

# #IWILL LISTEN

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## PHILADELPHIA

June 3<sup>rd</sup>, 2014

**nami**  
New York City Metro

SCATTERGOOD  
FOUNDATION

 **DBHIDS**  
DEPARTMENT of BEHAVIORAL HEALTH  
and INTELLECTUAL disABILITY SERVICES

*Box of Stars*

promoting mental health through music

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## Introduction

I Will Listen Day Philadelphia was a highly successful event involving over 40 organizations and influential figures that took place on June 3<sup>rd</sup>, 2014 throughout the City of Philadelphia, with the epicenter situated in Love Park. I Will Listen Day Philadelphia was the result of a collaborative effort among NAMI-NYC Metro, The Scattergood Foundation, Philadelphia's Department of Behavioral Health and Intellectual disAbility Services (DBHIDS), and Box of Stars. The event entailed a mental health fair at Love Park throughout the day, which included tables with various mental health resources, mental health screenings, remarks from political figures such as Rep. Patrick Kennedy, games and activities, and hundreds of I Will Listen videos and pictures recorded by attendees of the event. The activities in Love Park concluded with a free concert presented by the mental health and music organization, Box of Stars. In addition to the activities at Love Park, 12 locations functioned as satellite I Will Listen hubs and offered a variety of mental health resources, mental health screenings, and I Will Listen videos and pictures.

I Will Listen Day Philadelphia garnered significant media coverage and praise, both at the local and national levels. This included television, print, radio, and Internet media coverage, as well as wide circulation on social media platforms such as Twitter, Instagram, and Facebook. Social media utilization is a core component of the I Will Listen campaign and a key factor in the success of I Will Listen Day Philadelphia and any city that hosts and I Will Listen Day in the future.

This document will concisely summarize the entire I Will Listen Day process from the initial planning stages to the event's fruition on June 3<sup>rd</sup>. Recommendations for improvement are included at the end of each section. This summary may serve as a guide to other cities and organizations that wish to hold a citywide I Will Listen Day. The document will cover the following components of I Will Listen Day Philadelphia:

- 1. Planning and pre-production**
- 2. Marketing and securing participation from influential individuals**
- 3. Preparing the central location and the satellite locations**
- 4. The day itself**

### **I Will Listen Day Planning and Pre-Production Process:**

I Will Listen Day Philadelphia required months of careful and diligent planning and the participation of executive leadership from NAMI-NYC Metro, the Scattergood Foundation, DBHIDS, and Box of Stars. Without the hands-on participation of leadership, and particularly the input of top advisors to these leaders, I Will Listen Day Philadelphia would not have yielded such overwhelmingly encouraging results. Because of the top-level guidance, I Will Listen Day Philadelphia was one of the most positive events for mental health awareness and people with mental health conditions ever seen in the city of Philadelphia.

Planning for I Will Listen Day Philadelphia began in earnest in early February of 2014. At that time, leadership representing the respective coordinating organizations met to construct a vision that would lead to a blueprint for the event. At this meeting, and on conference call, were Commissioner of DBHIDS Dr. Arthur Evans, Scattergood Foundation President Joe Pyle, Nami-NYC Metro executive director Wendy Brennan, Nami-NYC Metro Board Chair Barbara Ricci, and Box of Stars founder Ted Richardson. This meeting established the commitment to the success of the day on the part of the involved organizations, and also symbolically announced that the event was a top priority for each organization. The most important developments of this meeting were the selection of June 3<sup>rd</sup>, as



the date for I Will Listen Day Philadelphia and the assignment of top advisors from each organization to coordinate the planning and implementation of the event.

