provider” (58%), “services for veterans” (57%), and “services for people with private insurance” (52%).

Exhibit 5 displays services with high awareness by survey respondents (75% or more).



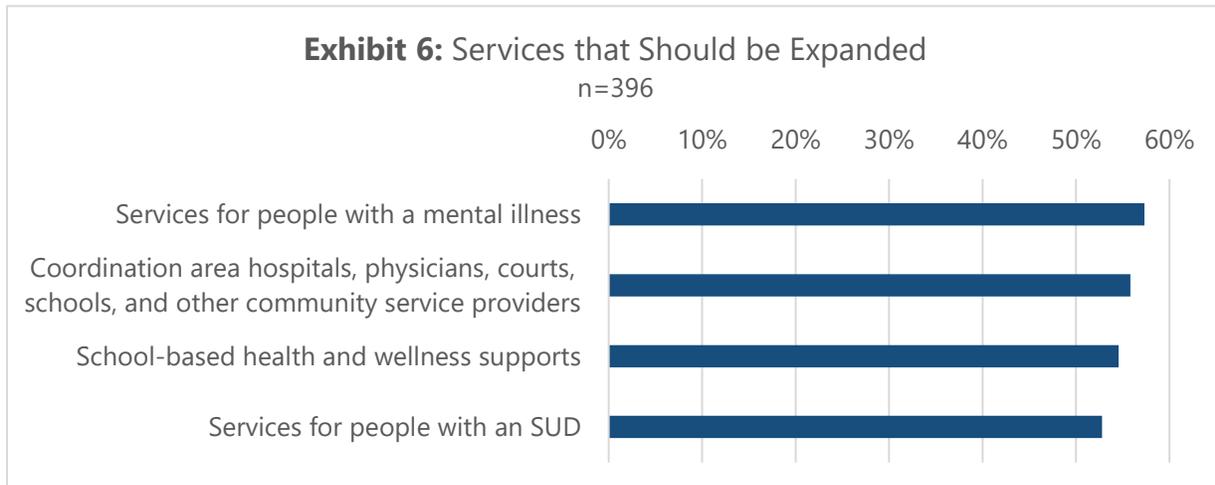
For individuals who did not know anybody who had received services from SCCCMH, the top answers were similar.<sup>3</sup> However, of all the reported services, only one service (Mental Health Services) was reported at a higher rate than 75%. This indicates individuals in this population group generally reported less awareness of services.

<sup>3</sup> The most reported awareness of specific services they were the same except this population group reported more awareness of support to community organizations where the general survey respondent group reported more awareness with intellectual and developmental disability services.



## Service Expansion

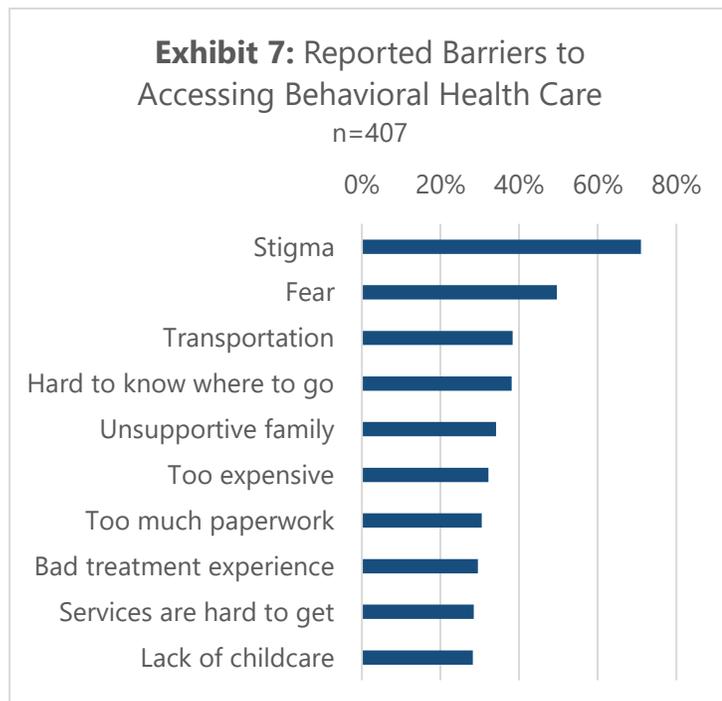
Respondents did not highly report a need for SCCCMH to expand any specific services. Each service received less than 60% of respondents interested in expansion. Exhibit 6 displays the services respondents most often expressed a desire for expansion. Survey respondents were able to select all the services they thought should be expanded, thus results are greater than 100%.



