

SHSMD26 CONNECTIONS

Health Care Marketing, Strategy & Communications

American Hospital Association Conference
September 27-29 ∙ Baltimore

Addressing the Child Mental Health Challenge: Building Your Response

SMSHD Annual Conference

September 27, 2026



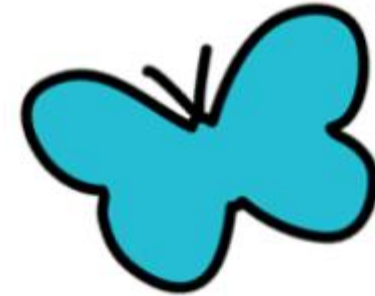
WELCOME! Your Panelists

NATIONWIDE CHILDREN'S HOSPITAL/THE KIDS MENTAL HEALTH FOUNDATION

- **Katie Thomas**, Director, Population Health Marketing at Nationwide Children's Hospital & National Director, Content and Educational Partners for the Kids Mental Health Foundation
- **Donna Teach**, Chief Marketing and Communications Officer – Nationwide Children's Hospital & The Kids Mental Health Foundation

COREWELL HEALTH

- **Holly Sullivan**, SVP, Brand, Marketing & Consumer Experience at Corewell Health



Let's start a convo!

Grab a convo starter from the middle of the table.

Answer the question with your table!

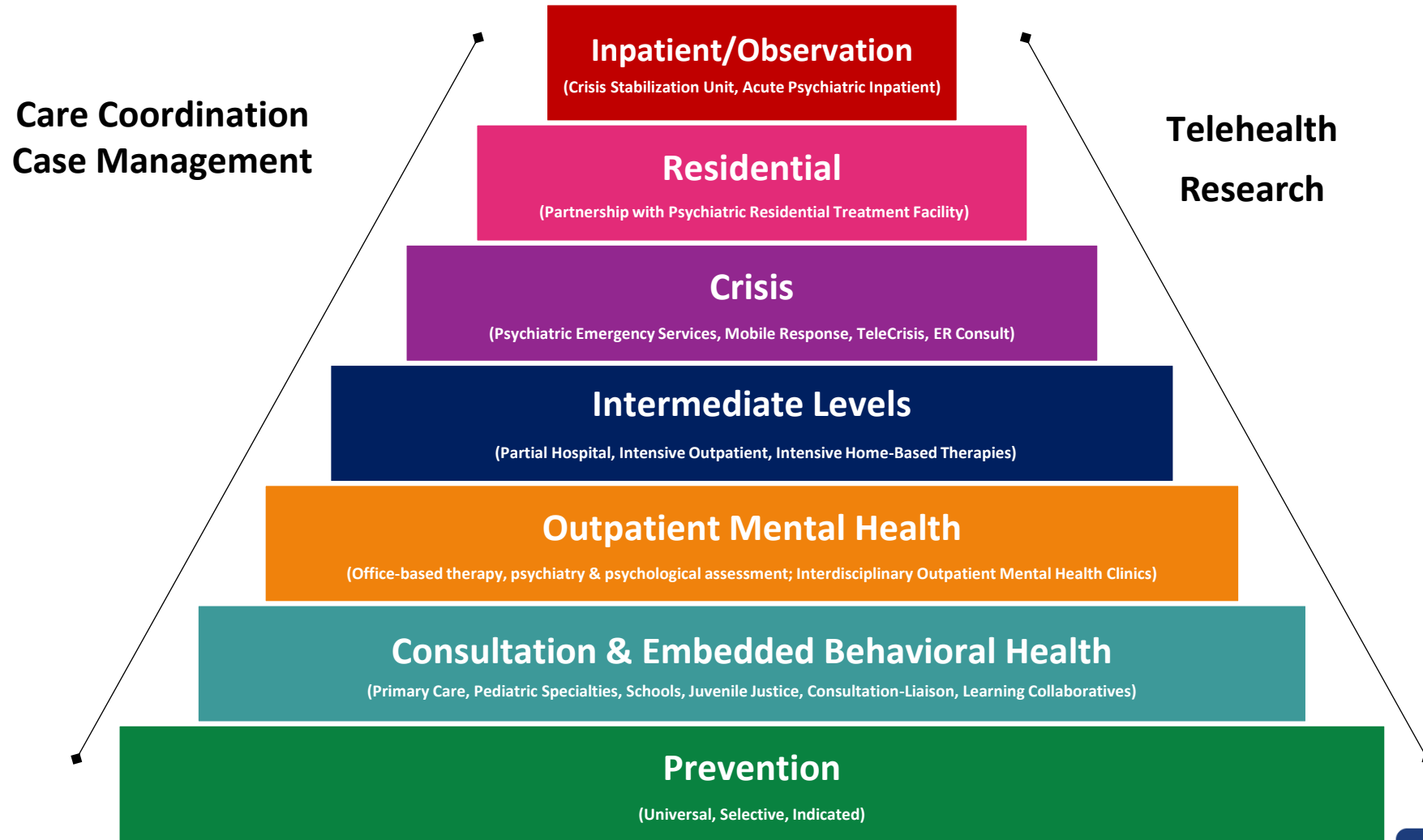
Then talk about:

