



# How a Feedback Study Brings Mental Health Into Focus

*We believe persistently illuminating, understanding, and advocating for populations results in empowering decision-makers and improving outcomes. Below we showcase how we did just that for Virginia's Department of Behavioral Health and Developmental Services.*

## DBHDS Case Study

Feedback was retained by Virginia's Department of Behavioral Health and Developmental Services to assess if and how social media channels could be used to locate, identify and address mental health needs among citizens of the Commonwealth of Virginia. Feedback's research was conducted to inform Virginia's 40 Community Services Boards (CSBs) tasked with meeting the mental health needs of Virginia's citizens. Feedback initiated a county-by-county study throughout Virginia, focusing initially on depression, substance abuse, and suicide among teens and returning veterans, the audiences who suffered the highest suicide rates in the Commonwealth.



▶ **PROVIDED  
ACTIONABLE  
INSIGHTS**

This research quickly showed that there was a clear and present need (witnessed by many examples of teens partying and committing suicide on social channels, after prior posting of related statements and pictures; and veterans withdrawing from society or involved in self-destructive behavior). Feedback presented its findings first to the DBHDS officials, then to all of the CSBs in Virginia, as well as their cohort groups. At the same time, Feedback assisted with a highly-targeted social campaign to recruit volunteers for Virginia's Mental Health First Aid Worker program, discovering what kinds of terminology and imagery were the most effective in engaging volunteers and significantly increasing enrollment numbers.



▶ **LEAD TO  
IMPROVED  
OUTCOMES**

This project was heralded as **the most successful program in DBHDS's history**, and provided actionable ways for Virginia to support its population's mental health needs based on real, timely evidence and an accurate understanding of how best to develop and deploy effective assets throughout the Commonwealth. Feedback was even awarded Sole Source status as a firm with unique services and methodologies not available by other service providers in the US.



▶ **CALLED "MOST  
SUCCESSFUL  
PROGRAM"**



*Let us show you how we can help.*

Contact Aaron Thaler at [aaron@discoverfeedback.com](mailto:aaron@discoverfeedback.com) to schedule a demo today.