



BIPOC MENTAL HEALTH MONTH 2021



OUTCOMES REPORT

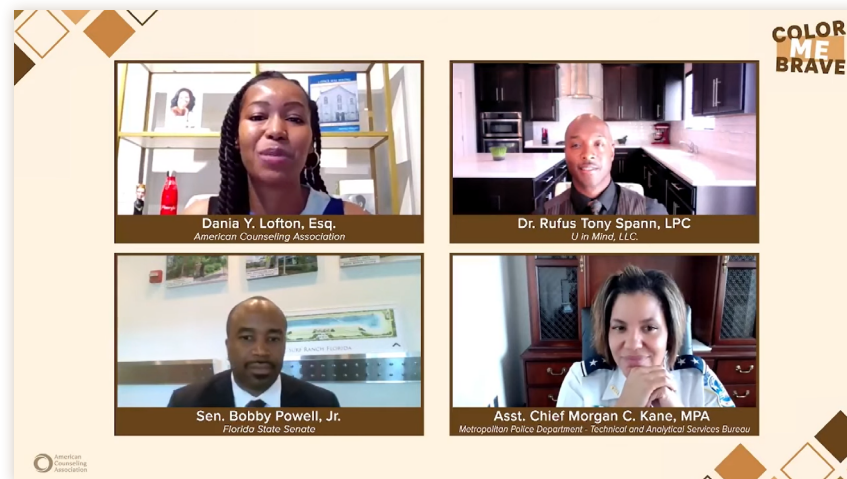
Be Color Brave, Not Blind

#BIPOCMentalHealth

Originally designated as “National Minority Mental Health Awareness” by Mental Health America, BIPOC Mental Health Month highlights the unique mental health challenges of historically disenfranchised or oppressed racial and ethnic groups in the United States. Black and Indigenous people and other people of color (BIPOC) experience a broad spectrum of discrimination, oppression, and inequity, all of which foster both collective and individual trauma.

This year, ACA’s strategic communications campaign tackling this critical issue was titled *Be Color Brave, Not Blind*.

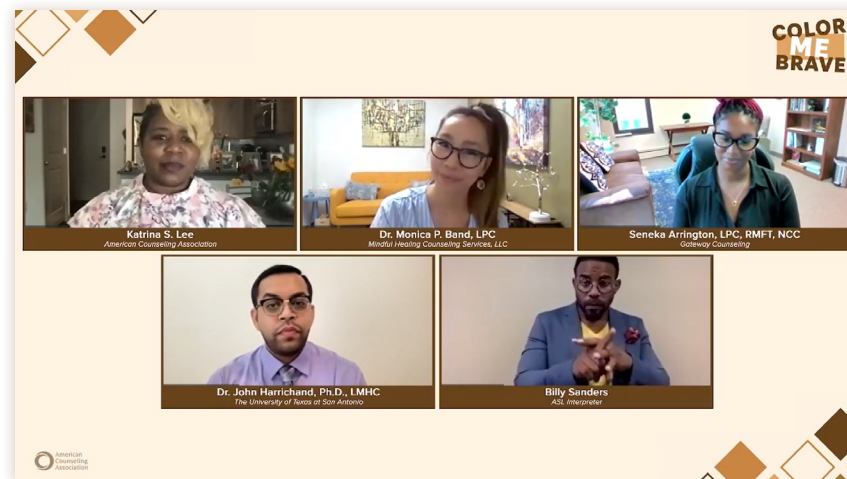
Throughout the month of July, ACA spotlighted the urgency of BIPOC mental health needs and the essential role that professional counselors and other mental health practitioners play in promoting the mental health and well-being of people in BIPOC communities through a strategic digital campaign.



Critical Conversations: Color Me Brave

This year, ACA pushed the boundaries on comfortable conversations about BIPOC mental health with a new Facebook Live series called Color Me Brave. The series featured candid and thoughtful discussions with various experts about issues central to BIPOC mental health and well-being.

[Supervention: Exploring the Intersection of Mental Health and Law Enforcement](#) showcased a virtual discussion with licensed professional counselor and ACA member Dr. Rufus Tony Spann, Florida State Senator Bobby Powell, Jr. and Assistant Chief of the Metropolitan Police Department's Technical and Analytical Services Bureau Morgan C. Kane, MPA.



Critical Conversations: Color Me Brave

[Equity: From Buzzword to Action](#) featured a dynamic panel of professionals unpacking the concept of equity from a mental health perspective. Panelists included licensed professional counselors Dr. Monica Band and Seneka Arrington, and licensed mental health counselor Dr. John Harrichand.

To further demonstrate and celebrate ACA's ongoing commitment to equity this year, a Black ASL interpreter participated in the "Equity: From Buzzword to Action" panel.