What are your pain points you are trying to solve?

What do you want out of the session?

We will report out!

Nationwide Children's Behavioral Health System of Care



Big Lots Behavioral Health Pavilion

Dedicated March 3, 2020 — [Watch a video tour.](#)

SEVENTH & EIGHTH FLOORS:

- Inpatient Units

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FIFTH FLOOR:

- Partial Hospitalization Program

SECOND FLOOR:

- Prevention/Research

FIRST FLOOR:

- Critical Assessment and Treatment Clinic

LOWER FLOOR:

- Community Conference/ Training Rooms

THIRD FLOOR:

- Youth Crisis Stabilization Unit

SECOND FLOOR:

- Outpatient

FIRST FLOOR:

- Psychiatric Crisis Department





Our story – 2019 to Now

Evolving from a Campaign to Break Stigmas....



Mission

Give free expert-created resources to all U.S. communities so everyone can understand and promote mental health for children.

Vision

The Kids Mental Health Foundation is leading the movement for children's mental health, to build a world where mental health is a vital part of the upbringing of every child.

https://www.youtube.com/watch?v=7_mbywhmuWk

Wrapping the Child in Support



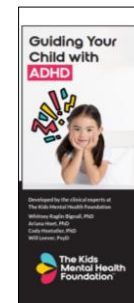
Parents,
Caregivers &
Mentors



Teachers &
Schools



Youth-Serving
Organizations &
Coaches



Primary Care
Providers - NEW

With the goal to:

Break Stigmas



Breaking the stigma is crucial to building a supportive and empowering environment for kids and families.

Increase Literacy



Build an understanding of mental health and how to talk about it, know how to express feelings, recognize signs of concerns, and how to seek help when necessary.

Teach Skills



Just like we know a child should eat their veggies and move their body to be physically healthy, we teach what they need for their mental health. KMHF tools show adults how to model the habits and skills we want children to emulate.

Primary Care Clinicians – Expanding Knowledge to Those on the Frontlines



- Parents turn to primary care first when they have questions about their child's behavioral health.
- One out of four primary care clinicians (PCCs) feel they have sufficient training to manage behavioral health needs and thus many rely on referring to specialists.
- **Only 18%** of families attend a behavioral health appointment after being referred by their PCCs.

IMPACT

33 million

lives impacted in
all 50 states, Guam
and Puerto Rico

94%

of teachers noticed a change
in student behavior since
using Mental Wellness Kits

3 million

classrooms with
educator curriculum
and videos

100%

of participating educators find the content
relevant or very relevant to their audience.

93.8%

said they use KMHF resources in their
classrooms

The Corewell Health Story...

Why Corewell Health Focused on Kids Mental Health

4 Children's Hospitals + 17 Pediatric Offices



Mission Alignment

We saw an opportunity to make it easier to improve the health of our communities with easy access to mental health resources.

Organizational Readiness

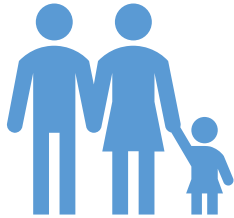
We had recently established a statewide behavioral health program + started discussions of unifying our children's brand.



