

CASE STUDY

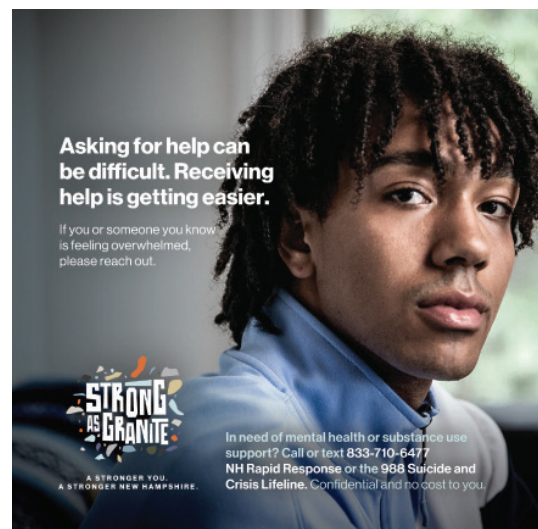
New Hampshire's "Strong as Granite" Campaign

In September 2023, the New Hampshire Department of Health and Human Services launched their "Strong as Granite" campaign to educate residents about behavioral health services available to them across the state.

The campaign's name, Strong as Granite, evokes the spirit of self-sufficiency that New Hampshire residents have long embraced. Messages focus on strength, resiliency, and hope, and direct audiences to state and national resources available 24/7. Working with the Office of Governor Christopher T. Sununu and NH Department of Health and Human Services (DHHS) the campaign launched during National Suicide Prevention week. "New Hampshire has worked to rebuild our mental health system from the ground up, with an emphasis on providing Granite Staters support when and where they need them," said Governor Chris Sununu. "The Strong as Granite campaign provides yet another set of tools to quickly access resources in a time of need."



When people call the rapid response number, operators can deploy mobile crisis teams through the state's 10 mental health centers. This is part of what's called the "crisis now model," which has three pillars: someone to call, someone to respond, and somewhere to go. "In the future, the state is planning to pilot crisis stabilization centers," Kerri Swenson, Mental Health Systems Administrator, Bureau of Mental Health Services in the Department's Behavioral Health division said.





New Hampshire uses ads in a targeted fashion, depending on public health data trends in various regions. For example, a billboard in Manchester, New Hampshire targets women between 30 and 40 to call 211, given that rates of overdose among women in that age group are among some of the highest in the state.

“The campaign is meant to be broad and upstream, so people can call early and often and do not need to wait until a time of crisis.”

- Jenny O’Higgins, Senior Policy Analyst, DHHS



In addition to the campaign imagery, New Hampshire residents shared lived experiences for both mental health and substance use challenges. Shared storytelling is empowering for people who have experienced significant challenges in their lives. By sharing their stories, they also help others find inspiration, hope, and connection.



EVALUATION & METRICS

Unleashing Inner Strength, Defying Stigma, and Shaping a Resilient Future

Our mission is to normalize getting help for mental health concerns and substance use by providing clear information, encouragement, and reassurance. Through print and digital ads, social media, tv spots, radio and out-of-home media we aim to shift personal and societal attitudes towards behavioral health, making help-seeking a routine and positive action.

Priority Target Audiences

The top 6 counties with high rates of drug overdose deaths, narcans use, heavy and binge alcohol use, and suicide include:

Sullivan Hillsborough Coos
Strafford Belknap Cheshire

The top 4 cities for drug overdose and narcans administration are:

Manchester / Hillsborough County
Nashua / Strafford County
Rochester / Merrimack County
Concord

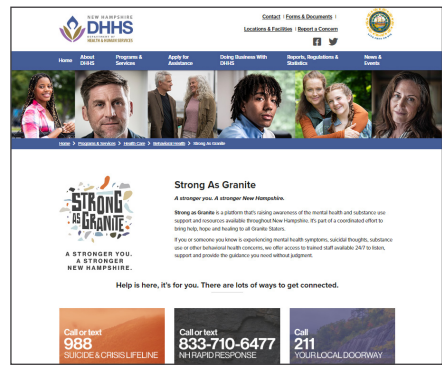
As a statewide campaign we used public health data to prioritize purchasing media in regions of highest need. We are seeing significant search volume for behavioral health services in these priority regions.

Channel	Impressions
Out-of-Home (Gas Pumps, Concrete Graphics, Restaurant Posters)	44,037,300
Billboards	9,114,679
TV (WMUR, WMUR.com, OTT)	8,864,520
Radio (Broadcast, Streaming, iHM Display)	3,850,823
Newspaper (Print + News Site Display)	1,495,029

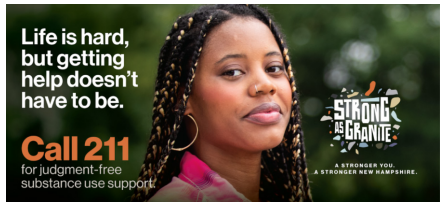
Total Website Visitors
9,339

5,200 Google Ads Impressions in 1 month

46 Newspaper Inserts



22 Billboards



26 Gas stations with toppers

8 Venues for concrete graphics

106 Restaurants & bars with posters



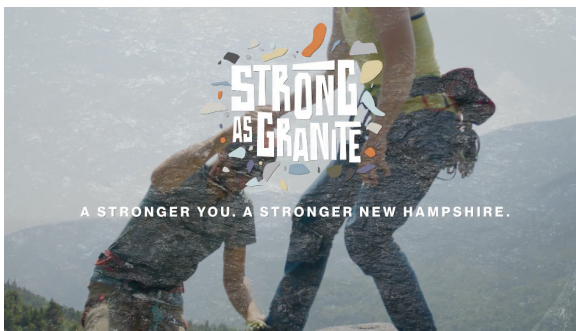
Total Paid Media Impressions
67,362,351

EARNED MEDIA & AWARDS

Multimodal Public Awareness Success

We will retain our focus on messaging that promotes positive narration and the reduction of individual and social stigma around seeking help for behavioral health challenges. For year two, DHHS can expect a continuation of the service and quality you received in year one for the Strong as Granite (SAG) campaign. Since we created the brand identity, tagline, and all visual assets (ads, videos, social media, billboards) and know them intimately, we are well-positioned to resume ad schedules, events and activities to promote brand awareness continually.

- Award-winning creative that utilizes powerful, welcoming brand messaging.
- Multi-modal media channels that were selected to reach key audiences and drive awareness.
- Initial campaigns delivered across a sophisticated combination of broadcast TV and radio, streaming audio, news publications, social media, and in OOH (out of home) media – all in order to reach our audiences “where they are.”
- Cost-effective channel mix



The Boston Globe

NH HEALTH

New campaign aims to publicize mental health and substance use services

The “Strong as Granite” campaign is also designed to help reduce the stigma around asking for help

By **Amanda Gokee** Globe Staff, Updated August 29, 2023, 4:33 p.m.

Billboards are one part of the state's new "Strong as Granite" campaign to increase awareness and reduce stigma around seeking help for substance use and mental health. JENNY O'HIGGINS



Muse by Clio
Two Gold Awards: Advertising, Integrated Marketing

Click on the link below for our brand tv spot; and listen to radio ads for Strong as Granite.

<https://f.io/3jEL6Mfj>

Password: InitiumSAG



A STRONGER YOU.
A STRONGER
NEW HAMPSHIRE.



Media Post Planning & Buying Awards, Finalist: Branding



Aspect Marketing & Advertising Awards, 2nd Place: Multimedia Campaign, Behavioral Health Category