Here are some of the staff members from the various organizations that played a key role in coordinating and organizing I Will Listen Day:

#### **DBHIDS**

1. Dr. Samantha Matlin, Special Advisor to the Commissioner for Policy Development and Research
2. David Kim, Director of Communications
3. Pamela McClenton, Program Analyst Supervisor
4. Dr. Marquita Williams, Deputy Commissioner

#### **Scattergood Foundation**

1. Tim Clement, Scattergood Fellow on Stigma Reduction
2. Alyson Ferguson, Special Projects Manager

#### **Box of Stars**

1. Ted Richardson, Director of Special Projects

#### **Nami-NYC Metro**

1. Colleen Kane, Director of Development and Communications

Nami-NYC Metro also enlisted two agencies in support of the day that have been working with the I Will Listen campaign since its inception: the advertising firm JWT and the public relations agency, TCOPR, run by Traci Coulter.

The individuals mentioned above (and their support staffs) convened planning calls every other Thursday from March through June. These calls were led by Clement, who served as the overall event coordinator for I Will Listen Day Philadelphia.

#### **Recommendations for Improvement:**

There is one major area for improvement. There was no predetermined budget for event. The idea was that the sponsorship dollars would determine the budget as the process evolved. While this was not necessarily a mistake in that the organizations involved did not have the financial resources to commit to a significant budget, any future I Will Listen Day would encounter even more success if a budget were established in the beginning. Sponsorship revenues may recoup the cost of the budget, but a clear idea of expected expenditures would make the event planning, marketing, and implementation a much more efficient and certain process.

### **Pre-marketing process for I Will Listen Day Philadelphia:**

There were several major components of the pre-marketing phase for I Will Listen Day Philadelphia:

1. I Will Listen Influencer Videos
2. Development of a webpage for the event, [www.iwilllisten.org/philly](http://www.iwilllisten.org/philly)
3. Press and media engagement
4. Social media and other promotion from participating organizations and individuals

**I Will Listen Influencer Videos**—A significant part of attracting media attention and creating buzz around I Will Listen Day Philadelphia was to film and release a series of professional-quality promotional videos involving

influential individuals from the Philadelphia area including the Mayor, the District Attorney, several City Council Members, and a number of men and women of import. These videos were filmed in Love Park several months before the actual event in Love Park to help establish that the park would be ground zero for the event (with Mayor Nutter and Sister Mary Scullion filming in alternate locations). Pamela McClenton of DBHIDS was responsible for contacting and securing participation from many of the influencers. The success of the Influencer Videos would have been muted considerably without her ability to engage and persuade those involved to participate. It is important not to overlook this role when assigning tasks for an I Will Listen Day. Somebody charismatic with prior connection to the influential people is ideal when trying to secure their cooperation. Below is a list of individuals who were filmed for these promotional videos:

1. Mayor Michael Nutter
2. Dr. Arthur Evans, Commissioner of DBHIDS
3. Councilwoman Jannie Blackwell
4. Councilman Dennis O'Brien
5. Councilwoman Blondell Reynolds Brown
6. District Attorney Seth Williams
7. Deputy Mayor for Health and Opportunity Dr. Donald Schwarz
8. CEO of the Red Cross of Southeastern Pennsylvania Judge Renee Cardwell Hughes
9. Sister Mary Scullion, Founder of Project HOME (Time Magazine Influential 100, 2009)
10. Dr. Robin Smith, clinical psychologist, best-selling author, TV personality
11. Bishop McNear, prominent faith leader in Philadelphia
12. David Seng noted voice in Philadelphia's sizeable Cambodian Community
13. Hector Ayala, President Hispanic Community Counseling Services
14. Joel Austin, CEO Daddy University
15. Frederick L. Whiten, founder of Because Mentoring Works
16. Dorothy Johnson-Speight, President of Mothers in Charge (Philadelphia Inquirer Citizen of the Year 2013)
17. Tracey Lavallias, President of Northern Children's Services (and former NFL player)
18. Captain Elijah Martin, HHS
19. Becky Espanol from the Mental Health Association of Southeastern Pennsylvania
20. Anthony Moore of Youth M.O.V.E.
21. Matt Pilischer (local director)