A Confidence Gap We Couldn't Ignore

Parents

93% agree it's important to be proactive about kids' mental health



Only 40% feel equipped to support their kid's mental health

Teachers

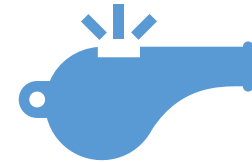
98% say mental health challenges are a barrier to a child's education



Only 20% feel equipped to support their student's mental health

Coaches

92% of parents agree coaches need access to mental health resources



Less than 20% feel equipped to help student athletes with mental health

Key Strategies

- ✓ Corewellhealth.org/KidsMentalHealth
- ✓ Brochures distributed at our clinics
- ✓ Mailer sent to 50,000 parents
- ✓ Organic social media posts
- ✓ Used psychologists as experts in PR pitches
- ✓ Bi-Monthly Emails to Subscribers
- ✓ Materials distributed to 400 Schools
- ✓ Handouts at Suicide Prevention Walks

Help your child navigate anxious thoughts

You know your child better than anyone. But sometimes, anxiety hides behind smiles and "I'm fine." If your child seems overwhelmed, withdrawn or always worried — it's time to step in.



Sign up now to receive the Top 3 Tips to Help Kids Who Are Feeling Anxious

Get practical expert advice built for real-life parenting. Scan the QR code below or go to corewellhealth.org/kidsmentalhealth

Just enter your name and email to receive the tips — and ongoing resources to support your child's emotional wellness. Unsubscribe anytime.

At Corewell Health, we believe mental wellness is just as important as physical health. That's why we've teamed up with the Kids Mental Health Foundation — to help families like yours access meaningful, reliable support. Because feeling seen, heard and supported makes all the difference.



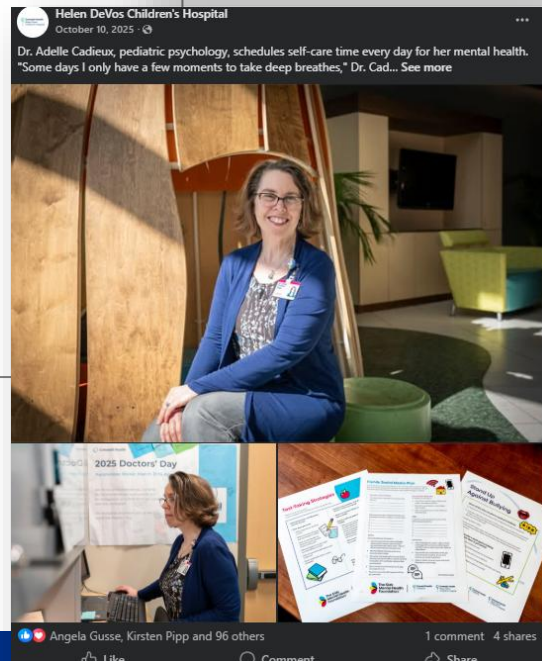
School. Friends. Sports and activities. Growing up.

Kids are trying to make sense of the world around them, and it can be complicated. They might feel sad, anxious or worried, or just need reassurance.

These feelings are normal. But when you need more help to navigate your child's mental health, we have tools you can use through our new partnership with the Kids Mental Health Foundation.

Sign up for our free newsletter and get ready-made resources right in your inbox, like our top three tips to help a child with anxiety, a family social media plan, and ways to stand up to bullying.

Subscribe now



Helen DeVos Children's Hospital
October 10, 2025 · 📍
Dr. Adelle Cadieux, pediatric psychology, schedules self-care time every day for her mental health. "Some days I only have a few moments to take deep breathes," Dr. Cad... See more

Angela Gusse, Kirsten Pipp and 96 others · 1 comment · 4 shares
Like · Comment · Share



How do you help a child who is feeling anxious?

The goal isn't to get rid of their feelings, but to help them move forward in spite of their worries. Here are three tips for parents and caregivers to help kids manage feelings of anxiety.