Color Me Brave: Live Broadcast and Video Recording

The overall response to the Color Me Brave series among members and viewers was incredibly positive and several engagement metrics nearly doubled between the first and second discussions. The “Supervention” video reached a total of **3,006 people with 78 comments** made and the “Equity” video reached a total of **3,386 people with 130 comments** made with viewers tuning in from all corners of the country and globe including Las Vegas, New York, Turkey, the Philippines, and Kenya!

Some comments from the live broadcasts

“As a current counselor education student, I wholeheartedly appreciate what you are saying, Dr. Band!”

– Stephanie B.

“

“Such a complex and important topic. Thank you for beginning to address it in this accessible forum.”

– Heidi R.

”

“I am a former police officer and now a counselor and am very passionate about this subject. I would love to get more involved in this process. I am currently working with a Virginia Delegate to create a mental health component to policing in Virginia.”

– Deck H.

Color Me Brave Landing Page

Building on last year's comprehensive resource page focused on minority mental health, ACA updated this year's landing page to reflect the new focus on BIPOC Mental Health and offer appropriate tools and information for counselors and others to support clients and share their Color Me Brave spirit.

Campaign Page Activity:

- ◇ 8,392 page visits
- ◇ 6 minutes and 38 seconds = average page viewing time
- ◇ 684 toolkit downloads (nearly double compared to last year!)
- ◇ 740 Color Me Brave coloring sheet clicks
- ◇ 183 click-throughs to Mental Health America
- ◇ 157 click-throughs to NAMI
- ◇ 221 people used campaign frame on Facebook

Social Media: #BIPOCMentalHealth

Like last year, BIPOC Mental Health Month proved to be a powerful and popular focal point across our social media channels. And although overall numbers for Facebook and Twitter were down slightly this year compared to 2020, they were up on Instagram and LinkedIn with engagement increasing by more than 3,500 on Instagram and 4,200 on LinkedIn.

Channel	Impressions	Avg. Daily Reach	Engagement
Facebook	501,847	12,488	27,836
Twitter	101,021	n/a	2,642
Instagram	165,796	3,372	9,529
LinkedIn	242,595	3,698	17,482
Total	1,011,259	19,558	57,489

Social Media: #BIPOCMentalHealth



Notable Comments:

“

“Color Brave...THAT is the way! THAT is realistic! That is true and real! Honest conversation about race, color, creed, gender and sexual orientation!”

– Marie W. on LinkedIn

”

“Thank you for your terrific content over the past month! You have really done a lot to educate us on the depth and breadth of #bipocmentalhealth facts and considerations.”

*@clinical_supervision_
directory on Instagram*

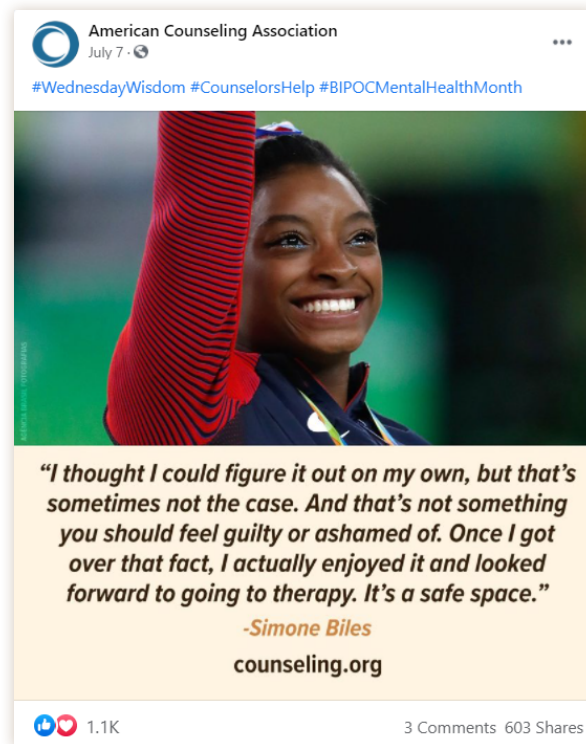
“Removing racist systematic barriers to school and licensure, addressing cost, decolonizing theoretical approaches & evidence based practices might be a good place to start if we want to support our clients and colleagues of color.”

