



## SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2022.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

### PROGRAM INFORMATION

County: \_\_\_\_\_

Program Title: \_\_\_\_\_

Program Category: \_\_\_\_\_

### CONTACT INFORMATION

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Department: \_\_\_\_\_

Telephone: \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

### SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature:  \_\_\_\_\_

## **2022 VACo Achievement Award Entry:** ***Resilient Chesterfield- Chesterfield***

### **Brief Overview of the Program:**

Chesterfield County Government, in partnership with the Chesterfield Suicide Awareness and Prevention Coalition, developed a multifaceted *Resilient Chesterfield* campaign designed to foster hope, health, and awareness of mental health and suicide prevention resources amongst Chesterfield County residents during the ongoing COVID-19 pandemic. The creation of this resilience-focused suicide prevention campaign filled a gap in suicide prevention campaign themes which traditionally focused primarily on recognizing and responding to signs that someone might be having thoughts of suicide.

The campaign included six [Resilient Chesterfield videos](#), featuring people who live or work in Chesterfield telling the stories of what makes them resilient. Additional campaign features included social media posts, a website, billboards and print materials. Highlights of results include 100,005 paid social media impressions, 1.9 million Billboard impressions and 120,000 local paper ad impressions. *Resilient Chesterfield* Campaign materials have been used in a variety of settings since Suicide Prevention Month in September 2021 and will be used in future campaigns.

### **The Problem:**

September is recognized internationally as Suicide Prevention month. Traditional suicide prevention month campaigns focus primarily on recognizing and responding to signs that someone might be having thoughts of suicide. Chesterfield Mental Health

Support Services (MHSS) and the Chesterfield Suicide Awareness Prevention Coalition (CSAPC) which is led by a program manager from Chesterfield County Mental Health Support Services, noted that after coping with the impacts of the COVID-19 pandemic for a year and a half, many residents were experiencing feelings of isolation, hopelessness, and helplessness. These observations correlated with national data indicating that U.S. adults reported considerably elevated adverse mental health conditions associated with COVID-19. Evidence suggests that building resilience skills is an effective “upstream” method of suicide prevention. MHSS and CSAPC were not able to identify a currently available resilience focused Suicide Prevention Month campaign. Therefore, we decided to create our own.

**Fulfillment of Awards Criteria:**

Chesterfield County and Chesterfield Suicide Awareness and Prevention Coalition’s *Resilient Chesterfield* campaign is an outstanding example of an innovative initiative that demonstrated intergovernmental and cross-sector cooperation and coordination to meet a gap in available resources. The Chesterfield Suicide Awareness and Prevention Coalition is led by a Chesterfield County Mental Health Support Services Program manager and includes representatives from Chesterfield-Colonial Heights Social Services, Chesterfield County Public Schools, eight non-profit organizations, two faith-based organizations and two concerned citizens. Chesterfield County Communications and Media, Chesterfield County Public Library and Chesterfield County Information Systems Technology all contributed to development and/or implementation of the *Resilient Chesterfield* campaign which filled a gap in suicide prevention campaign themes.

**Program Implementation:**

Chesterfield County Government and the Chesterfield Suicide Awareness and Prevention developed and implemented a multi-faceted Resilient Chesterfield campaign including:

- Six [Resilient Chesterfield videos](#), featuring people who live or work in Chesterfield telling the stories of what makes them resilient. While the focus of our campaign was on resilience and encouraging help seeking behavior, we also felt it was important to provide information about crisis and other mental health resources in our community. Therefore, each video ended with the following image.



- 12 organic *Resilient Chesterfield* social media posts that were shared on both County Government and Chesterfield Suicide Awareness and Prevention Coalition member organizations' social media
- 1 *Resilient Chesterfield* written story
- A rack card featuring books about resilience for children, teens and tweens, and adults.

- [Webpage](#) containing campaign materials
- Paid [TV interview](#)
- Paid social media
- Billboard that ran for two weeks
- Ad in local paper

Video participants represented a diversity of ages, races, genders, and sexual identities. This was important as research indicated that minority populations experienced disproportionately worse mental health outcomes during the COVID-19 pandemic.

Staffing for this initiative included:

- Campaign steering committee led by the Chesterfield County Mental Health Support Services Prevention Services Manager and comprised of Coalition members and staff from Chesterfield County Communications and Media
- Videographer and producer from Chesterfield Communications and Media
- Digital Marketing Coordinator from Chesterfield Communications and Media
- Recruitment and coordination of the people featured in the campaign by coalition members
- Website content support by Content Analyst from Chesterfield Information System Technology
- Print material development by staff from Chesterfield County Public Library and Chesterfield Mental Health Support Services
- Paid media purchasing by Chesterfield Communications and Media
- Media appearances by coalition members

**Financing:**

Staff Time	Staff time from all agencies was provided a no charge to this coordinated project
Paid TV Interview	\$1500
Paid Social Media Display	\$1000
Print Products	\$118.60
Billboards	\$0 (gratis)
Local Newspaper ad	\$0 (gratis)
<b>Total</b>	<b>\$2618.60</b>

**The Results/Success of the Program:**

Chesterfield County and the Chesterfield Suicide Awareness and Prevention Coalition achieved our goal of developing and implementing Suicide Prevention Month campaign to foster hope, health, and awareness of mental health and suicide prevention resources

Highlights of the reach of our campaign include:

- 12 organic *Resilient Chesterfield* social media posts, received 22,868 combined impressions and more than 1100 engagements
- 300 [rack cards](#) featuring books about resilience for children, teens and tweens, and adults distributed through Chesterfield County Public Library
- 307 [Webpage](#) pageviews
- 100,005 paid social media impressions
- 1.9 million Billboard impressions over two weeks
- 120,000 local paper ad impressions
- 37,200 people reached via Happening in Chesterfield newsletter

**Executive Summary:**

Chesterfield County and Chesterfield Suicide Awareness and Prevention Coalition's *Resilient Chesterfield* campaign is an outstanding example of an innovative initiative that promoted intergovernmental and cross-sector cooperation and coordination to meet a gap in available resources. Several county government departments collaborated with coalition members from non-profit and faith-based organizations to implement the multifaceted *Resilient Chesterfield* campaign. This campaign was designed to foster hope, health, and awareness of mental health and suicide prevention resources amongst Chesterfield County residents during the ongoing COVID-19 pandemic. The creation of this resilience-focused suicide prevention campaign filled a gap in suicide prevention campaign themes which traditionally focused primarily on recognizing and responding to signs that someone might be having thoughts of suicide.

The campaign included six [Resilient Chesterfield videos](#), featuring people who live or work in Chesterfield telling the stories of what makes them resilient. Additional campaign features included social media posts, a website, billboards and print materials. Highlights of results include 100,005 paid social media impressions, 1.9 million Billboard impressions and 120,000 local paper ad impressions. *Resilient Chesterfield* Campaign materials have been used in a variety of settings since Suicide Prevention Month in September 2021 and will be used in future campaigns.