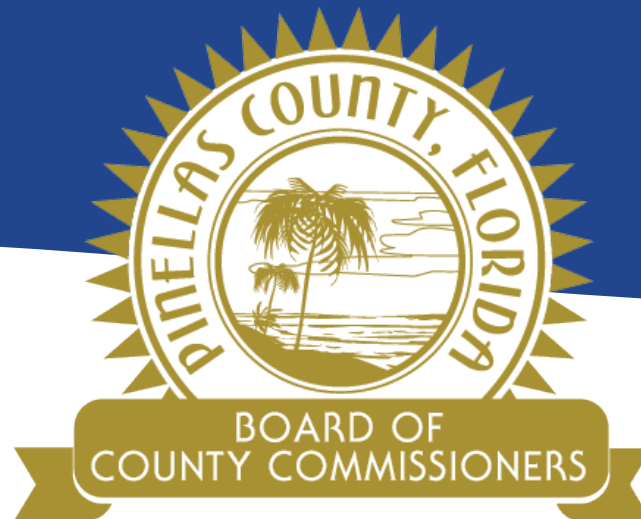


Care About Me

Karen Yatchum

Director



Our Vision:
To Be the Standard for
Public Service in America

Care About Me



Program Updates

Marketing Updates

Future Planning












Care About Me - Program Snapshot



- KPMG-supported pilot improving access to mental health, substance use, and addiction services
- First of its kind in the state; launched May 2024
- Hours: Mon–Fri 8am–10pm; Sat 10am–6pm
- Multi-channel access: call, text, chat, email
- Strong referral pipeline from community partners
- Unite Us , Annual budget: \$1,381,536.66
- Agreement through 9/30/26 with renewal options
- Provider Network: 24 organizations, 66 programs
- Weekly Capacity: 250+ appointment slots available

Care About Me

The following data points illustrate Care About Me performance across specific Key Performance Indicators between **February 13, 2024 and April 13, 2026**.

 2815 Residents Seeking Services through Care About Me	 1358 Appointments Scheduled	 49% Appointments Attended	 20.2 mins Average Call Time for Screening Calls
 69% Services Match Rate	 0-7 days Days until next available appointment	 12.5 days Average Time to Service	 3.5 Average Contacts Per Resident
 26% No Show Rate	 85% Live Response Rate	 3% Appointment Rejection Rate	 92% CAM Services Satisfaction Rate

Two-Part Strategy

1. Unite Us – Community Engagement Strategy

Focus on strengthening relationships with community-based organizations, expanding reach, and improving resident access to services.

Key components include:

- Tabling events and local outreach
- Grassroots, in-person engagement
- Direct community touchpoints to drive awareness and service connection

Contract Details

- Funded within the current vendor contract (portion of an FTE & printing)

2. BKN Creative – Human-Centered Marketing Strategy

Deliver emotionally resonant, human-centered storytelling that builds trust, visibility, and sustained engagement.

Core elements include:

- Hyper-local, multi-channel messaging
- Creative content designed to reduce stigma and motivate action (calls, clicks, appointments)
- Ensuring CAM is not only visible, but trusted, remembered, and utilized
- Meeting residents where they are—both physically and digitally