## Barriers to MH

Respondents did not highly report any barriers for access to behavioral health care except for, "Stigma." Of the 407 respondents who answered the question, 71% reported "Stigma" as a barrier to accessing behavioral health services. All remaining barriers were identified by half, or less, of respondents.

Exhibit 7 shows the barriers to behavioral health care survey respondents reported. Survey respondents could select any options that applied, thus the total responses are equivalent to more than 100%.



For individuals who did not know anybody who had received services from SCCCMH, the top answers were similar as they most highly reported stigma as a barrier to accessing care (79% of 76 individuals responding). This population more often reported that it is hard to know where to go/who to contact, identifying this as the second highest reported barrier (51%).



## About SCCCMH

### Where Respondents Learned of SCCCMH

Survey respondents were asked to share where they learned of SCCCMH and select as many options as possible that applied to them. Since respondents could select multiple answers, results equal more than 100%.

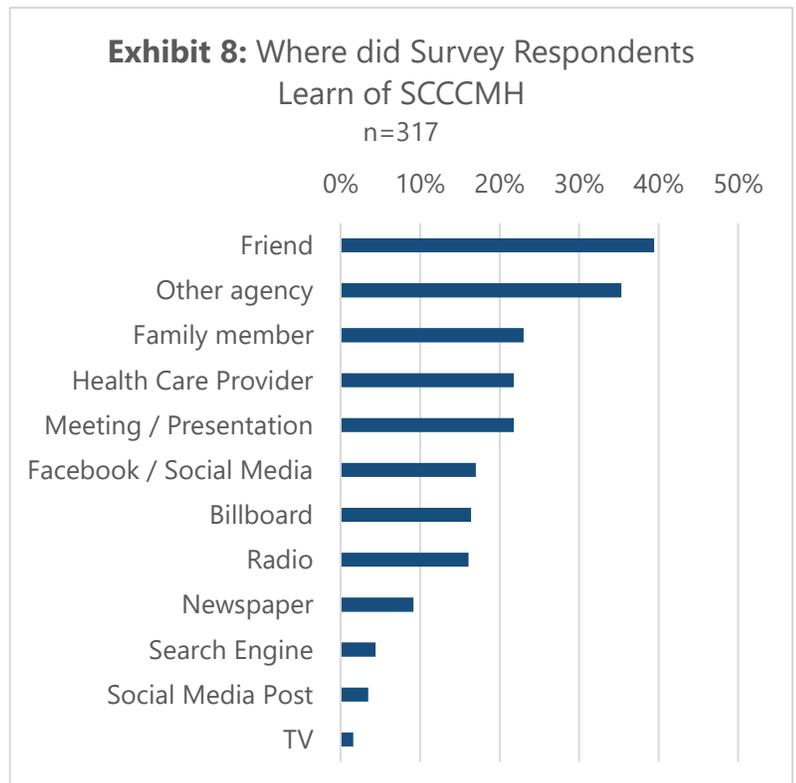
Of the 317 respondents to this question, individuals most often reported they learned about SCCCMH from a friend (39%) or another agency (35%). The other top sources included family member (23%), health care provider (22%), and meeting/presentation (22%).

Exhibit 8 displays where respondents learned of SCCCMH. Of the top 5 answers, only one was not from a personal acquaintance or referral source, indicating most survey respondents learned about SCCCMH through word of mouth or their health care provider.