– Brittany G. on LinkedIn



Social Media: #BIPOCMentalHealth

TOP 5 CLICKED SOCIAL MEDIA POSTS



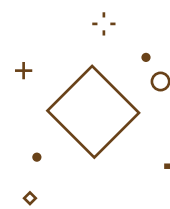
[Simone Biles Quote \(FB\)](#)



[The Issues Surrounding
“Color Blind” \(LI\)](#)



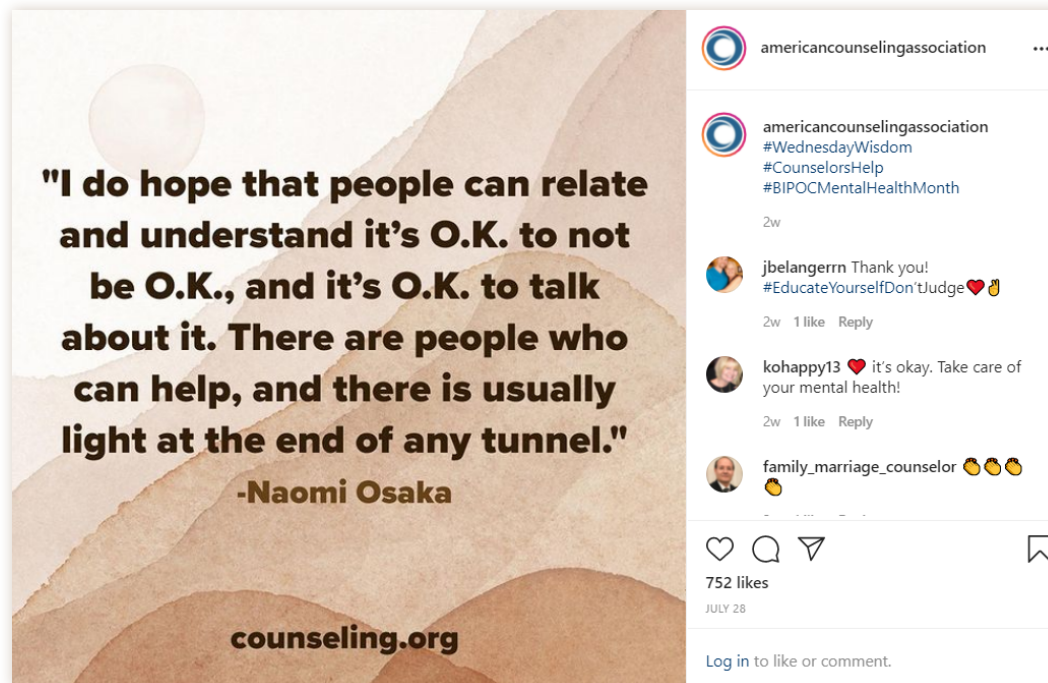
[BIPOC Counselors Statistic \(FB\)](#)



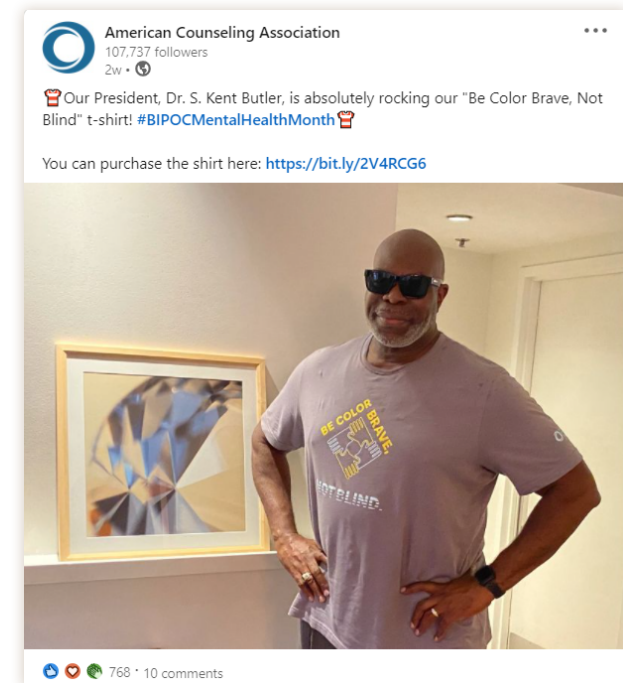
Social Media: #BIPOCMentalHealth



TOP 5 CLICKED SOCIAL MEDIA POSTS



[Naomi Osaka Quote \(IG\)](#)



[Dr. Butler in BIPOC MHM T-Shirt \(LI\)](#)



Color Me Brave t-shirt

- ◇ Cost: \$10.95; Retail price: \$15
- ◇ 161 sold (11 comped)
- ◇ \$2,415 in sales
- ◇ \$652.95 in profit

Color Me Brave Swag

It's no surprise that our new ACA President Dr. Butler made it into our "Top 5" list of social media posts for BIPOC Mental Health Month, because the new Color Me Brave t-shirt he was wearing was a big hit!



