



*Compilation of Web Content
following a Comprehensive Review
of Community Mental Health Center
Websites and Field Experience
Report*

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Presentation Overview

- Field Experience
 - Motivation
 - Purpose
 - Methods
 - Results
 - Discussion and Recommendations
- Report
 - Activities completed
 - Public Health Core Competencies

Motivation

A majority of adults in the US look for health information online and use this information to make healthcare decisions for themselves or a loved one



In the college student population, there may be a general lack of knowledge about mental problems or services, which could be overcome by providing more resources online

Purpose of Creating New Content



Consumers

- To provide information about common disorders and treatment options to consumers so that they choose to receive treatment, if needed



Healthcare Providers

- To provide information for a healthcare provider to refer a patient to start or continue services at Pawnee Mental Health Services



Donors

- To convince a donor that Pawnee is a worthwhile place to donate to, including the different funds that are available

Methods

Integrated Healthy People 2020 objectives that pertain to website quality

Objective 8.1:
“increase the proportion of health-related websites that meet 3 or more evaluation criteria for disclosing information that can be used to assess information reliability”

Criteria	Reliability Requirements
Identity	Name of organization Street address Identified source of funding
Purpose	Statement of purpose/mission
Content Development	Uses/limitations of services Differentiation of ads
Privacy	Privacy policy
User Feedback	Feedback form
Content Updating	Date content created Date content updated

Methods

Objective 8.2:
“increase the proportion of health-related websites that follow established usability principles”

Categories	Established Usability Principles
Site Design	Make obvious what is clickable Minimize vertical scrolling Ensure site is accessible Incorporate multimedia
Information Architecture	Provide easy search function Make elements easy to read Text & Background contrast Visually group related topics
Content Design	Focus the writing on audience and purpose Minimize technical terms Use the user’s language Allow for interaction with content

Methods

- Evaluated 22 websites using an abbreviated version of an *ad hoc* Codebook, which was implemented in *Italian hospitals on the web: a cross-sectional analysis of official websites*
 - 5 categories: *Technical contents, center information, clinical services, interactive online services, external activities*
- Randomly selected 12 in-state centers and 10 out-of-state centers

Results

The prevalence of each was calculated for in-state and out-of-state community mental health centers

Results

	Kansas CMHC	Out-of-State CMHC	Pawnee
History	50%	60%	Yes
News/Announcement	75%	80%	Yes
Types of Clinical Services	66%	90%	Yes
Clinical Personnel Information	58%	20%	No
Insurance Coverage Information	8%	0%	No
Date of Last Page Update	0%	0%	No
Credentials Noted	33%	30%	No
Links to External Health Sites	50%	40%	No
Phone and Fax Number	58%	80%	Yes
Internal Search Engine	25%	60%	No
Includes a Second Language	8%	40%	Yes
General Disclaimers Provided	41%	50%	Yes
Statement of Values/Mission	41%	80%	Yes
Patient Privacy Statement	66%	80%	Yes
Patient Rights Statement	25%	40%	Yes
Online Appointment Schedule	0%	0%	No
Contact form	33%	40%	No
Sign up for Newsletter	25%	10%	No
Job Opportunities Presented	58%	80%	Yes
Make a Donation Online	50%	80%	Yes
Interactive Annual Report	0%	0%	No
Payment Portal	16%	10%	No
Intake forms	75%	10%	No
FAQ	42%	20%	No

Strengths of Current Website

- Types of clinical services listed
- Lists information in a second language
- Provides patient rights and privacy statements
- Make a donation portal online
- News/Announcements



Limitations of Current Website

- No interactive annual report
- No clinical personnel information
- No credentials noted
- No links to external health resources
- No internal search engine
- No payment portal
- No intake forms
- History page is long
- No use of Google Analytics



Recommendations

Current Recommendations

- Include designed timeline to summarize Pawnee's history
- Add more information on treatment options
- Provide credible external health information and resources
- Include the names and pictures of clinical personnel
- Include links to mental health assessments
- Note credentials

Future Recommendations

- Pursue the use of ISSUU, an interactive document reader for annual reports
- Include an internal search engine
- Provide an online payment portal
- Have intake forms ready to be printed out on the website



Field Experience Report

Pawnee Mental Health Services



Overview

Under preceptors:

- Robbin Cole, Executive Director
- Diane Hinrichs, Development Manager

I completed a wide range of tasks:

- Researched and compared CMHC websites
- Compiled web content that can be used as a guide to design the new website
- Designed a timeline to summarize Pawnee's history
- Created a Suicide Prevention pamphlet for publication



Examples of New Webpage Content

The next few slides are copied from the PowerPoint that I provided Pawnee at the end of my internship. They are drafted examples of new or updated webpages that can be used when creating the new website.