Contract Details

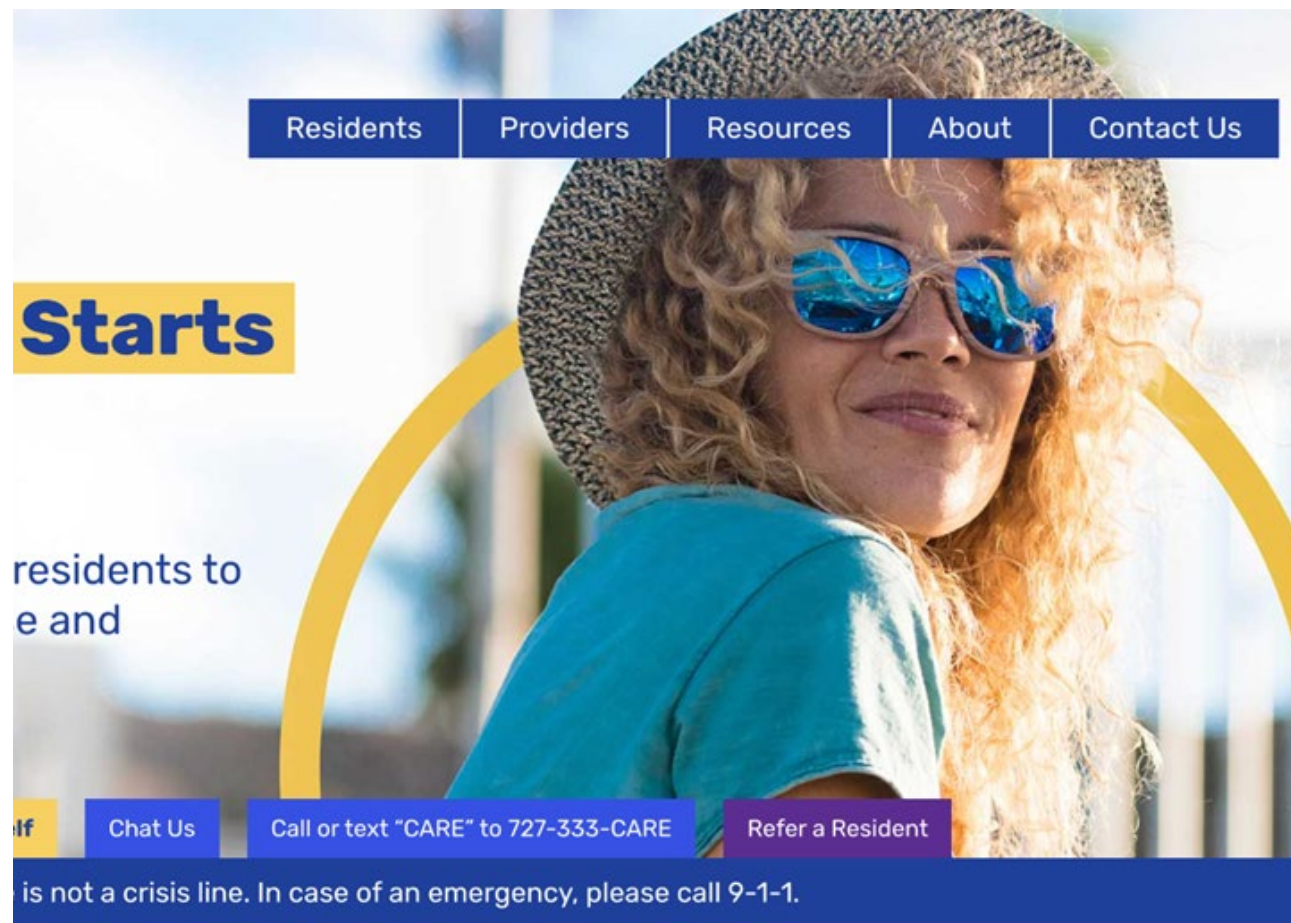
- Annual Contract Amount: \$600,000
- Contract : 8/2025 – 9/3/26
- Funding Source: Opioid Settlement Miscellaneous Fund

Care About Me - Marketing

WEBSITE

The website serves as the central conversion hub for all marketing efforts, designed to turn awareness into action.

VISITS	30,709
NEW USERS	28,057
RETURNING USERS	2,652
AVG ENGAGEMENT	30s



Care About Me - Local Searches



REQUEST SERVICE CALL OR TEXT "CARE" TO 727-333-CARE

Care About Me

Residents Providers Resources About Co

Largo Mental Health Support

Connecting Largo, Florida, residents to mental health, substance use and addiction services.