#BIPOC Mental Health Jumbo Magnet

- ◇ Cost: \$1.75; Retail price: \$5
- ◇ 15 sold (21 comped)
- ◇ \$75 in sales
- ◇ \$48.75 in profit



BIPOC Mental Health Dedicated Email

This year's open rate for the BIPOC MHM member email was nearly **9.5% higher than last year's!** The 2020 Minority Mental Health Month member email had an open rate of 32.7% (17,931), click rate of 6.5% (1,182) and 20 unsubscribes. Although the targeting list was slightly smaller this year, the opens and clicks were higher and the unsubscribes were lower, in both the member and non-member emails for this year. This year's non-member email produced 9,328 more opens and 544 more clicks than last year's email, as well as 30 fewer unsubscribes.

Based on what we usually see for book promotions (between 32-38% open rate and 3-5% click rate for member book promos), the **BIPOC Mental Health Month book promotion to members exceeded the benchmark with nearly a 40% open rate** (something we've only seen in book promotions to conference registrants) and over 5% clicks. And for non-members, we usually see open rates between 20-24% for book promos, but this one had 26.7% at 72-hours.


Based on email data from recent previous event emails we've sent (AAPIT event, legislative briefing emails, "She Should Run" event emails), the Color Me Brave event emails are on trend. Our average open rate for member emails is between 20-40% (with 22-25% being the most common), so the open rate of 38.3% is high.

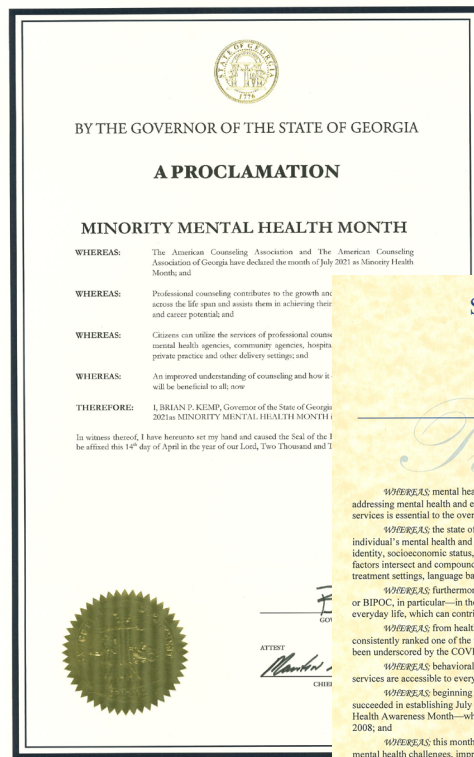
For the member email, the link with the highest clicks was the Color Me Brave t-shirt, resulting in double the number of t-shirt sales!



NAMI Blog Post: BIPOC Culture and Identity

Like last year, ACA submitted another blog post for consideration on the National Alliance on Mental Illness (NAMI) webpage for BIPOC Mental Health Month. Under their banner theme of “the intersection of culture and identity” for the month of July, NAMI included our submission titled “[How Lived Experience and Identity Shape Mental Health Counseling](#).”






BIPOC and Minority Mental Health Month Proclamations

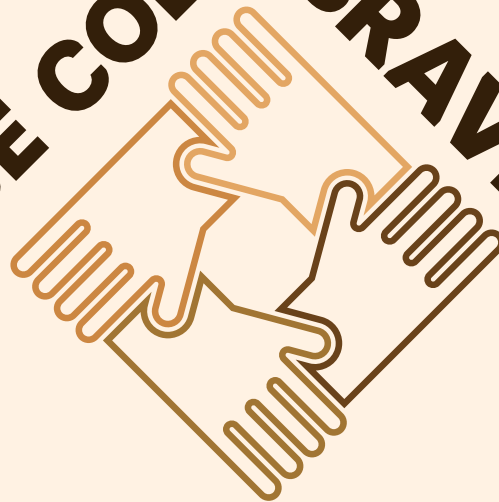
A major aspect of bringing awareness to Minority Mental Health Month and the issue of BIPOC Mental Health is the issuance of state proclamations. Building on the eight state proclamations we received in 2020, two more states—Georgia and Wisconsin—joined the list this year.

Interestingly, Georgia's proclamation served as a dynamic illustration of the continued need to move from “buzzword to action” in our equity-focused work with several people on social media commenting that while the professional counseling community and other leaders in Georgia did great work in creating the proclamation, it also feels hypocritical in a state where voting rights are being openly attacked and removed.

Creating space for these conversations and this work is a critical part of raising public awareness and engaging key leaders and policy makers on the issue of BIPOC mental health.



BE COLOR BRAVE,



NOT BLIND.