These videos, particularly those involving the more well known individuals, were instrumental in establishing the credibility and viability of the event on 6/3. The videos enticed organizations into participating on June 3<sup>rd</sup> and likely were responsible for the enthusiasm of the media to cover the event, both before June 3<sup>rd</sup> and on the day of the event. However, the number of professional videos produced may have been somewhat extraneous. The influencer videos are necessary to draw attention and generate interest, but 5-10 videos would likely have had the same impact as 20, as long as the people selected were highly influential. New York-based videographer Mark Stevenson and a small crew interviewed the subjects for their videos. Mark and the creative editing firm, BlueRock edited the videos.

**Development of Webpage for the Event**—The I Will Listen Day Philadelphia website was hosted at [www.iwilllisten.org/philly](http://www.iwilllisten.org/philly). This webpage was created by JWT as part of their work for the broader I Will Listen campaign. The webpage featured a short description of the day and an embedded Youtube video at the top. The embedded video was a 30-second marketing film featuring a compilation of select Influencers reading scripted lines that promoted the event. In the top left corner of the embedded video was a dropdown option to select and watch any of the other Influencer Videos, and there was a link to the Youtube channel that hosted the videos beneath the embedded video (for those that might not realize that there was a dropdown playlist in the embedded video.) It is critically important to have a webpage, whether it is part of the IWillListen.org site or a standalone site,



as part of the promotional efforts. This need not be a highly complex website, but a page on which a video player can be embedded, hyperlinks may be provided, and which presents a professional appearance. A credible webpage is important for giving the event an air of respectability, but also for informing the public about the event and giving the press a virtual location to direct readers and viewers for more information.

**Press and Media Engagement**—In the month preceding June 3<sup>rd</sup>, TCOPR began an intensive campaign to engage the local press and media outlets. In total, 242 organizations and individuals within the local media were contacted about I Will Listen Day Philadelphia by way of press release and other promotional materials (such as sending Influencer Videos embedded in digital invitation cards). These efforts combined with the efforts of David Kim and the DBHIDS Communications Department were responsible for the following articles, radio features, and television coverage:

