

# Mental Wellness Campaign for Anoka County

2010 Community Mental Health  
survey results



# Purpose

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- To measure the beliefs and knowledge of Anoka County residents regarding mental health
- To determine whether resident attitudes/perceptions have changed since 2006

# Respondents

- 1,377 Anoka County residents
  - Margin of error is +/-3 percentage points
- Data collected through
  - On-line survey
  - In-person interviews in public locations
  - Random telephone survey
- Representative of Anoka County population
  - Except gender – 27% of respondents were male compared to 50% of the population

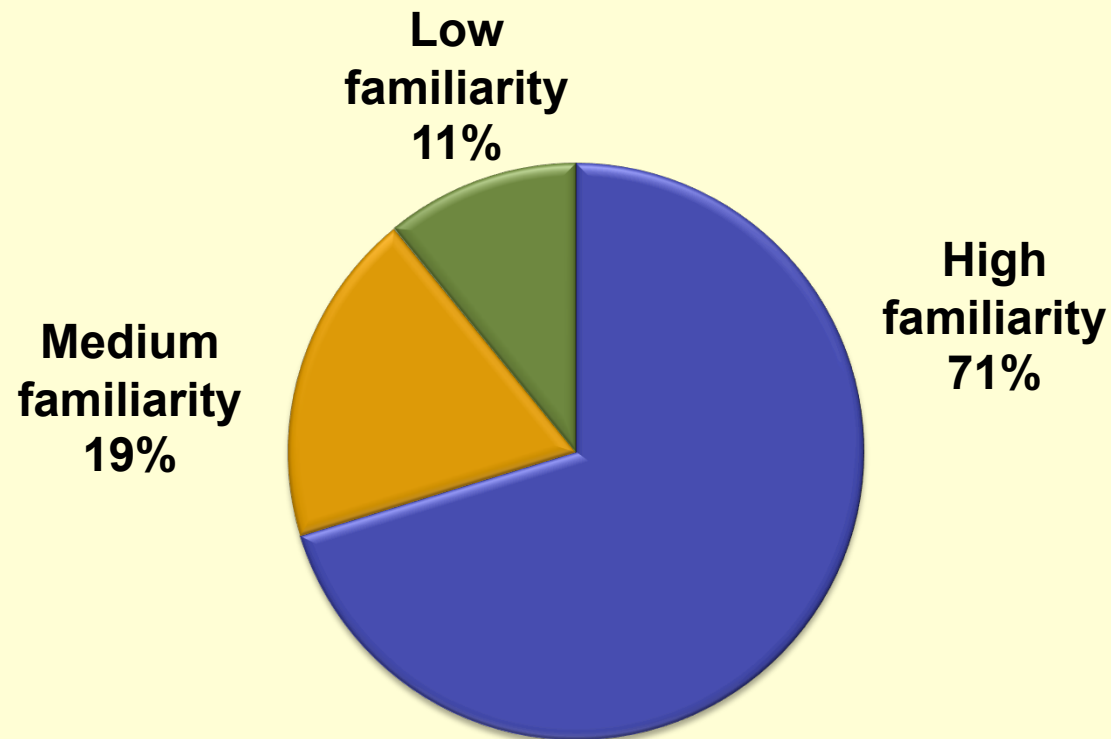
# Familiarity with the Campaign

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- 15% of respondents were familiar with the Campaign prior to completing survey
- They were most likely to be familiar with:
  - Newspaper articles
  - Flyers or brochures
  - Resource fairs/booths
  - Posters or displays