For individuals who reported they did not know anyone who has or had received services from SCCCMH, results varied from the overall survey respondents. Of the survey respondents who did not know anyone who has/had received services, 67 individuals provided a response to where they learned about SCCCMH. The top reported sources included:

- Friend (43%)
- Other Agency (27%)
- Meeting/Presentation (25%)

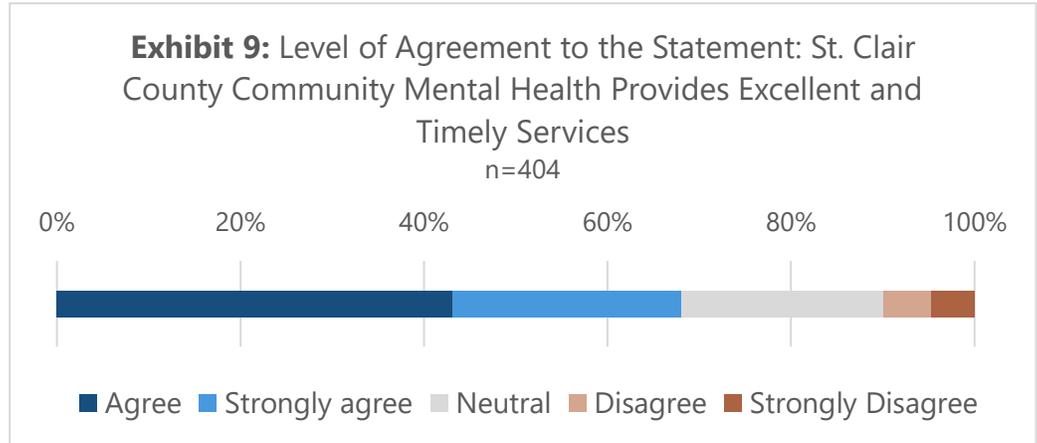




## Quality of Services

When asked if they agreed with the following statement, “St. Clair County Community Mental Health provides excellent and timely services to individuals with behavioral health needs”, most of the 404 respondents (68%) reported agreement.<sup>4</sup> Although most respondents agreed with the statement, 22% of respondents reported being neutral about the statement. The remaining 10% of respondents reported disagreement.<sup>5</sup>

Exhibit 9 displays the level of agreement to the statement, “St. Clair County Community Mental Health provides excellent and timely services to individuals with behavioral health needs.”



Survey respondents had the opportunity to provide comments in addition to their response to the question above. Most individuals who commented offered suggestions or feedback to improve a negative experience they had with SCCCMH.

Examples of comments about negative experiences included:

*“I have many friends that have taken too long to get a new appointment.”*

*“Unless a person is a threat to themselves or others, there seems to be a lack of help for them.”*

*“I know there are services but never hear of the successes. CMH doesn't advertise that, only that you can receive help.”*

*“It's unfortunate that CMH does not take private insurance, there is a lot of individuals who are getting left out because their private insurance co pays are too costly.”*

Examples of positive feedback included:

*“I've heard wonderful things about the agency but have never worked with them directly.”*

*“St. Clair County provides great services for the individuals that go to them.”*

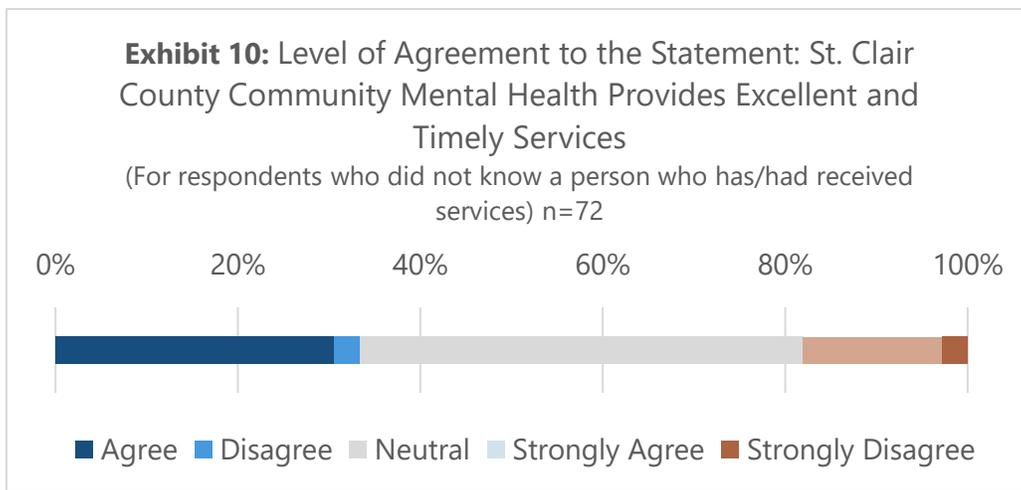
<sup>4</sup> Agreement is a combination of “Agree” and “Strongly Agree” responses