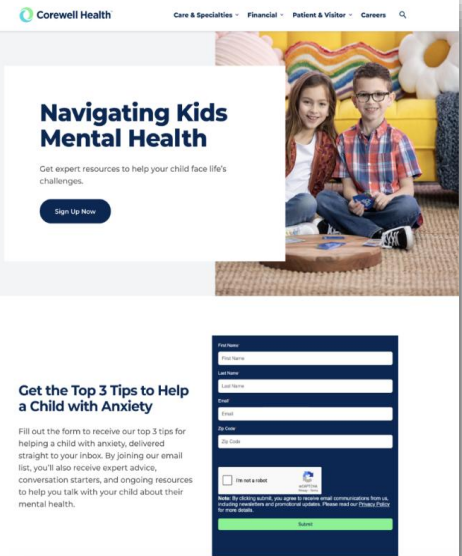
1. Validate their feelings, even if you don't quite understand where it's coming from

Your goal is to listen, seek to understand and normalize that feeling, even if it's not something that you think they should be getting anxious about.

Try saying things like, "I understand what it's like to be scared. Tell me about what's making you nervous right now."

Pay attention to not promise safety as this can also invalidate the feeling. For example, you can't promise your child will never be injured riding a bike, or they will never fail a test, or they will never be in an embarrassing social situation.

2. Consider distraction



Tools and Resources

Imagine a future where children's mental health is nurtured just as much as their physical health. We each have the power to support the mental health of kids in our lives when we have the right tools. We can do it — together.

Corewell Health Children's in Southeast Michigan and Corewell Health Helen DeVos Children's Hospital in West Michigan have partnered with the Kids Mental Health Foundation to provide you with resources and tools to help the kids closest to you.

Focused on starting conversations and breaking stigmas, let's make an impact. Check out our free tools and resources below.

For Families

- Family Social Media Plan
- For kids, stand Up Against Bullying
- Heading Back to School
- Test Taking Strategies

Clinical Brochures

- Guiding your child with ADHD
- Living with Anxiety
- Moving through Depression



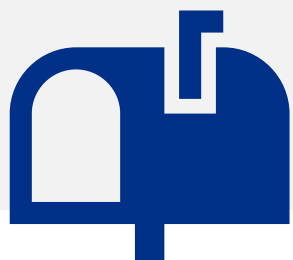
93% of parents agree it's important to be proactive about kids mental health. Only 40% say they know how.

— The Kids Mental Health Foundation Poll



Society for Health Care Strategy & Market Development™

Results Since Launching in August 2025



Mailing sent to: 100,000 homes with kids 5-18 across all three regions

QR code on mailing scanned: 270 times



Email about program sent to: 80,000 patients

Opted in to emails: 825 people

Incredibly high open rate average: 41.1%



Website visits: 2,527
Top 5 File Downloads on Website:

- 121- Social Media Plan
- 109- ADHD Guide
- 97- Living with Anxiety
- 77- Stand up Against Bullying
- 74- Pressure Coping Plan



Social Media Post Engagement: 884 likes, shares or comments

Lessons Learned



1. Plan for ways of working + team capacity: We faced hurdles with our social media team's adoption at the time of launch due to capacity and differing strategies.



2. Creating an internal core group with physician champions to guide the program has been an incredible success for the program.



3. Make it clear and easy for teams to order and print resources: Clinic adoption was slow because some teams weren't sure how to order documents to hand out in their offices.

