



NYC Public Awareness Campaign

The Investigator's Hub is intended to foster collaboration and innovation between ThriveNYC programs and investigators. As such, investigators are welcome to propose new and innovative ideas for exploration beyond what is described in this posting. We greatly welcome novel thinking and methodologies.

Under ThriveNYC, the New York City Department of Health and Mental Hygiene has launched culturally competent public awareness campaigns to change the conversation around mental health and help individuals and communities take action. In addition to closing treatment gaps, we must take the lead on reframing the way people think and talk about mental health. We must also provide New Yorkers with clear and useful information on how to access services.

This campaign is built around two overarching objectives:

1. Reshaping the conversation around mental health, focusing on mental health promotion and early intervention; and
2. Helping New Yorkers understand how to access services if they or someone they know are experiencing mental health issues.

Media campaigns and community engagement were incorporated in launching ThriveNYC. Campaign messages have been shared with New Yorkers in many different mediums. Media ads have been places on television, in the subway, bus shelters, billboards, newspapers, and online. On a community level, we have partnered with experts, community groups, cultural groups, health service providers, and elected officials in high-need neighborhoods to amplify our message.

This campaign first started in late 2015 ("Let's start the conversation," and "Today I Thrive"). Campaigns have also run promoting awareness and use of NYC Well services. Media campaigns will continue through at least 2018.

If you have any research or evaluation questions that you would like to propose for this initiative, please submit a proposal following the instructions below and also on the ThriveNYC Investigator's Hub website.

Proposals of no more than 5 pages, single spaced, should include:

- Proposed specific aims and hypotheses
- Approach and methodology
- Investigative team
- Resources available to conduct study and resources requested
- Requests/Assumptions about collaboration with DOHMH
- Human Subjects Protection

Researchers will be required to obtain their own funding and will be provided with consultation support and facilitation from the Center for Innovation in Mental Health at the City University of New York School of Public Health. Data transfer and data use agreements will be established



prior to any data transfer. Proposals and questions should be submitted to:
cimh@sph.cuny.edu. Proposals are reviewed on a rolling basis.