



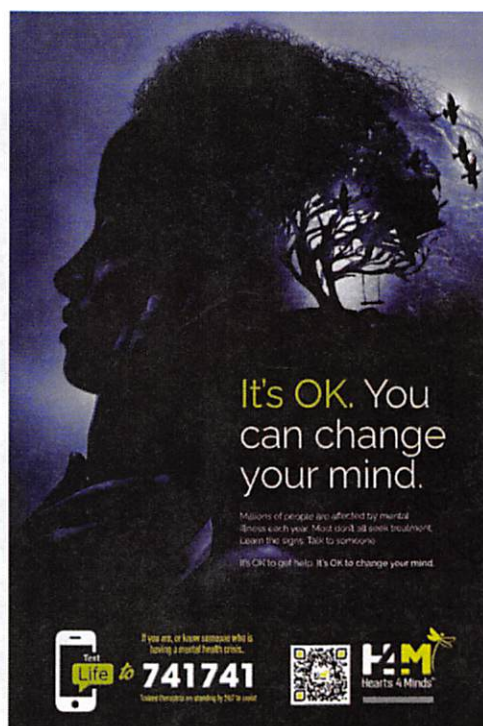
JAX

WINDOW CLINGS

Created window cling art for local businesses around Jacksonville.

Continue to distribute throughout the districts

Sheriffs office agreed to display several in the sub-stations for residents and officers in need of services



TELEVISION ADS

"THINGS YOU SHOULDN'T DO ALONE" CAMPAIGN

Erasing the stigma of mental illness isn't as simple as saying "hey stop that!" It takes time, and meanwhile people suffer needlessly. So our video campaign starts by entertaining at the beginning of the commercial to grab the viewers' attention, and educates and informs in the second half. The concept is that we contrast things you shouldn't do alone, like try to play tennis or give yourself a haircut, with other things you shouldn't do alone, like suffer with depression, or anxiety.

Then we instruct them to text LIFE to 741741 if they are in a state of mental crisis, and for all others to visit hearts4minds.org/JAX to get more information. We do this while also instructing that they shouldn't let anyone, or any label, stop them from getting help.

These commercials are airing on dozens stations in the Jacksonville market and as of September exclusively with NBC and affiliates.



<https://youtu.be/Q41ERzpgEMg>

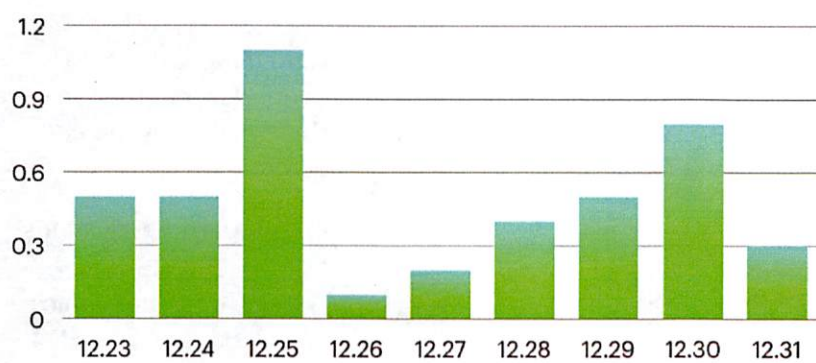


https://youtu.be/wn_hg5hiQQA



<https://youtu.be/3eUgLA0vT-k>

MEDIA BUY IMPRESSION PERFORMANCE



Over 40,000 views with a 1.8 reach frequency

Television Media Spend - \$3560



Highlights of Community Engagement Activity

Human Rights Commission

UNF

Jaguars

River City Science Academy

Baptist

Yoga 4 Change

Here Tomorrow (Peer)

Many more organizations and providers to be added to the resource list

Dragonfly Care Coordinator at Baptist

Baptist Dragonfly Care Coordinator was launched in March and is now fully funded for life due to donations from the Jim Moran Foundation, Furyk Foundation, Arthur Vining Davis and multiple generous individuals throughout our city.

The Dragonfly Care Coordinator wraps a patient and family in a system of care that follows them through treatment, options and effectiveness to help ensure a positive treatment outcome.

We have helped over 400 patients and families since March

2022 Goals

- Community event, in partnership with Y4C
- Mental Health Symposium with the Jacksonville Human Rights Commission
- Potential program with Jaguars – coaches and student athlete
- Continued integration with education – JU, UNF, High Schools, Charter Schools
- Identify 3 more mural sites
- Finalize bench locations
- Distribute additional window clings
- Finalize Myth Busters Poster for distribution to medical providers
- Launch social media challenge for May – Mental Health Awareness Month
- Develop and implement Art in the Airport project
- Pop up art project