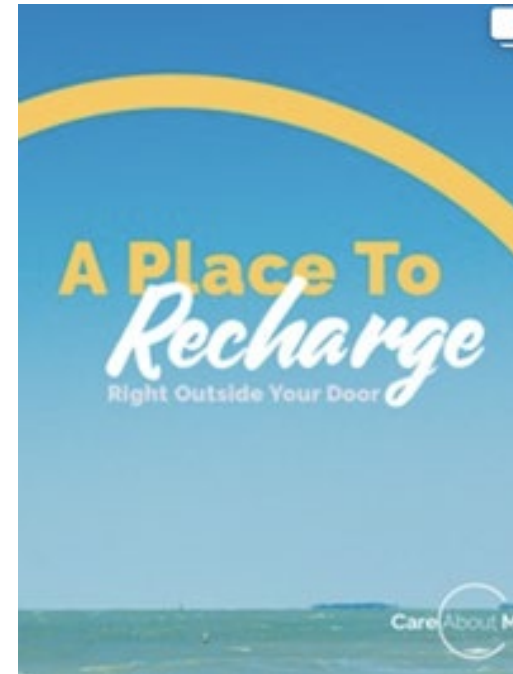
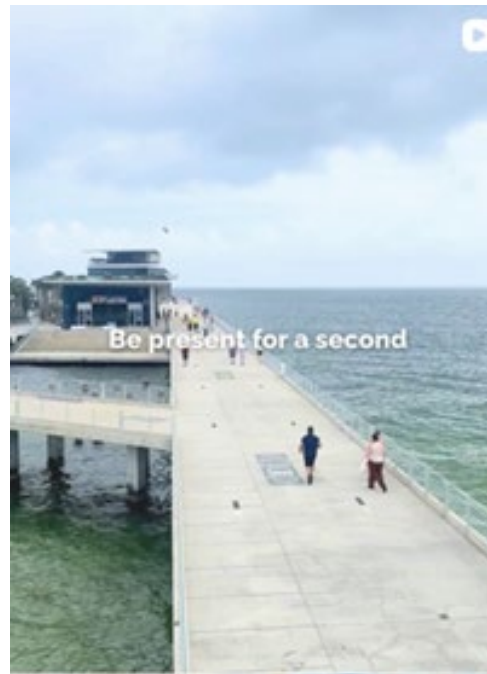
Request Service for Yourself Chat Us Call or text "CARE" to 727-333-CARE Refer a Resident

Care About Me is not a crisis line. In case of an emergency, please call 9-1-1.

Marketing – Social Media

PAID/ORGANIC SOCIAL MEDIA

CALLS	134
IMPRESSIONS	552,992
LINK CLICKS	178,842
REACH	2,326



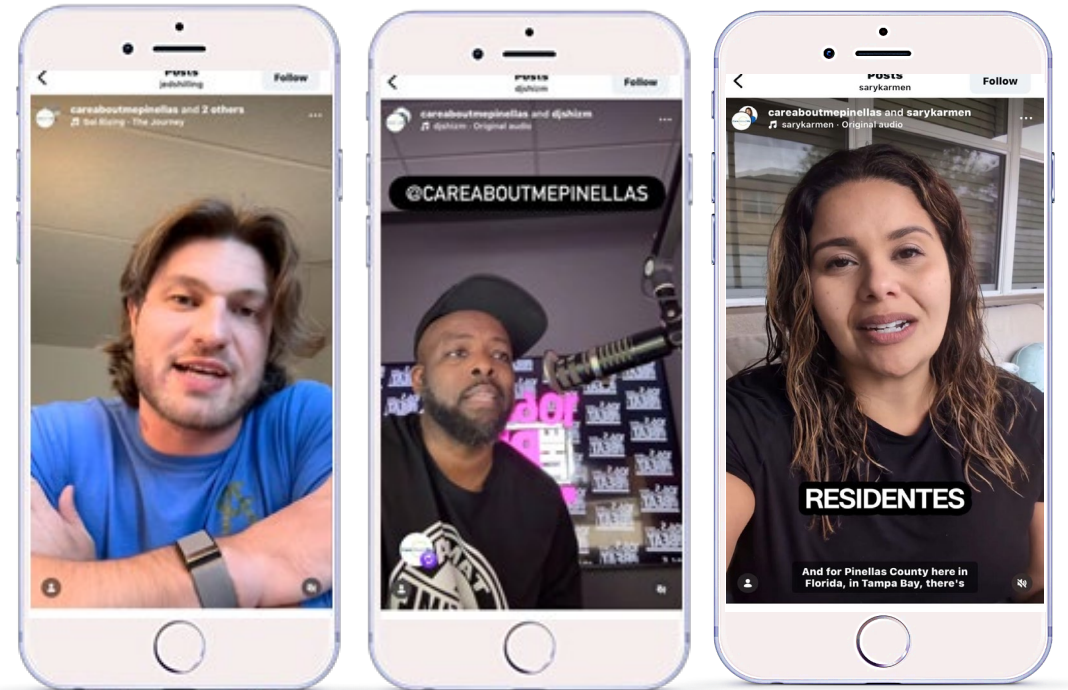
INFLUENCER CAMPAIGN

Trust is one of the most important factors in whether someone chooses to seek help.