Safety Net for the Community

Community Mental Health Centers like Pawnee Mental Health Services provide a public safety net function for individuals with mental illness and substance use disorders in much the same way that the fire department, law enforcement, EMS and hospital emergency rooms provide a safety net function for individuals needing their respective services.

Pawnee Mental Health Services has an essential public health role for the 10 counties in Kansas it serves. Our interdisciplinary approach to mental health combines clinical therapy and medical treatment with community engagement.

The causes of mental illness and substance abuse disorders are complex, so we have taken the steps to provide compound solutions. We are able to assist with food security, violence prevention, family stability healthy relationships, public safety, school success, housing stability, and child welfare.

Our partnerships with community organizations provide education and foster an understanding about mental illness. For example, our crisis co-responders work with the Riley County Police Department to help officers more effectively respond to mental health challenges. Our in-school programs support social skills and provide direction for children and adolescents. Our case management and programs those who are homeless gives people a new start at life.

Through our partnerships with the community, Pawnee Mental Health Services provides a source of expertise and comfort. By our leadership in the community on mental health needs, we are able to assist our partners while extending our impact. Together, we can create a healthier Kansas.

- Adds a statement of purpose
- Describes diversity of services available
- Provides list of partnerships



Suicide Prevention

Suicide is a major public health concern. It claims approximately one million lives each year. Mood disorders, particularly depression are contributing risk factors for someone considering suicide. Prevention and treatment of depression and substance abuse can reduce suicide rates.

Warning Signs

- Increased alcohol and/or drug use
- Observable serious depression
 - Desperation
 - Hopelessness
 - Problems sleeping
 - Withdrawal from friends or family
 - Impulsiveness and taking unnecessary risks
 - Expressing a strong will to die
 - Unexpected rage or anger

Ways to Be Helpful to Someone Showing Signs

Do:

- Be Direct. Talk openly and freely about suicide
- Offer hope that help is available
- Remove means, such as guns or pills
- Be willing to listen. Allow expression of feelings. Accept the feelings
- Ask directly if he/she is thinking about suicide
- Get help immediately
- Don't Ask "why". This encourages defensiveness
- Offer sympathy
- Act shocked
- Be judgmental or lecture on the value of life

Suicide prevention is the ultimate goal of every mental health facility. The previous website did not contain information on suicide prevention. This webpage assists those who are close to someone who may be thinking about suicide.



Mental Health Services

Knowing when to seek treatment for mental health disorders is important for parents and families. Many times, Families, spouses or friends are the first to suspect that their loved ones is challenged by mental illness. Treatment for mental health disorders are available. [**Link to Knowing When to Seek Treatment](#)

Depression

People often think that only those who have experienced depression for months or who have completely lost their ability to function have clinical depression. In fact, when symptoms of depression last more than two weeks or when they are severe enough to interfere with daily life, an individual may have clinical depression.

Treatments include a medical check-up and medication review, antidepressants, and psychotherapy.

Obsessive-Compulsive Disorder (OCD)

OCD obsessions are repeated, persistent and unwanted ideas, thoughts, images, or impulses that you have involuntarily and that seem to make no sense. If your obsessions and compulsions are affecting your life, see your doctor or mental health provider. Even if your rituals are deeply ingrained, treatment can help.

Eating Disorders

Eating-disorders are long-term illnesses that may require long-term treatment. People with eating disorders spend a great deal of time thinking about food, eating, weight, and body image. There are several eating disorders such as anorexia nervosa, bulimia nervosa, and binge-eating disorder. As with any of these disorders, treatment can help.

Anxiety

Anxiety disorders are the nation's most common mental health problem. Anxiety can take several forms such as generalized anxiety disorder, panic disorder, phobias, and post-traumatic stress disorder. Psychotherapy and medications can help with all of the anxiety disorders.