<sup>5</sup> Disagreement is a combination of “Disagree” and “Strongly Disagree” responses



Individuals who did not know anyone who has or had received services from SCCCMH reported less agreement to the statement, “St. Clair County Community Mental Health provides excellent and timely services to individuals with behavioral health needs.” Less than half (46%) of the 72 respondents from this population reported agreement. The largest category of responses from this population group was neutral (49%). The remaining responses (6%) disagreed with the statement. The response from individuals who did not know anyone who has/had receive services indicates this population is less aware of the excellent and timely services provided by SCCCMH.

Exhibit 10 displays the level of agreement to the statement, “St. Clair County Community Mental Health provides excellent and timely services to individuals with behavioral health needs” from those who did not know someone who has/had received SCCCMH services.





## Word Association

The SCCCMH Community Perception survey asked survey respondents to select words that describe SCCCMH from a list of 24 words. Respondents could select as many words from the list as they wanted. Of the 24 available words, 8 words had negative connotations. The remaining 16 words had positive connotations. Respondents for this question numbered 375. Respondents generally associated positive words to SCCCMH. Of the available words for respondents to choose from, none of the words with negative association received more than 10% engagement from the 375 respondents.

### Word Association- Positive

The top 5 words respondents reported they would use to describe SCCCMH were:

- **Supportive** (74%)
- **Caring** (69%)
- **Respectful** (58%)
- **Collaborative** (57%)
- **Welcoming** (54%)

Exhibit A displays a word cloud of the most highly reported words. The most-reported words are in the largest font and the least reported words are in the smallest font.

Exhibit A

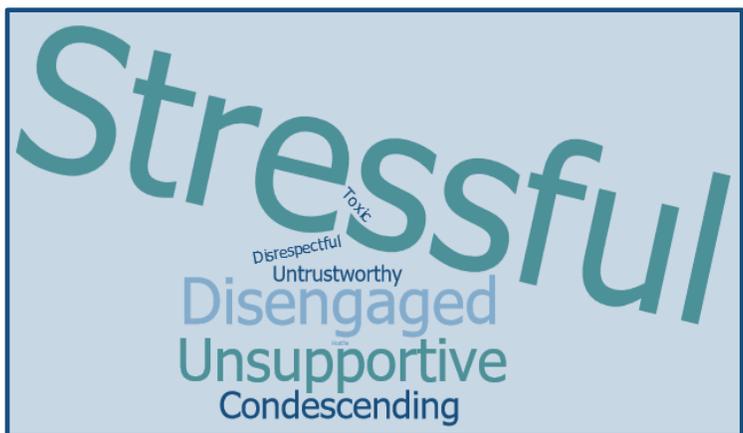


### Word Association – Negative

No words with a negative connotation received more engagement than any positive word. However, of respondents that did choose words with negative connotation, the most common word selected was “**Stressful**” (10%). The least reported negative word was “**Hostile**” (.27%).

Exhibit B displays a word cloud of the negative words. The most-reported negative words are largest and the least-reported negative words are smallest.