IEWS **29,877**

INTERACTIONS **1,216**

REACH **18,312**

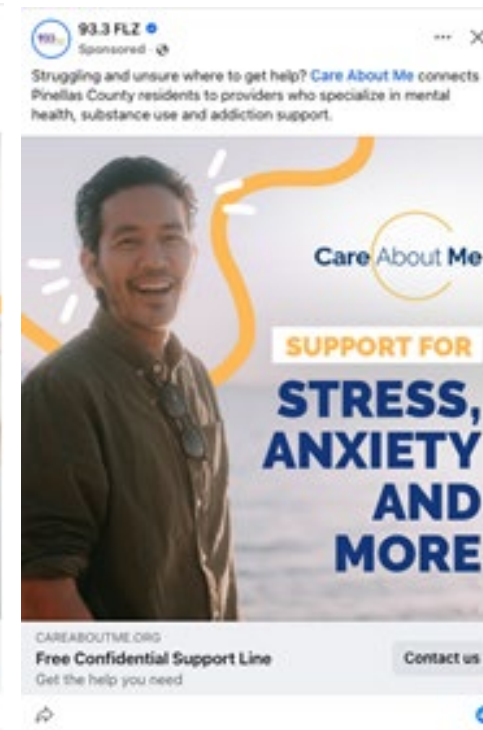


Marketing – iHeart Radio

DIGITAL SOCIAL ADS/RADIO

IMPRESSIONS **1,954,458**

SOCIAL AD CLICKS **2,028**



Marketing – Billboards



CareAboutMe.org Care About Me

**STRONG MOMS ASK
FOR SUPPORT TOO.**
FREE POSTPARTUM SUPPORT & SCHEDULING

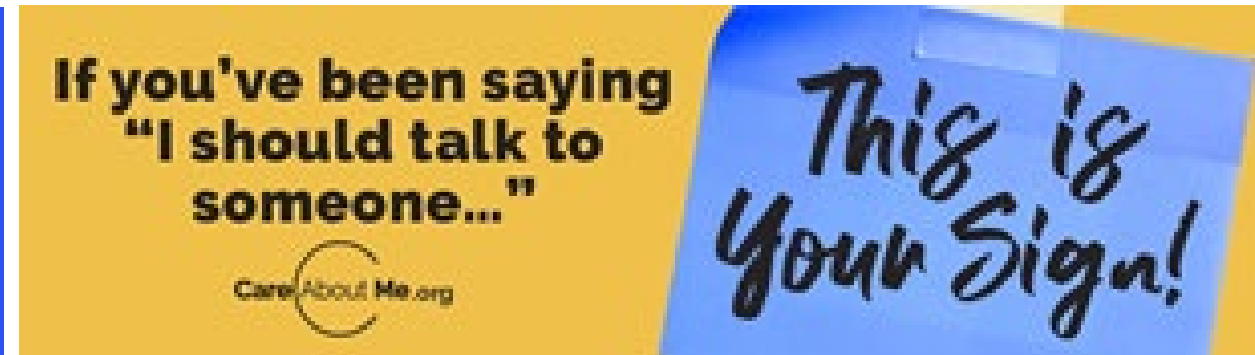


Care About Me

BE YOURSELF
FREE MENTAL HEALTH SUPPORT & SCHEDULING
CareAboutMe.org



I KNOW YOU SAY,
“I’m Fine” BUT IF YOU’RE
NOT...
Care About Me.org



If you've been saying