What's Next



1. Expand content to include consistent social media posts and physician relations visits to independent offices.



2. Secure corporate donor for program



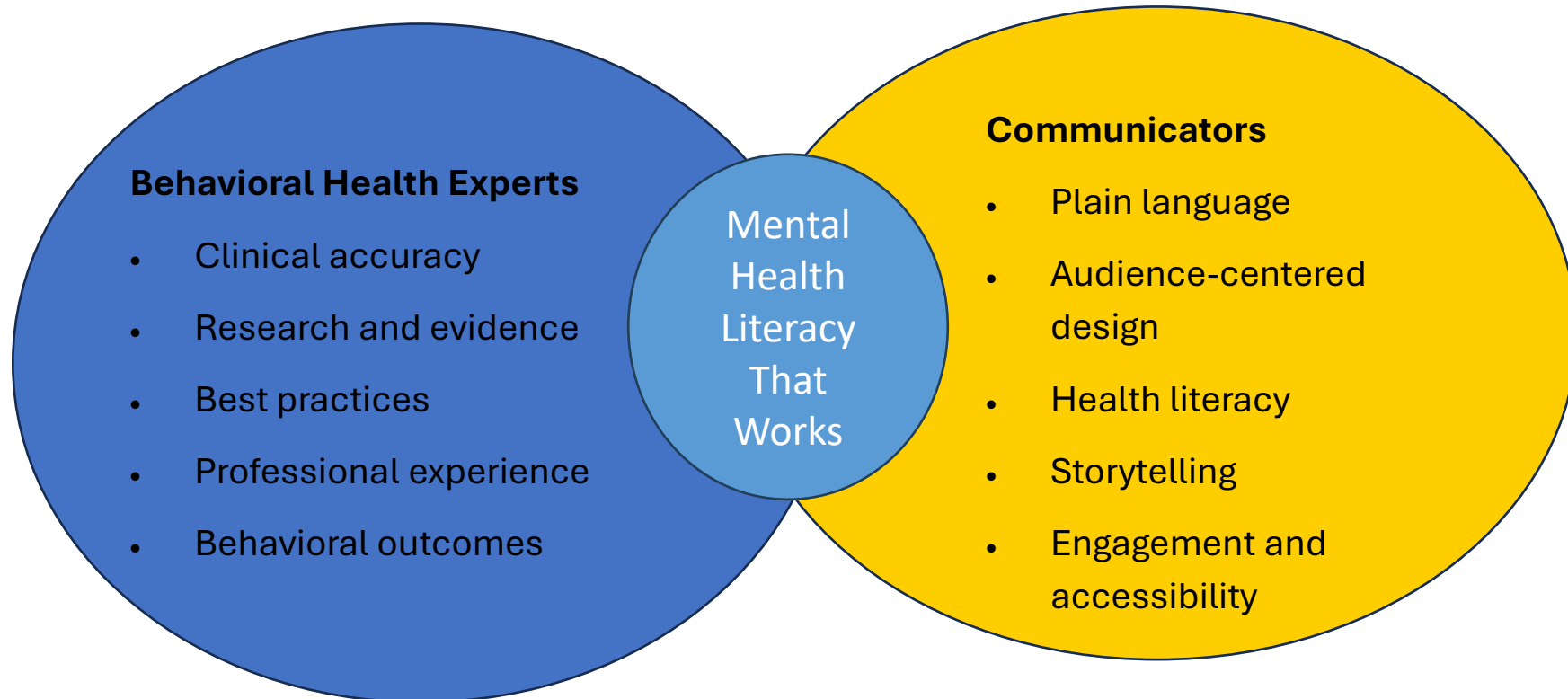
3. Improve the audience experience on our website. Make it easier to find, order and share relevant resources.

MEASURING OUTCOMES IN BEHAVIORAL HEALTH

- **Alignment to Business Objectives**
- **Audience Engagement** (Consumer, Community Partner/School, Provider, Donor)
- **Impact:** (From Community Needs Assessment to Program Outcome Measurement)
- **TBIH** (Hmmmm....)

The Science and Story Model

Bringing together the expertise of behavioral health and communications



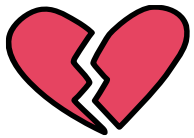
Children's Mental Health

APPENDIX

*Community Health Priority and
Impact on Providers*



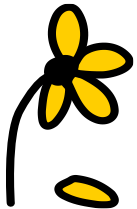
The numbers tell a story: Our kids need help.



1 in 5 kids has a mental health disorder, and 50% of all lifetime mental illnesses start before the age of 14.



On average, it takes **10-11 years** from a child's first symptom of a mental health disorder until they receive treatment.



Less than 50% of kids who need treatment receive it.



As a result of decades of cultural stigma, poor funding, diminished pipelines into the industry, and low reimbursement rates, the pediatric behavioral health field is severely understaffed.