| DATE      | MEDIA OUTLET                               | MEDIA TYPE      | LINK  |
|-----------|--|-----------------|---|
| 5/25/2014 | Comcast Sports Net                         | Online          | <a href="http://bit.ly/1qEPzAX">http://bit.ly/1qEPzAX</a>             |
| 5/25/2014 | NBC Philadelphia                           | Online          | <a href="http://bit.ly/1p6EmpH">http://bit.ly/1p6EmpH</a>             |
| 5/28/2014 | Everyday Health                            | Online          | <a href="http://bit.ly/UASEEQ">http://bit.ly/UASEEQ</a>               |
| 5/28/2014 | Everyday Health                            | Online          | <a href="http://bit.ly/1yFFiH4">http://bit.ly/1yFFiH4</a>             |
| 5/29/2014 | TWUBS                                      | Online/Forum    | <a href="http://twubs.com/healthtalk">http://twubs.com/healthtalk</a> |
| 5/30/2014 | Courier Post                               | Online          | <a href="http://on.cpsj.com/1nwXUSf">http://on.cpsj.com/1nwXUSf</a>   |
| 5/31/2014 | Philadelphia Daily News                    | Newspaper       | May 31 issue on page 3  |
| 6/1/2014  | <a href="http://Philly.com">Philly.com</a> | Online          | <a href="http://bit.ly/1paQY2s">http://bit.ly/1paQY2s</a>             |
| 6/1/2014  | Philadelphia Daily News                    | Online          | <a href="http://bit.ly/115CGMp">http://bit.ly/115CGMp</a>             |
| 6/3/2014  | CBS Philly - KYW                           | Online          | <a href="http://bit.ly/1ksak09">http://bit.ly/1ksak09</a>             |
| 6/3/2014  | CBS Philly                                 | Online          | <a href="http://cbsloc.al/1pEEU7B">http://cbsloc.al/1pEEU7B</a>       |
| 6/3/2014  | CBS Philly                                 | Online/Video    | <a href="http://cbsloc.al/1qsTu1e">http://cbsloc.al/1qsTu1e</a>       |
| 6/3/2014  | CBS Philly                                 | TV              |   |
| 6/3/2014  | Comcast Sports Net                         | Online          | <a href="http://bit.ly/UAVM3D">http://bit.ly/UAVM3D</a>               |
| 6/3/2014  | KYW News Radio 1060                        | Online          | <a href="http://cbsloc.al/11LG2WF">http://cbsloc.al/11LG2WF</a>       |
| 6/3/2014  | KYW News Radio 1060                        | Radio           | n/a   |
| 6/3/2014  | KYW News Radio 1060                        | Online          | <a href="http://bit.ly/TouPPL">http://bit.ly/TouPPL</a>               |
| 6/3/2014  | Mashable                                   | Online          | <a href="http://on.mash.to/1ovjl6P">http://on.mash.to/1ovjl6P</a>     |
| 6/3/2014  | NBC Philadelphia                           | Online/Video    | <a href="http://bit.ly/TdrVxh">http://bit.ly/TdrVxh</a>               |
| 6/3/2014  | NBC Philadelphia                           | Online/Video    | <a href="http://bit.ly/TovdxB">http://bit.ly/TovdxB</a>               |
| 6/3/2014  | NBC Philadelphia                           | TV              |   |
| 6/4/2014  | NBC Philadelphia                           | Photo Gallery   | <a href="http://bit.ly/1rqNDtg">http://bit.ly/1rqNDtg</a>             |
| 6/3/2014  | NBC Philadelphia                           | Photo Gallery   | <a href="http://bit.ly/1paUREO">http://bit.ly/1paUREO</a>             |
| 6/3/2014  | Philly Wellness                            | Online Calendar | <a href="http://bit.ly/UAWZrA">http://bit.ly/UAWZrA</a>               |
| 6/3/2014  | <a href="http://Philly.com">Philly.com</a> | Online          | <a href="http://bit.ly/1yFJrdS">http://bit.ly/1yFJrdS</a>             |
| 6/3/2014  | Yahoo!                                     | Photo           | <a href="http://yhoo.it/1meUupd">http://yhoo.it/1meUupd</a>           |
| 6/4/2014  | iradio Philly                              | Online          | <a href="http://bit.ly/1q1yn8D">http://bit.ly/1q1yn8D</a>             |
| 6/4/2014  | WHYY NewsWorks                             | Online          | <a href="http://bit.ly/Tdthbq">http://bit.ly/Tdthbq</a>               |
| 6/6/2014  | WHYY - The Pulse                           | Radio           |   |
| 6/4/2014  | <a href="http://Philly.com">Philly.com</a> | Online - Mobile | <a href="http://bit.ly/11LHd8G">http://bit.ly/11LHd8G</a>             |
| 6/4/2014  | <a href="http://Philly.com">Philly.com</a> | Online          | <a href="http://bit.ly/1jQN6uN">http://bit.ly/1jQN6uN</a>             |
| 6/2/2014  | Philadelphia City and Press                | Online          | <a href="http://bit.ly/1ui4kZK">http://bit.ly/1ui4kZK</a>             |
| 6/4/2014  | Star Mental Health Advocacy                | Online          | <a href="http://bit.ly/1tl2vmE">http://bit.ly/1tl2vmE</a>             |
| 6/3/2014  | AP images                                  | Photo Gallery   | <a href="http://bit.ly/1pQeoqg">http://bit.ly/1pQeoqg</a>             |
| 6/4/2014  | The Mighty Engine                          | Online          | <a href="http://bit.ly/1ha4zTY">http://bit.ly/1ha4zTY</a>             |
| 6/4/2014  | Al Dia                                     | Online          | <a href="http://bit.ly/1pFrFVf">http://bit.ly/1pFrFVf</a>             |
| 6/1/2014  | Star Mental Health Advocacy                | Online          | <a href="http://bit.ly/1izxBx8">http://bit.ly/1izxBx8</a>             |
| 6/5/2014  | My Social Good News                        | Online          | <a href="http://bit.ly/11L2Nsk">http://bit.ly/11L2Nsk</a>             |
| 6/4/2014  | Philanthropy Network                       | Online          | <a href="http://bit.ly/113YT9J">http://bit.ly/113YT9J</a>             |
| 5/5/2014  | Philadelphia Weekly                        | Online Calendar | <a href="http://bit.ly/1pEIAGi">http://bit.ly/1pEIAGi</a>             |
| 5/5/2014  | Visit Philadelphia                         | Online Calendar | <a href="http://bit.ly/T3ppcf">http://bit.ly/T3ppcf</a>               |
| 5/5/2014  | Philly.com                                 | Online Calendar | <a href="http://bit.ly/11L312E">http://bit.ly/11L312E</a>             |
| 5/5/2014  | Philly Fun Guide                           | Online Calendar | <a href="http://bit.ly/1szsOjz">http://bit.ly/1szsOjz</a>             |
| 5/5/2014  | Yelp- Philadelphia                         | Online Calendar | <a href="http://bit.ly/1nyf5Bn">http://bit.ly/1nyf5Bn</a>             |
| 5/5/2014  | CBS Local                                  | Online Calendar | <a href="http://bit.ly/1yFLRcE">http://bit.ly/1yFLRcE</a>             |
| 5/5/2014  | Eventful                                   | Online Calendar | <a href="http://bit.ly/1rqQNgE">http://bit.ly/1rqQNgE</a>             |
| 5/5/2014  | Upcoming Events                            | Online Calendar | <a href="http://bit.ly/11L3aD7">http://bit.ly/11L3aD7</a>             |
| 5/14/2014 | Courier Post                               | Online Calendar | <a href="http://bit.ly/1izy96b">http://bit.ly/1izy96b</a>             |
| 5/5/2014  | Medical Society of Delaware                | Online Calendar | <a href="http://bit.ly/11L3j9T">http://bit.ly/11L3j9T</a>             |