Common mental illnesses and a description are provided so that users do not have to go off-site to look these up. In the links to other resources, assessments (which should not replace a professional opinion) are listed.

Knowing When to Seek Treatment

Symptoms of a Potential Problem in a Child

- Decline in school performance
- Withdrawal from life
- Sleep disturbances
- Hyperactivity
- Excessive worry
- Continuous or frequent aggression or “acting out”

Symptoms of a Potential Problem in a Adolescent

- Decline in school performance
- Social withdrawal
- Substance abuse
- Depression
- Appetite changes
- Continuous or frequent aggression or “acting out”
- Continuous or frequent rebellion
- Continuous or frequent anger

Symptoms of a Potential Problem in an Adult

- Decline in work performance
- Social withdrawal
- Substance abuse
- Depression
- Sexually “acting out”
- Destructive behaviors
- Threats to self or others
- Continuous or frequent aggression
- Sudden feelings of panic, dizziness, increased heartbeat

Many adults are unsure of when they or a loved one should seek treatment. This may help a potential client finally seek out the help that they need.



Relaxation Techniques (include video)

Deep Breathing:

1. Sit or lie down
2. Breathe in slowly through your nose and count to 10
3. When your lungs are full, exhale slowly
4. Repeat at least three times

Mindfulness

Mindfulness is paying attention to what is happening to you in each moment. To be mindful, you must bring awareness to what you are thinking, feeling, and doing, without judging it. When we feel stressed, it is easy to focus on our problems. One simple way to practice mindfulness is to take a few moments to orient yourself and deep breathe when you arrive at a location.

Progressive Muscle Relaxation:

This technique takes at least 10 minutes to complete. It involves tightening and releasing different muscles in the body.

1. Sit or lie down and close your eyes
2. Begin with your feet and slowly tighten the muscles for 5 seconds, then relax them
3. Do the same with the following muscles:
 - Thighs and Buttocks
 - Abdomen and Chest
 - Fingers and Arms
 - Shoulders and Neck
 - Face and Head

On the current website is a “Relaxation Page” with a video. I wanted people to be able to also reach a calm place when they don’t have access to the Pawnee website. This provides some relaxation methods that clients (and others) may use.



National Resources

Psychology Today: Mental Health Assessments

This 15-20 minute mental health assessment can help you finalize your decision in seeking mental health services, such as therapy. The test is not, however, a substitute for professional diagnosis or the treatment of any health condition.

<https://www.psychologytoday.com/us/tests/health/mental-health-assessment>

What's My M3?

These assessments can help you understand how your mental health symptoms are impacting your life. The M3 report summarizes which conditions may be causing your symptoms: anxiety, bipolar, depression, or post-traumatic stress. We recommend following up with a licensed professional.

<https://whatsmym3.com/>

The Trevor Project

The Trevor Project provides resources to young people nationwide who identify as lesbian, bisexual, gay, transgender, queer, or other. It provides educational resources as well as blogs.

