The 14 Square Inches that can Change a Life

Leveraging Mobile Apps to Deliver Behavioral Health Education and Resources
Your Facilitators:

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Agenda

• Why Mobile Devices are so important & how they can be leveraged in Behavioral Health
• The Importance of Content
• The Criticality of “Sticky”
• Our Journey Creating & Implementing a Mobile App
• What to consider when developing a Mobile App
• Data from our implementations to date
Why?

• It’s more difficult than ever to be a teen and they cannot solve these problems alone
• Providing engaging, relevant, education and helpful resources can combat these issues
• Our friends/families at risk
• We can make a difference
Greater Challenges than Ever Before

Bullying

Substance Abuse

Depression & Self-Harm

#LEADINGCHANGE
Every Statistic has a face

5.4 Million Kids will miss at least one day of school due to bullying

Drug overdose is now the #1 killer of young people. More than guns, more than car accidents

Suicide amongst teenage girls tripled between 2007-2015

#LEADINGCHANGE
The Problems are Real

So how can we address them?
Kids and their phones

We want to leverage an addiction to fight addition

We want to leverage behavior to improve behavioral health
Why Mobile? Why Apps?

• Mobile Apps create immersive experiences
• Better Data Tracking
• Easier to retain users
• Extensible – More functions within
• 80% of site visits were with a mobile device
• Can you do both a website and mobile app?

Mobile apps provide a better experience across the board
Let’s Talk About Content
Lifeline Content™

We provide education, encouragement, and resources to our students and families in need

• Original source materials from recognized providers
• Targeted to be 2-6 mins in length
• Modified to fit the viewers screens (and attention span, and need for interaction)
• Required questions at the end of each course ensures comprehension
Content Development:

Tools?

Remember the Be’s:

• Be Brief
• Be Bright
• Be Compelling
• Be Edgy
• Be Clear (quizzes)
• Be Gone
Sample Content from our App (StudentSuite)
Who Does StudentSuite Target

- All Students: 60%
- At Risk: 30%
- In Crisis: 10%
- Doing OK: 60%
Creating Good Content is NOT ENOUGH!

There has to be more and greater reasons to keep the app on their phones.
The “SHUN” Words

• Adoption
• Retention
• Utilization

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StudentSuite
Features & Functions

StudentSuite
• Cool Tools for School:
  • Digital Student ID
  • Bus Tracker (Uber for your bus)
• Incentives and Rewards
• Job Search
• Lifeline Content™ and Resources
  • Education (Courses)
  • Encouragement (Inspire Me!)
  • Resources (documents, links, texts, numbers)
Using Data to Make Better Decisions

• Improving Lifeline Content
• Better methods of communication
  • Dropping emails in favor of other methods
• Providing schools with better snapshots of use and engagement
Student Ambassadors

• Students helped drive the implementations
• Inclusion – Makes them feel like the are part of something bigger
• Direct feedback about the content and app
• Great leadership opportunity
Communication with Students

• Social Media
• Push Notifications
• In-person Feedback
How we funded the project

- Working closely with corporate sponsors who have high interest *in the cause* and will match funds.
- Local merchants who *believe in what we are doing* and who see benefit from access to the user base (customers and potential employees) can provide the largest share of support.
- State/Local agencies, civic groups, & charitable foundations assist in off-setting the annual costs.
- Each school provides some minimum level of funding (skin in the game).
Support from Community Partners
How well does it work?
83% Students download the app

72% Users use the app each month

62% Retention after 90 Days

4.3 Avg content rating out of 5

3-4 mins Average session time

Rapidly rising award claims
Real Comments from Real Students

The content was really good

I loved the video and I liked how you made sure we just didn't skip the video and you made sure that we watched it.

When I read this, it touched my heart and if a bully reads this then they will have a different perspective.

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I liked the tips section.

It made me happy

I have to cope with Anxiety a lot so I took notes and this will DEFINITELY help me.

I liked the formatting and how matter of fact this module was.

I loved how interactive it was and I didn’t just have to sit here and read.

I love this module because it gives positive encouragement to people like me who are different. Great Job!

I want more to be interactive and I want this to be able to connect to any other one of our devices.

I have to cope with Anxiety a lot so I took notes and this will DEFINITELY help me.

I loved it and I think that you should make more like this and have more participants come in ♥

Video showing what can actually happen is good

I love the video animations.

I have to cope with Anxiety a lot so I took notes and this will DEFINITELY help me.

I loved it and I think that you should make more like this and have more participants come in ♥
Kings High School Survey Results

Q: I think that the information on the StudentSuite app is useful for teens.

- Strongly Agree
- Agree
- Disagree

Q: I read other content on even though it was not assigned by my teacher.

- Yes
- No

Q: I learned new information from the StudentSuite school app.

- Strongly Agree
- Agree
- Disagree

Q: I enjoyed learning with the StudentSuite mobile app.

- No
- Yes

Q: The articles on the app helped me to think differently about these topics.

- Strongly Agree
- Agree
- Neutral
- Disagree

Q: I think that we should continue to use the StudentSuite app at our school.

- Yes
- No
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Q: I think that we should continue to use the StudentSuite app at our school.

Should we continue to use StudentSuite?

- Yes
- No
The Bottom Line

...or lines
Our Journey

• It started with a Mission & a School District
• We had hurdles we had to clear
• We learned a ton about Kids, Content, and Marketing
• Where are we today (app, schools, future)
• We believe this is valuable and viable
So, what have you learned, Dorothy?

• Get the experts involved early and often (students)
• Teachers are more important than administration
• Leverage the schools
• EVERY school is different
• Incentives work and gamification is critical
• The Donut Principle
What We’ve Learned: The Doughnut Principal

- Each Market Has Needs and Complexities
- Three Distinct Target Audiences
- Libraries of Content
- Offer and availability
- Device access
Common Questions

• What are you delivering?
  • Education, Encouragement, Access to Resources
  • NOT: Diagnostics nor treatment

• Is it easy?
• Do I need a technologist?
• Is it expensive to develop?
• How do I get them to download it?
• Do I need the schools?
Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.