Mental Health Awareness
Social Marketing Metrics

Synopsis of Poll Responses and Media Impressions
from Fall 2019 through Winter 2021
80% of 484 clients, family members and community members who registered for an MHSA focus group in Spring 2021 reported having seen a mental health-related ad

- Seeing the ad(s) prompted them to do one or more of the following:
  - Take action: 24% (i.e., click on a post, go to a website, call a resource line, etc.)
  - Share the information with someone: 30%
  - Think differently about mental health: 23%
  - Become aware of resources: 39%
  - None of the above: 19%

- While the poll did not specifically ask whether the ad seen was from Angels Baseball, due to the impact of COVID-19 this campaign was the only continuously active mental health awareness campaign that was running from ~April 2020 through ~October 2021
## Mental Health Campaign Social Media Metrics

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Spending</th>
<th>Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Angels Baseball</strong></td>
<td>$1,090,000</td>
<td>• Outdoor Signage: 1.97m impressions</td>
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<td></td>
<td></td>
<td>• In-Stadium signage: 441.5m impressions</td>
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<td></td>
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<td>• Facebook, Twitter, Instagram: 74.4m impressions</td>
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<td></td>
<td></td>
<td>• Angels.com: 200k page views over 6 months</td>
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<td></td>
<td></td>
<td>• Radio: 6.45m listener impressions</td>
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<tr>
<td>2021 Season</td>
<td></td>
<td></td>
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<tr>
<td><strong>Angels Baseball</strong></td>
<td>$795,000 (reduced due to COVID)</td>
<td>• Outdoor Signage:* 16.2m impressions</td>
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<tr>
<td></td>
<td></td>
<td>• In-Stadium signage: 356.7m impressions (over media only)</td>
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<td></td>
<td></td>
<td>• Facebook, Twitter: 14.3m impressions</td>
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<td></td>
<td></td>
<td>• Angels.com: N/A</td>
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<tr>
<td>2020 Season</td>
<td></td>
<td></td>
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<tr>
<td><strong>Casa de la Familia</strong></td>
<td>$76,000</td>
<td>• Facebook: 4.8k views</td>
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<tr>
<td><strong>Wellness Prevention Center</strong></td>
<td>$54,456</td>
<td>• Social Media: 176k impressions</td>
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<td></td>
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<td>• Instagram: 1.6k story views</td>
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<tr>
<td>FY 2019-20 extended</td>
<td>~Nov 2019 – Dec 2020</td>
<td></td>
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<tr>
<td><strong>Council on Aging Southern California</strong></td>
<td>$150,000</td>
<td>• Outdoor Signage: 17.7m bus shelter/bus impressions</td>
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<tr>
<td></td>
<td></td>
<td>• YouTube: 140 views</td>
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<td></td>
<td></td>
<td>• Instagram: 12.9k reached</td>
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<tr>
<td><strong>NAMI-OC</strong></td>
<td>$98,710</td>
<td></td>
</tr>
</tbody>
</table>

*Ran year-round*
Angels Baseball Campaign Highlights

2021 Season
Community Signage

"The Big A" LED Display
OCHCA Artwork displayed on LED board adjacent to the 57 freeway for 6 months from January to June 2021

Katella Billboard
Visible from Katella Avenue, Northbound train passengers, Anaheim Train Station passengers, Angel Stadium parking lot and the 57 freeway.
In-Stadium Signage

**Home Plate (Additional Media and Socials)**
Highlight clips featuring the home plate artwork received additional exposure on highlight programs and the Angel's social media platforms:
- **Twitter** (1.2 million followers)
- **Facebook** (1.3 million followers)
- **Instagram** (993 thousand followers)

**Home Plate (Television)**
Artwork displayed behind home plate received 4 Hour, 9 Minutes and 9 Seconds of screentime for a total of more than **84 million impressions**
**Outfield Wall (Know the Signs)**
Know the Signs artwork displayed in right field received 2 Hours, 47 minutes, and 28 seconds of screentime for a total of more than **174 million impressions**

**Outfield Wall (Your Game Isn't Over Yet;)**
Your Game Isn't Over Yet; artwork displayed in right field received 1 Hour, 47 minutes of screentime for a total of more than **112 million impressions**.
In-Stadium Commercials

The two games featuring these commercials had an in-person total attendance over 43 thousand.

“Stay in the Game” was created and filmed by Orange County students from Brea-Orlinda high school as part of the statewide Directing Change competition. The selected video was aired during in-stadium during a home game, as well as on TV (see Radio & TV Spots slide).

The Know the Signs Suicide Prevention in-game commercial appeared in five distinct locations simultaneously, creating an immersive fan experience:

- Two (2) Baseline Fascias
- Main Scoreboard
- Angel Vision Scoreboard
- Out of Town Scoreboard
- Tunnel A LED Board
Social Media Sweepstakes
Your Game Isn’t Over Yet;

- To help drive awareness, HCA and Angels Baseball ran a sweepstakes campaign from August 17-31, 2020 on Twitter.
- Fans who clicked through to complete a registration screen populated with suicide prevention information were provided free t-shirts co-branded with the Trouts’ Your Game Isn’t Over Yet; and Know The Signs suicide prevention logos.
- Over 500 valid entries were received, with winners residing in 32 out of 35 Orange County cities.
Social Media Sweepstakes

#Together We Are Stronger

• HCA and Angels Baseball ran a second sweepstakes campaign from September 5-27, 2020 promoted via an email blast and Twitter.