“I should talk to
someone...”
Care About Me.org

*This is
your sign!*

Marketing – Bus System

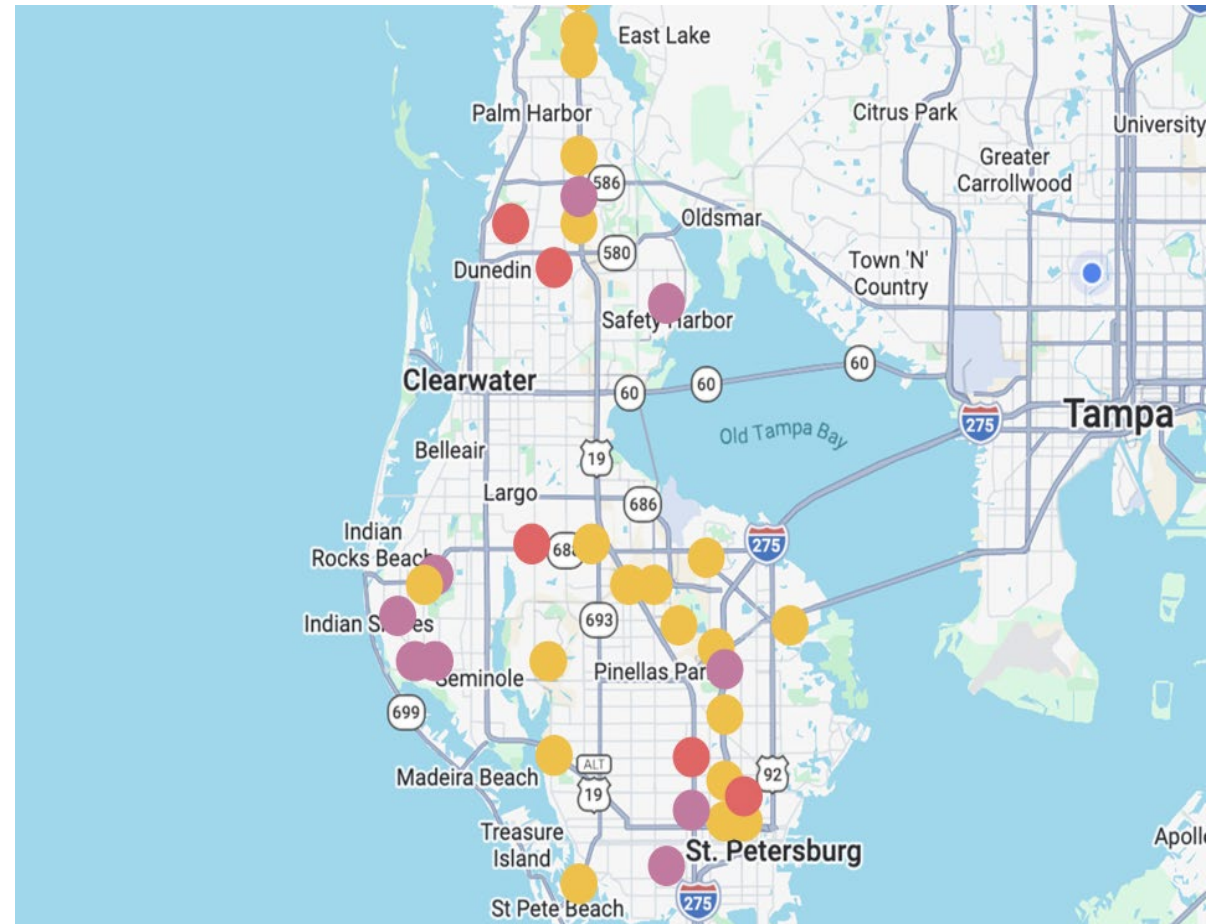


Marketing – Billboards

BILLBOARDS/VINYL

The current campaign includes a strong physical presence across Pinellas County through a mix of permanent, static, and digital placements:

- 2 Permanent Billboards located in Largo and St. Petersburg
- 3 Static Billboards positioned in Clearwater, Largo, and St. Petersburg
- Rotating Digital Billboards throughout major corridors across Pinellas County, ensuring broad and continuous visibility