<https://www.thetrevorproject.org/#sm.00001ffv8w1z25ebvsm8mysjfrdno>

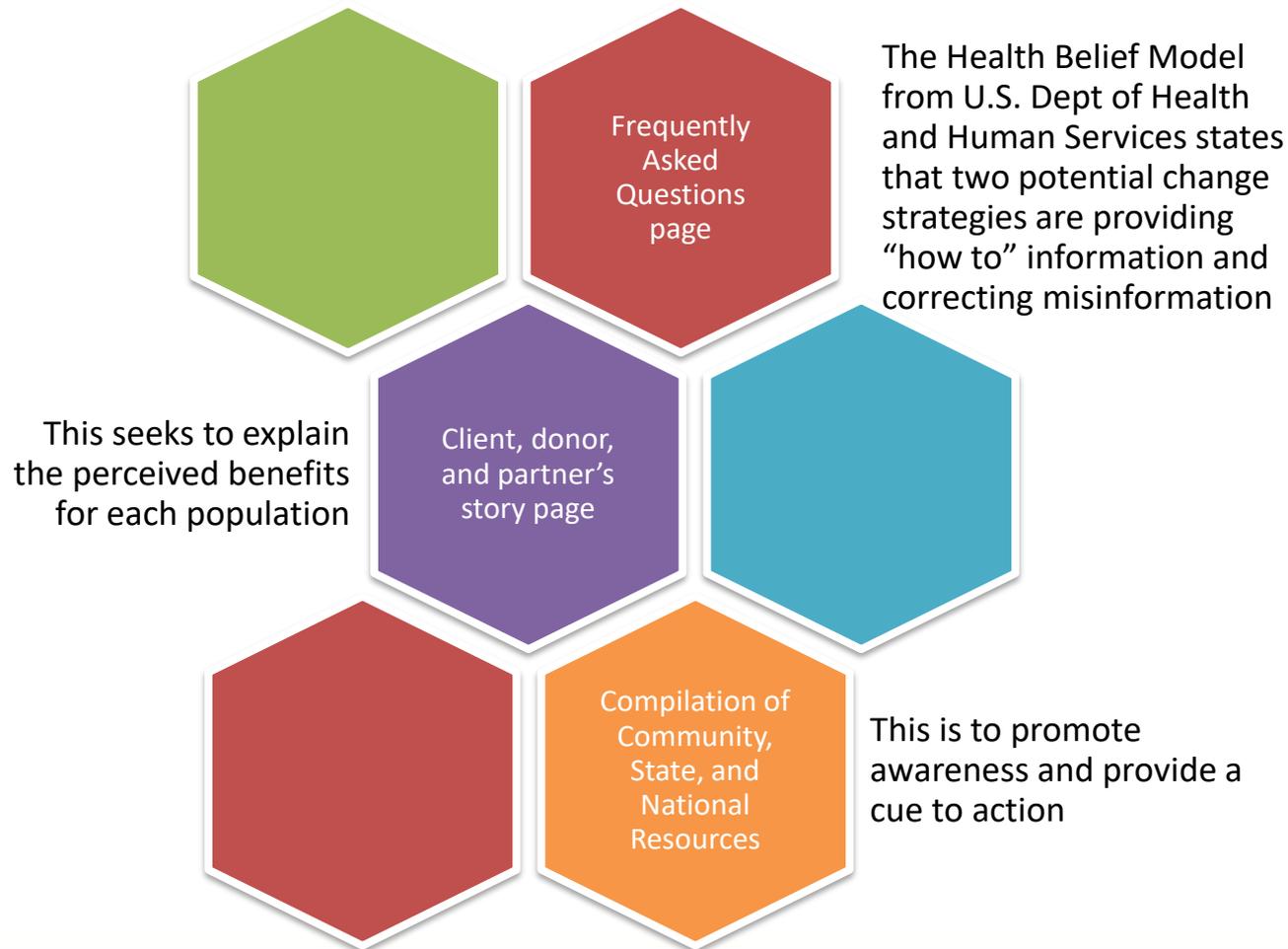
SAMHSA

The Substance Abuse and Mental Health Services Administration leads public health efforts to advance the behavioral health of the nation. It provides up-to-date research articles on mental health as well as treatment options.

<https://www.samhsa.gov/>

Here are some mental health assessments that may be used for people wondering if their symptoms could be a mental illness. In addition, I wanted LGBTQ users to feel supported, as well as those who are experiencing a substance use disorder.

Other Updated Website Features:





Fulfillment of MPH Core Competencies



#5 - Compare the organization, structure, and function of health care, public health, and regulatory systems across national and international settings

- Attended marketing and development meeting with community mental health centers from across Kansas
- Compared the organization of different community mental health center websites across Kansas and the United States



#7 – Assess population needs, assets, and capacities that affect communities' health

- Assessed the population of Manhattan, KS
- Researched the reading level of those with a mental illness
- Designed web content appropriate for the population's need (being the 10-county service area of Pawnee Mental Health Services)



#13 – Propose strategies to identify stakeholders and build coalitions and partnerships for influencing public health outcomes

- Discussed potential policies with legislators to inform them of the importance of mental health legislation



#18 – Select communication strategies for different audiences and sectors

- Designed web content for various functions to be published on a new website



#19 – Communicate audience-appropriate public health content, both in writing and through oral presentation

- Designed web content to provide mental health information
- Created a Suicide Prevention brochure
- Provided a booth at Community Mental Health Advocacy Day
- Presented to Directors on new web content

#21 – Perform effectively on interprofessional teams

- Worked with development manager, marketing manager, executive director, and human resources professional on web content and Suicide Prevention brochure
- Communicated to legislators



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Questions?