**Social Media and Other Promotion from Participating Organizations and Individuals**—This step was just as important as the media official media engagement listed above. The Scattergood Foundation, DBHIDS, many of the organizations and individuals listed above, and many of the organizations that participated on June 3<sup>rd</sup> (listed below) used social media to market the event. Twitter was the primary platform used, but Facebook and Instagram also played an integral role in the social media promotion. All of those participating in the social media promotion of the event were encouraged to use the Hashtag #IWillListen in any tweets and posts about the day.

One additional benefit of recording the Influencer Videos was that they created a sense of responsibility among the Influencers to ensure that I Will Listen Day Philadelphia was a success. Each of these videos contained a personal invitation from the individual in question asking the public to join him or her in the Park on June 3<sup>rd</sup>. This no doubt led to some degree of ownership of the event for some of the individuals involved. For instance, Councilman Dennis O'Brien agreed to arrive at Love Park and make remarks during the speaking portion of the event. Tracey Lavallias arrived at the Park during the mental health fair and attracted television reporters who might not have covered the event otherwise. Dr. Robin Smith conducted a substantive phone interview with the local NBC affiliate during which she offered effusive praise for the campaign and implored local residents to attend the event. Many of the influencers sent the official I Will Listen Day Philadelphia invitation to people in their email networks in the weeks leading up to the day. Keeping the Influencers engaged and informed after their videos were recorded helped focus attention on the event and drive people to Love Park on June 3<sup>rd</sup>.