• Fans could post their own messages on Twitter and enter to win a chance to win a pair of cleats autographed by Mike Trout.

• A winner was randomly drawn from all eligible entries submitted.
Together We Are Stronger Sample Entries
Fan Giveaway

**Rally Monkey**
OCHCA was the presenting sponsor of a rally monkey stuffed animal given to a minimum of **30,000 fans** total across two separate games.

**Rally Monkey**
The rally monkey featured a green-ribbon and Angel's promotional material highlighted mental health awareness.
OCHCA received a print ad in all five issues of the Angel Magazine publication during the 2021 season.

All issues were posted online for the public and Issue 4 was sent by mail in-print to the homes and businesses of 7,000 ticket plan holders.
**Radio & TV Spots**

**English Radio**
Angels Baseball Radio AM830 ran two Pre/In/Post radio commercials during all 162 regular season game broadcasts on Angels Radio AM830 KLAA.

These, along with over 600 additional radio commercials, had over 8 million listener impressions.

**Bally Sports West TV Commercial Spots**
"Stay in the Game" commercial spot was run on Bally Sport during 57 games, with 116 bonus spots run during additional television broadcasts ("Behind the Scenes", Angels Re-airs).
**Bally Sports West Interview**

- OCHCA was the presenting sponsor of the Pre-game Show and Game Broadcast on 9/10/21.
- OCHCA spokesperson, Dr. Bhuvana Rao, appeared with BSW host, Kent French, for pre-game discussion about Suicide Prevention and the importance of mental health.

**Bally Sports West "Game brought to you by..."**

- BSW ran a logo billboard during broadcasts in May and September.
  - May: “This game is brought to you by OC Health Care Agency, May is Mental Awareness Month, go to www.ochealthinfo.com to learn more”
  - September: “This game is presented by the OC Health Care Agency and suicideispreventable.org”

Total 2021 Bally Sports West impressions: 41,000

(not included on Slide 3)
OCHCA had a booth during the Angels 5k which had more than 2,000 participants in addition to their guests.

Activation Booths

where thousands of pieces of mental health-related swag and informational brochures were distributed to attendees

OCHCA set-up booths during two games with a total attendance over 43 thousand.
2021 Bonus Assets

- Home Plate Rotational - $200,000 (40 bonus ½ innings)
- Home Plate Permanent sign - $25,000 (1 game bonus)
- Angel Magazine Ad - $20,000
- Katella Billboard - $36,000
- Angels Radio - $106,920
- BSW Commercials - $81,000
- Angels 5K - $5,000
- Angels Big A - $44,000
- Vaccine Clinics – n/a
- Outfield Wall Location #2 – make good for reduced attendance
- Dugout Suite Perm Sign – make good for reduced attendance

TOTAL VALUE OF BONUS EXPOSURE= $517,920

2021 Bonus Outreach Opportunities

- Through Angels Baseball HCA had the opportunity to connect with new audiences and organizations within Orange County to provide educational materials and/or host mental health events:
  - National League of Young Men
  - Angels “RBI” Clinics (two community youth baseball clinics)
  - Esperanza High School baseball team
  - All-American Brewhouse
Suicide Prevention Campaigns

Sample of Digital Campaign Images and Media Impressions from two OC HCA Suicide Prevention Digital Campaigns
Help Is Here

Feel like there’s no hope?

Want to make the pain stop?

Start here.
• Multiple ad executions reflected real men representing high-risk subgroups:
  • Middle-age and older adult males
  • Veterans/military
  • First responders
  • Construction workers

• Multimedia campaign included:
  • Billboards
  • Transit Shelters
  • Television
  • Radio Spots
  • Digital and Social Media
  • Community Outreach Toolkit

• Website: HelpisHereOC.com
  To learn about the signs of suicide and find helpful resources including links to local support services

Help is Here
$1.2 million

• Outdoor Signage: 27.4m impressions

• Social Media: 20.7m impressions

• Radio: 13.5m listener impressions
  (Broadcast & Streaming Audio such as Spotify, Pandora, iHeart, Radio.com)

Run Dates:
November-December 2020
Be a friend for life.

IF YOU SEE THE WARNING SIGNS OF SUICIDE, REACH OUT FOR SUPPORT.
• Multiple ad executions reflected diverse groups of youth

• Targeted youth ages 15-22 years old with a specific focus on the LGBTQ+, foster youth, and high achiever demographics

• Multimedia campaign included:
  • Billboards
  • Transit Shelters
  • Radio Spots
  • Digital and Social Media
  • Community Outreach Toolkit

• Website: BeAFriendForLife.com
  To learn about the signs of suicide and find helpful resources including links to local support services.

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Be A Friend for Life  
$590.9 thousand

• Outdoor Signage & Digital/Paid Media: 22m impressions

• Social Media: 899k impressions  
  (OCHCA Facebook, Be Well, etc.)

• Social Media Influencers: 5.5m impressions/reach (macro & micro influencers)

Run Dates: December 2020