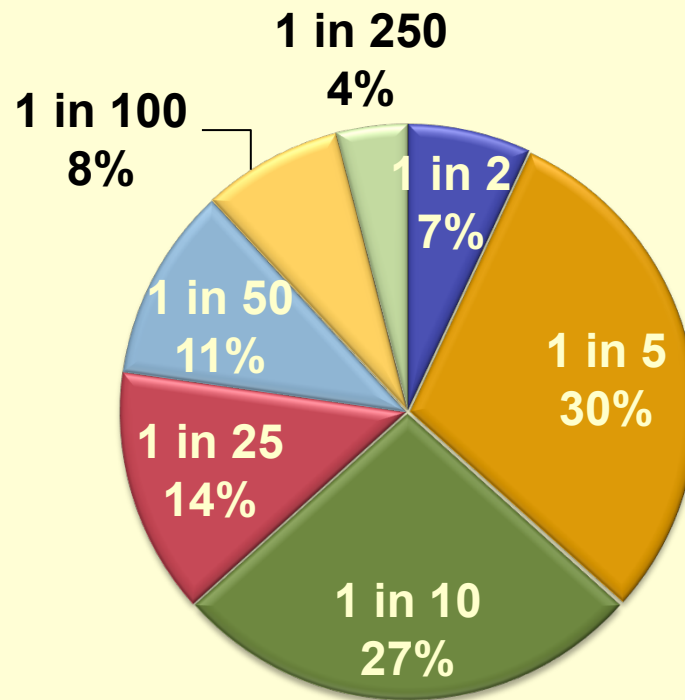
# Familiarity with mental illness

- 71% were very familiar with mental illness



# Prevalence of mental health concerns

- Approximately 1 in 5 people can be expected to experience mental health concerns
- Many residents underestimate prevalence