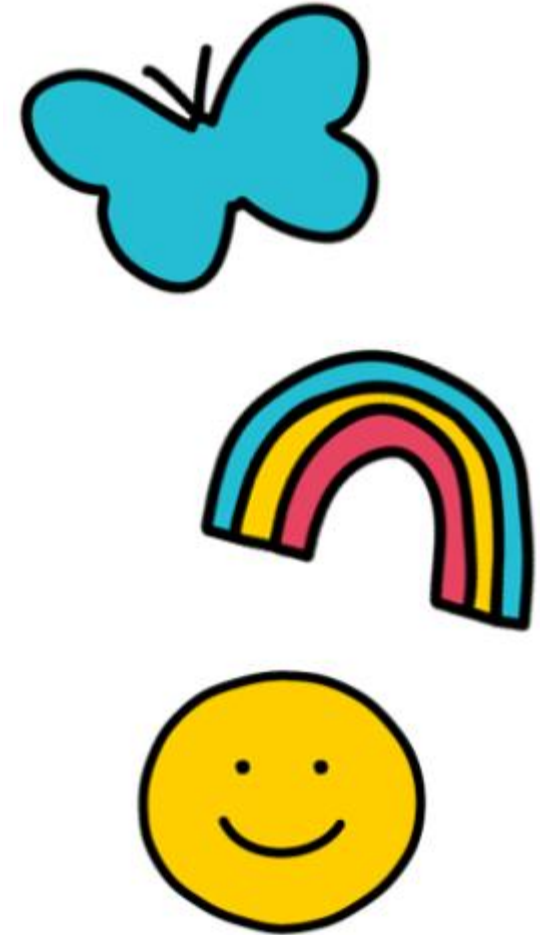
70% of American counties do not have a single child psychiatrist



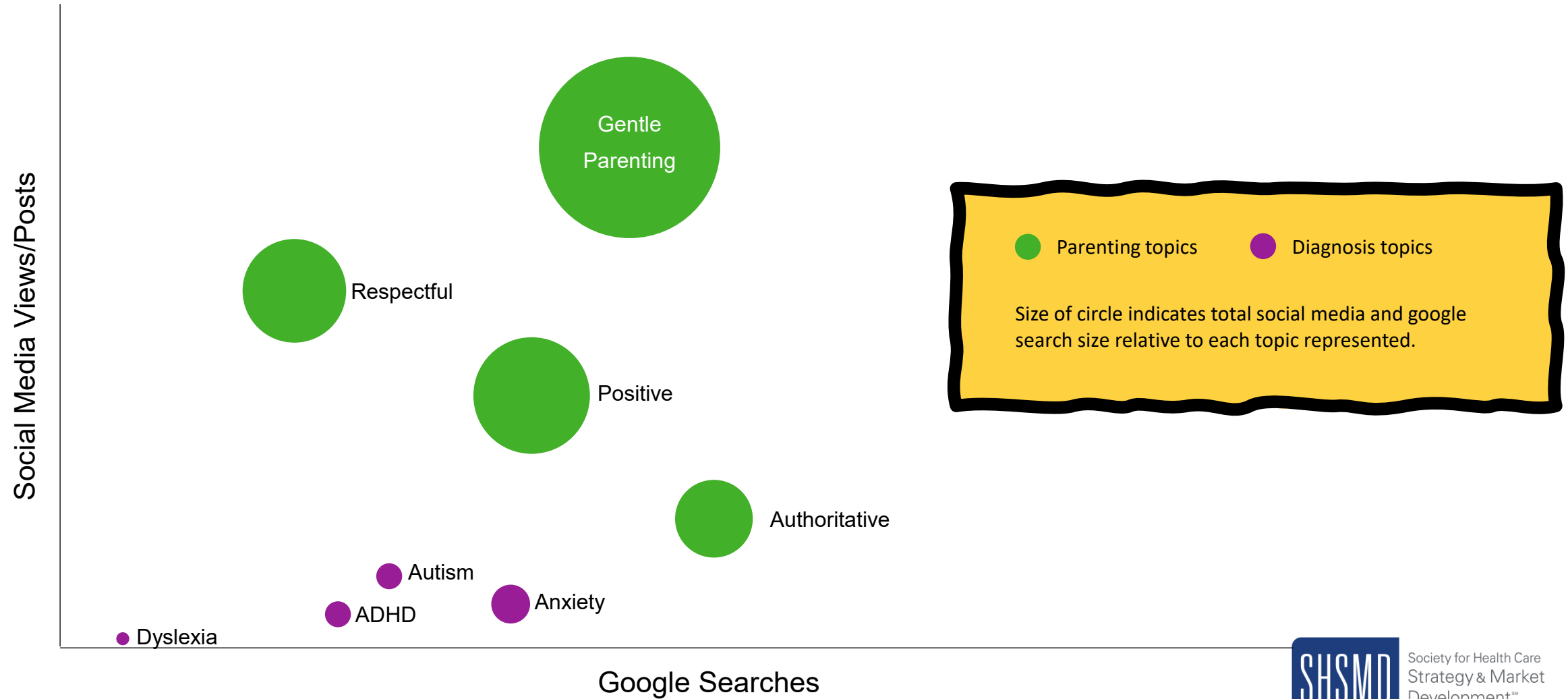
150 million people live in federally designated mental health professional shortage areas

Where are parents getting information?