Exhibit B

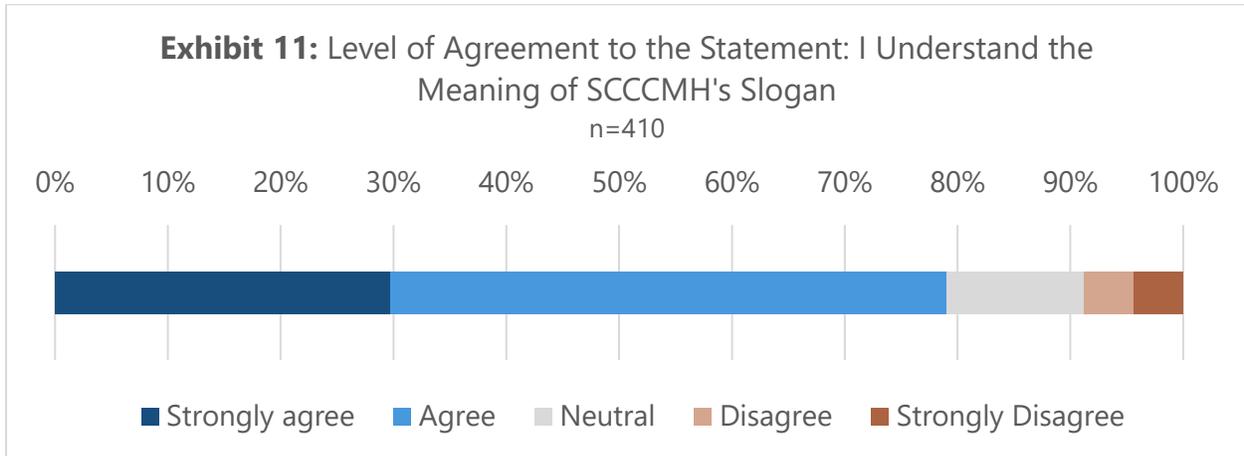




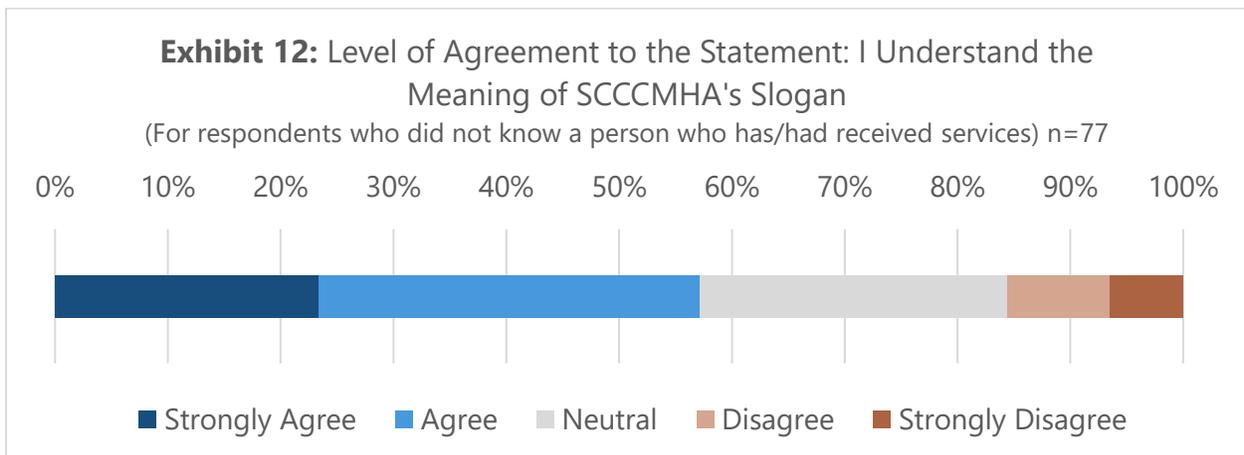
# Marketing

## Slogan Meaning

Generally, survey respondents agreed with the statement "I understand the meaning of SCCCMH's slogan 'Promoting Discovery & Recovery Opportunities for Healthy Minds & Bodies.'" More than 3 out of every 4 respondents (79%) reported agreement.<sup>6</sup> Exhibit 11 below displays how respondents agreed they understood the meaning of SCCCMH's slogan.



Survey respondents who did not know anyone who had received services from SCCCMH voiced less agreement to the statement (57%) and more neutral (27%) and disagreement (16%). The response from this population indicates these individuals are less aware of the slogan and are less likely to understand what it means. Exhibit 12 below displays how individuals who did not know somebody who has/had received SCCCMH services agreed they understood the meaning of SCCCMH's slogan.



<sup>6</sup> Agreement is a combination of "Agree" and "Strongly Agree" responses



## Ideas to Increase Awareness

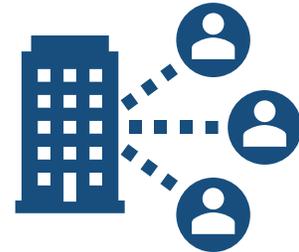
Survey respondents were asked to select the top 3 ideas to increase community awareness based on a select list of activities. The top 3 reported ideas by the 401 respondents were:<sup>7</sup>



*Expanding outreach to schools (65%)*



*Increasing participation in community events (49%)*



*Expanding outreach to private service organizations (41%)*



Individuals who did not know anyone served by SCCCMH had a similar response to increasing awareness. However, in addition, their top responses included “Annual or semi-annual open houses” (53%). The response from this population indicates respondents who do not know someone who has received services wish to see the physical environment and staff at SCCCMH.