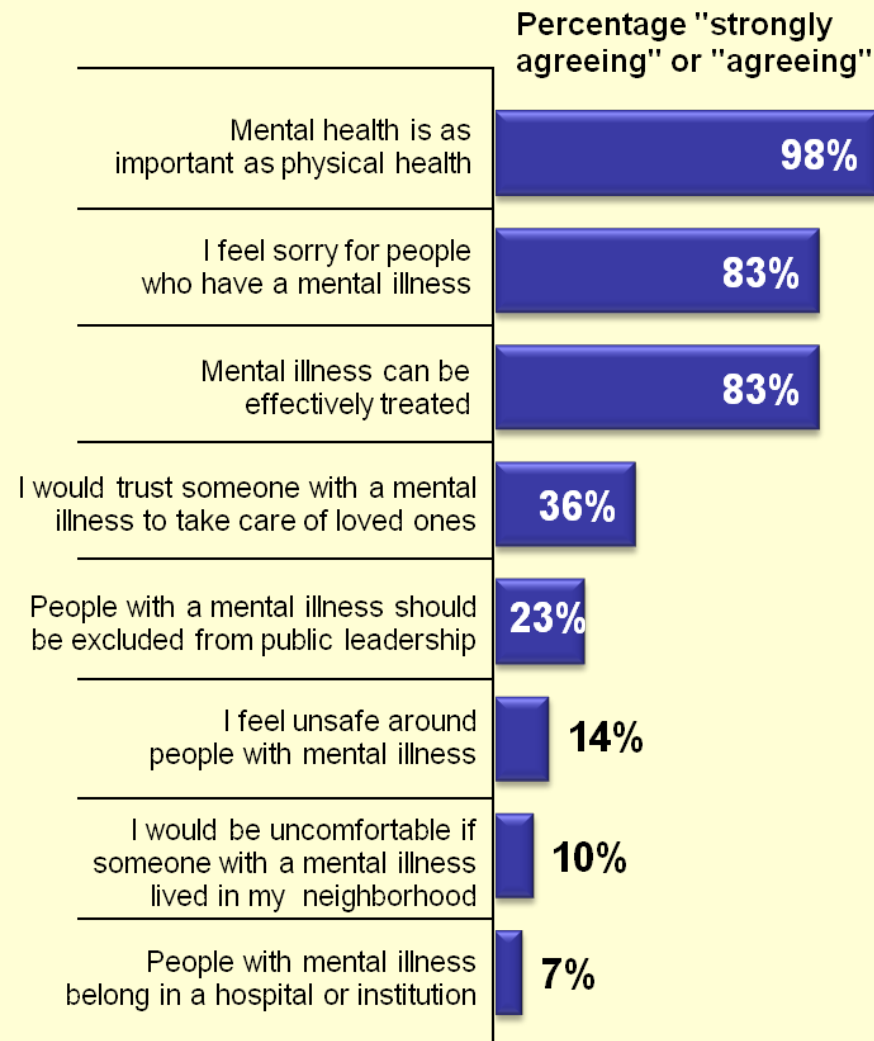


# Attitudes towards mental health

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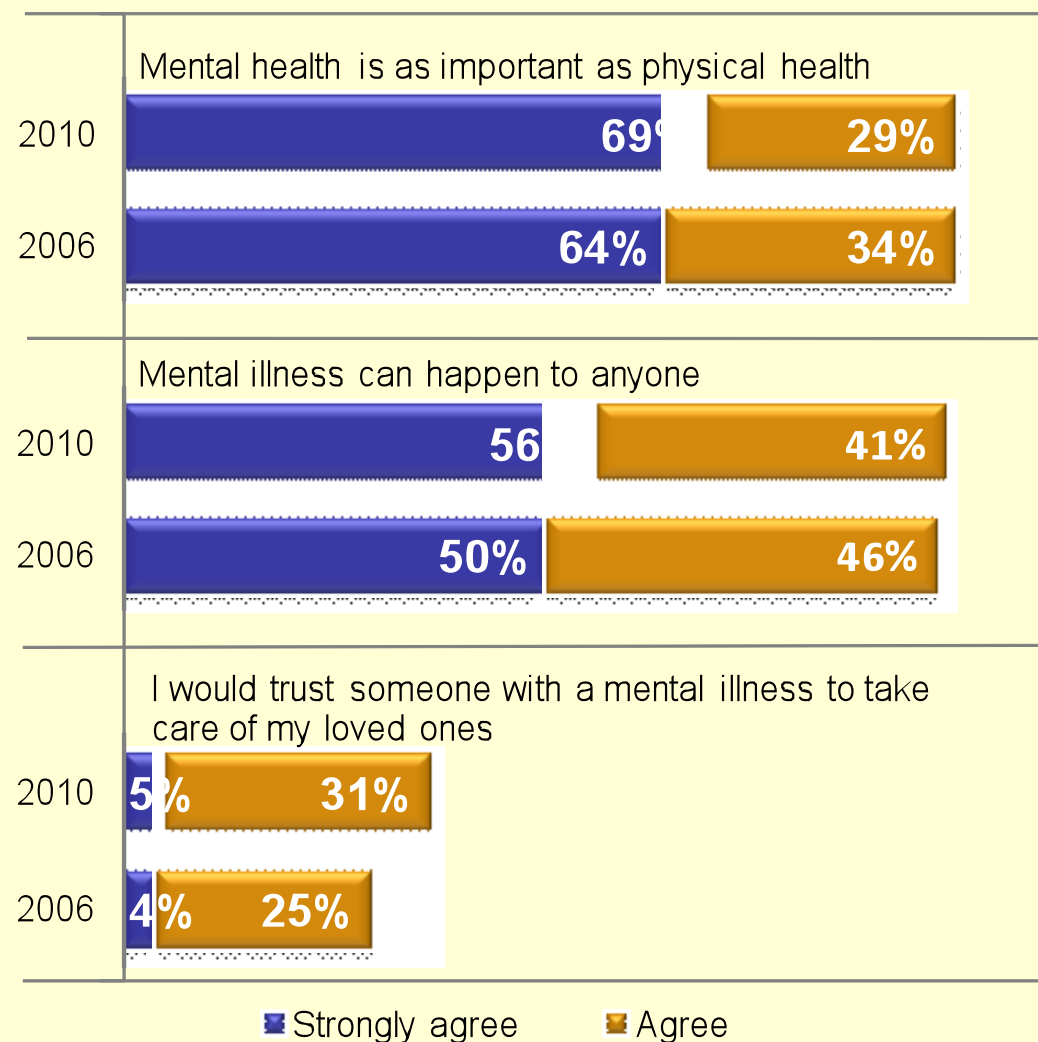
- Over 90% of respondents “agree” or “strongly agree” that:
  - Mental health is as important as physical health
  - More services are needed
  - Mental illness can happen to anyone
  - Mental illness can be effectively treated