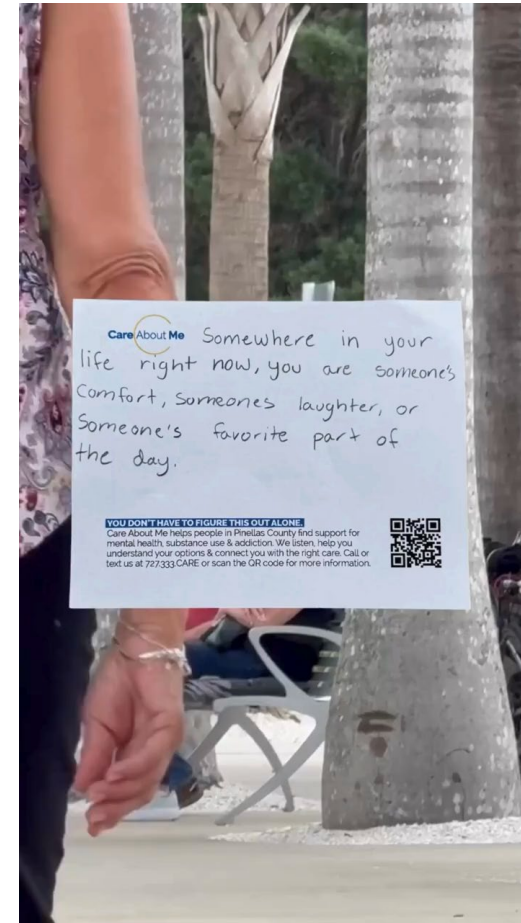
IMPRESSIONS

40,715,973

Marketing - Love Notes

“With Love from CAM” Initiative

A community-centered engagement effort designed to create meaningful, personal connections with residents.



Marketing – Next Steps

Event Highlights

Emcee - Jed from The Joe Show

Mental Health Panel

Wellness Activities

Family-Friendly Activities

Community Connection



CAM Pilot Successes



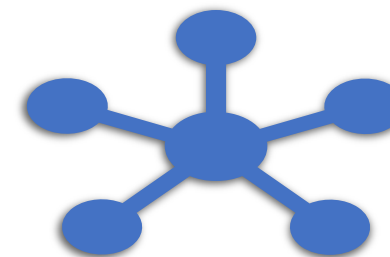
Marketing efforts have delivered a 27% increase in volume



Trusted resource with various community stakeholders, such as schools and primary care



Closed loop process



Expanded Provider Network



Statewide Attention on pilot



Appointment attendance has improved from 38% to 49%

CAM Pilot Challenges

Early Marketing and
Awareness

Vendor Performance
Improvement Plan

- Stacked Technology
- Vendor turnover in key positions

Slow Adoption

State Contracting

Stigma - Resident
Experience

High Cost - Resident
Volume

Future Planning Considerations

Option 1: Renew Contract With Existing Vendor

Continue services under the current vendor by exercising available renewal options, while refining the program scope and budget to better align with actual service volume.

Annual Cost

- Current Annual Cost: \$1,381,536.66
- HS Sought to right-size scope and budget
- Vendor Best and Final Offer: \$1,225,609.24

Program Adjustments

- Reduction of CAM team by two staff positions
- Unlimited licenses available for all K–12 schools
- Shift from local marketing initiatives to a statewide staff member with a focus on a digital strategy

Future Planning Considerations

Option 2: Initiate a New Procurement

Leverage lessons learned from the CAM pilot to design a more streamlined and cost-efficient service delivery model.

Proposed Timeline

- RFP Release: May 2026
- Target Implementation/Service Start: October 1, 2026
- Anticipated Go-Live: January 1, 2027

Future Planning Considerations



Option 3: Transition All Services In-House

Establish a new division within Human Services to directly deliver CAM services to residents and own the electronic platform.

Estimated Budget Considerations

- Staffing and Operations: \$650,000
- Platform: Utilize the ARPA-funded Human Services Case Management System
- One-Time Implementation Costs: \$1,095,000
- Post Implementation Annual Costs: Staffing and platform utilization: \$682,000 (platform is \$30k annually post implementation)

Proposed Timeline

- Target Implementation: October 1, 2026
- Anticipated Go-Live: January 1, 2027

Future Planning Considerations

Marketing

The current agreement with BKN Creative is scheduled to terminate on September 30, 2026.

Available Funding

- Opioid Settlement Miscellaneous Fund: \$441,000

Proposed Approach – Decision Point

Continue marketing and outreach efforts for an additional year to maintain consistent visibility, reinforce messaging, and sustain resident engagement. Extending the campaign ensures continuity during program transitions and supports ongoing awareness of available services.

Thank you.