*Annual or Semi-Annual Open Houses (53%)*

<sup>7</sup> Survey respondents could select more than one idea they believed would increase community awareness of services. Total responses amounted to more than 100%.



## Name Suggestions

Out of the 124 individuals who responded to the offer to provide a comment or new name suggestion, 27% reported they either did not have a suggestion or did not want the name to change.

Of the name suggestions provided by respondents, the top 10 words found in the name suggestions included:

St. Clair	County	Health
Community	Services	Wellness
Integrated	Center	Care
	Blue/Water	

### Examples of name suggestions included:

St. Clair County Community Health Organization

St. Clair County Innovative Health

St. Clair County Health and Wellness Center

St. Clair County Recovery and Health Services

St. Clair County Healthcare for Minds And Bodies

Blue Water Integrated Health Services

Blue Water Wellness and Recovery Center

Center for Healthy Minds and Bodies

Flourish Wellness



## Recommendations

### Recommendation 1: Marketing of I/DD Services

**SCCCMH should expand its marketing and messaging about services available to those with intellectual and/or developmental disabilities.**

Survey respondents were least likely to know where to go for services for individuals or children with intellectual and/or developmental disabilities. SCCCMH had more brand identity among individuals who reported knowing where to go to access services. The organization, however, may not come first to mind for individuals who do not know where to go.

Increasing visibility about I/DD services is critical and could begin with increased marketing at the location an individual may learn of their/their child's diagnosis.

#### Suggestions:

- Increase marketing at the locations an individual would learn of diagnosis (e.g., doctors office, school, or hospital).
- Increase awareness of the service through word of mouth via peer supports and personal testimony.
- Focus on this service in radio or tv interviews.

### Recommendation 2: Marketing of Outcomes

**SCCCMH should expand marketing content focused on outcomes of care.**

There was reported agreement among survey respondents that SCCCMH provided excellent and timely services. However, individuals who did not know someone who had/has received services from SCCCMH, there was a greater neutral response. This response indicates a need to more effectively market the outcomes of services.

Outcomes of services can be marketed alongside general awareness of services. For example, an ad or flier can display what SCCCMH does well while sharing what services are provided. These outcomes should be population-specific highlighting outcomes such as recovery, greater independence, improved family or school functioning, employment, etc.

#### Suggestions:

- Work with data experts to understand what data is available to marketing staff.
- Carefully select outcomes measures that are understandable, concise, and important to community members. Begin with an annual/quarterly focus measure and utilize it in commercials, fliers, and social media posts.
- Tie outcomes to personal stories about services.



## Recommendation 3: Marketing for Services Available for Private Insurance

**SCCCMH should expand its marketing and messaging about services available to those with private insurance.**

In several areas, survey respondents indicated they believe individuals with private insurance are unable to receive services. Awareness of services available to individuals with private insurance was the lowest of all service types included in the survey. Although services to those with private insurance was not among the most requested service to expand, more than 1 in 3 survey respondents did report that this service should be expanded.

### Suggestions:

- Create a tab on the website of services available to those with private insurance.
- Do not discredit free groups, community events, or referrals as services that benefit individuals with private insurance.
- Focus on this service in radio or tv interviews.

## Recommendation 4: Name Change

**SCCCMH should keep components of its name to maintain brand identity.**

Survey respondents had varied responses to SCCCMMH changing its name. Those who provided suggestions for a name change provided examples that mirrored the current name or had the same components (e.g., St. Clair, County, Community, Health). SCCCMMH's county-based brand identity seems important to survey respondents. Components of SCCCMMH's name should remain intact.

### Suggestions:

- Keep "St. Clair County" in the name.
- Avoid naming the organization based on a trend in care that may change.
- Include community members in any brand changes including name change or logo change via a poll or a contest.