# Attitudes about mental illness

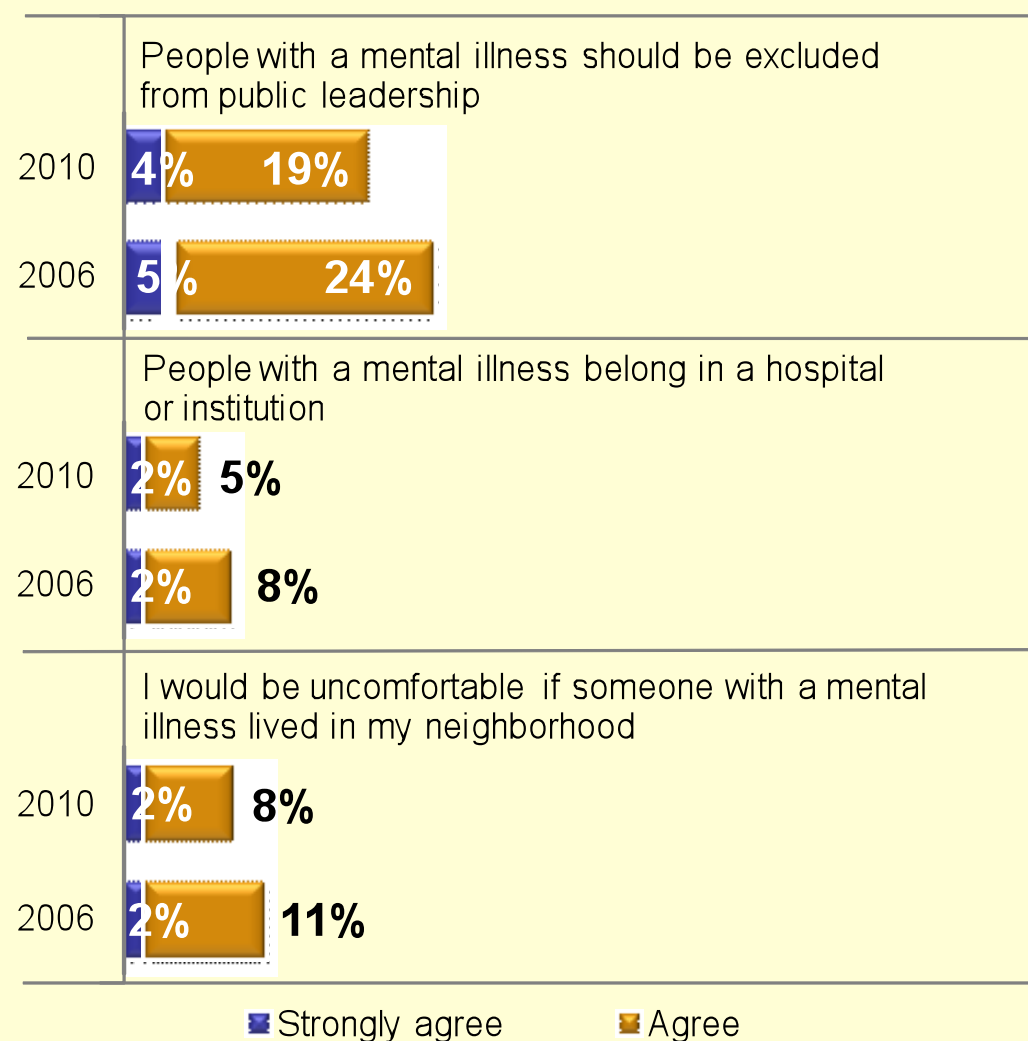




# Changes between 2006 and 2010

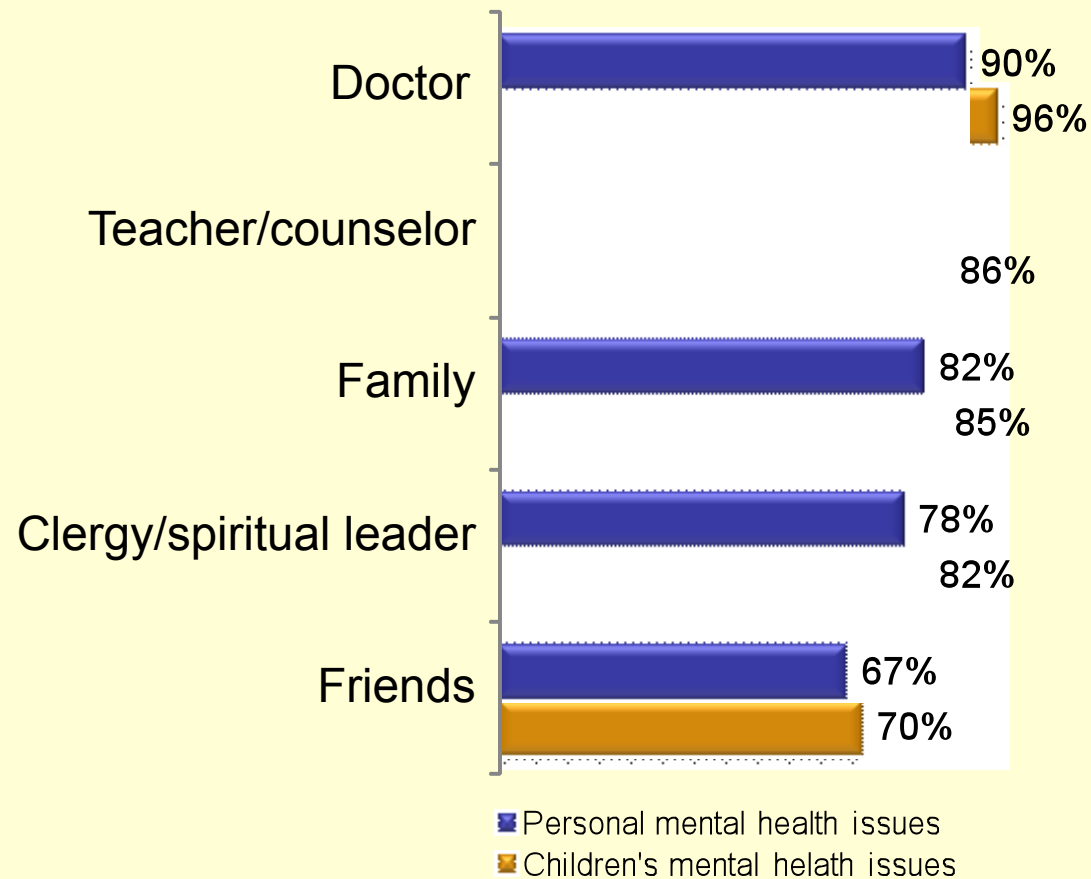


# Changes between 2006 and 2010



# Comfort discussing mental health issues

Respondents were most likely to talk to their:



# Where to go for help

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- 30% of respondents said they did not know where to find mental health services for themselves
- 26% said they would not know where to find mental health services for their children

# Learning more

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- 52% of respondents said they would like to learn more about mental health issues
- Respondents said the best ways to learn more include:
  - Internet
  - Newspapers
  - Flyers or brochures

# Societal acceptance

- 95% of respondents said society needs to be more accepting of people with mental illness
- Messages to help society be more accepting and supportive include
  - Mental illness can be effectively treated
  - Mental illness can happen to anyone
  - Mental illness has a biological basis similar to other medical conditions
  - There are different types of mental illness with a wide range of symptoms and effects

# Conclusions and recommendations

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- Share information about the prevalence of mental illness
- Provide resources for friends/family members
- Provide information about how to recognize potential mental health issues and positive models of recognizable individuals
- Share examples of individuals with mental health issues who successfully carry out roles involving a high degree of trust, responsibility, or leadership

# Conclusions and recommendations

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- Use creative and proactive strategies to share information with men
- Provide age-appropriate education and resources to younger residents
- Provide targeted information for doctors, clergy, and teachers to help them provide accurate information, support, and resources
- Continue to publicize information about available services and resources



# Conclusions and recommendations

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- Promote messages that encourage residents to identify concerns and seek help right away
- Work with employers to distribute information about mental health concerns at work
- Consider partnering with culturally-based organizations to provide appropriate and relevant information
- Highlight key messages that resonate with residents

## **Additional information**

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**For more information please contact  
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