- **4 in 5** parents of young children use social media to discuss parenting topics.
- Nearly **half** of parents rate social media as very useful for getting new ideas to try.



Where are parents getting information?



The internet, social media, and mental health

- “...TikTok videos with #mentalhealth in the caption have earned more than 43.9 billion views... and mentions of mental health on social media are increasing year by year.”
- “The growing popularity of the subject means that creators of mental health content are filling a health-care gap. But social media apps are not designed to prioritize accurate, helpful information, critics say, just whatever content draws the biggest reaction.”
 - Creators also changed from raising awareness to giving guidance



Washington Post, 2022

Online creators are de facto therapists for millions. It's complicated.

Faced with explosive demand and few safeguards, creators of mental health content are defining their own ethics

Online information and misinformation

- For example, a study shared by CHADD found that of the 100 most popular TikTok videos on ADHD, **52% were misleading.**
- A systematic review investigating health misinformation in social media (e.g. Twitter, Facebook, Instagram, Flickr, Sina Weibo, VK, YouTube, Reddit, Myspace, Pinterest, WhatsApp), **up to 87% of posts in some studies contained information that was misleading or untrue about health issues.**

<https://chadd.org/adhd-news/adhd-news-caregivers/social-media-videos-often-share-misinformation-about-adhd/>

Suarez-Lledo, V., & Alvarez-Galvez, J. (2021). Prevalence of health misinformation on social media: systematic review. *Journal of medical Internet research*, 23(1), e17187.

Mental health professionals have to fill this gap

“If there is lack of official information, people may be at risk for exposure to rumors that fill the information void” (Jones et al., 2017)

- The U.S. Surgeon General advised health professionals to
 - Use technology and media platforms to share accurate health information with the public
 - Partner with community groups and other local organizations to prevent and address health misinformation

Jones N.M., Thompson R.R., Dunkel Schetter C., Silver R.C. Distress and rumor exposure on social media during a campus lockdown. *Proc. Natl. Acad. Sci. U. S. A.* 2017;114(44)

Children's Mental Health

*The Role of Marketing and
Communications Professionals*



As a healthcare marketing leader... Why it matters to YOU!

- Parents and caregivers are looking to their healthcare system for answers
- Healthcare organizations have an opportunity to serve their communities and be a leader
- Providing mental health information decreases the demand for treatment and improve wait times.



Communities across the country are seeking resources and information

- Parents and caregivers are looking for information and solutions and look to their healthcare organization for answers.
- Teachers and schools are seeking guides and tools to support their classrooms and school communities.
- Community leaders are seeking a consistent and impactful expert to inform mental health initiatives.





Opportunity to Serve Communities and Position Organization as a Leader

Healthcare organizations have an opportunity to serve their communities and provide resources that:

- Provide a solution and build trust
- Create community connections
- Identify them as a key resource and leader in mental health
- Give a voice to mental health in your community

Providing Resources Improves Demand and Wait Times

Providing mental health information and resources to your communities will help to:

- Increase knowledge
- Reduce stigmas
- Build literacy and skills

With the goal overtime to decrease the demand for treatment and improve wait times.



The Need: In 2023– Evolve from A Cause Platform Campaign to a National Cause Organization



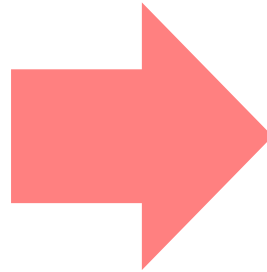
National Call-to-Action Platform Campaign

A high-profile consumer call-to-action campaign that galvanizes efforts under a singular campaign name creating a sense of urgency to give and activate.



National Cause Organization

Centers its focus on impacting the larger cause being addressed. A self-sustaining organization with collective impact through awareness, collaboration and programmatic outcomes



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Questions?

- Please be sure to complete the session evaluation on the mobile app!