A key accessory that proved useful in the pre-marketing phase and on the day of the event was a supply of I Will Listen T-Shirts. JWT provided the Scattergood Foundation with a mock-up for an I Will Listen T-Shirt and a local printing company produced the shirts. 250 T-Shirts were procured in May and some were distributed to individuals as a promotional effort while the rest were distributed on June 3<sup>rd</sup> at Love Park and the satellite locations.

#### **Recommendations for Improvement:**

There are two critically important ways in which the pre-marketing phase could be improved for future I Will Listen Day events. The first would be to film, edit, and distribute—to the media, potential sponsors, organizations interested in participating, etc—the Influencer Videos much earlier in the process; at least two months before the event. The videos were not completed and ready for distribution until several weeks before the event itself. Had they been finalized and disseminated earlier, it is likely that the media coverage would have been even greater, and that significantly more sponsorship funding would have materialized.

The second area for improvement, which is closely related to the first, would be earlier completion and establishment of the website for the event. Unfortunately, the webpage was not functional and presentable until 10-14 days before the day itself. The website is a vital element in that it is a very simple way to house all of the relevant and appealing information and videos to which curious individuals, organizations, and media outlets may be directed. The website, or webpage within another website, should be ready at the same time the Influencer Videos are completed and ready for distribution.

### **Preparing the Central Location and Satellite Locations:**

The most essential facet of preparation for Love Park on June 3<sup>rd</sup> was securing the permit for I Will Listen Day and establishing a cooperative relationship with the Department of Parks and Recreation, which is the city department responsible for Love Park and all activities within. This is a somewhat complicated and delicate process as there are many different individuals and sub-departments involved in handling all of the needs for an event of this type. While all requests for the permit, chairs, tables, access to use the stage, and access to the sound system went through proper channels, it was important to establish the inevitability and prominence of the event before formal



requests were made for most of these needs. The lone exception to this operating procedure was securing the permit. The application for the permit was submitted as soon as the date was selected, more than three months before June 3<sup>rd</sup>. The permit was approved and issued in late April, after which time the other needs were pursued and secured.

A map of Love Park was created and the ideal locations within the park to set tables and activities was established during one of the weekly planning calls. Organizations that wished to have a table for the mental health fair contacted Clement of the Scattergood Foundation and reserved their spot. Table availability was capped at 18 due to the number of tables available through the Department of Parks and Recreation.

Many of the satellite locations were relatively unfamiliar with the I Will Listen campaign and the process of recording I Will Listen videos. Upon hearing that they would be asked to record videos and after seeing the quality of the Influencer Videos, many of the satellite locations were concerned that they may not have the capabilities to record their own videos. However, their concerns were allayed when they were informed that the spirit of the I Will Listen campaign does not necessitate high-quality videos; smartphone videos will suffice. In order to ensure optimal conformity among the satellite locations, Colleen Kane of Nami-NYC Metro conducted a webinar containing instructions about how to conduct I Will Listen Day at their locations. In addition to this webinar, I Will Listen Day kits were sent to each location. These kits contained:

1. A one-page document that explain how and why the organizations would record an I Will Listen Video.
2. A series of short scripts for people to read when they film their videos.
3. A release waiver for the videos to be used online.
4. Instructions on how to upload, email, or direct mail the videos to the I Will Listen campaign. Flash drives were included for direct mail purposes.
5. Three I Will Listen t-shirts for people to wear while filming their videos.
6. 15 I Will Listen bracelets to give away to those who record videos.

### **Recommendations for Improvement:**

The Love Park preparations went about as smoothly and seamlessly as possible. For any city attempting to host an I Will Listen Day, it is important to engage the necessary departments and agencies responsible for permitting and site access early in the process.

While 12 satellite locations certainly do add to the citywide spirit of I Will Listen Day, it might be better to have fewer locations so that location management is a simpler process. It was difficult to keep track of what each organization and location did on the day of the event. Either fewer locations, or earlier and tighter control of the satellite locations is recommended, with the former being a more practical solution than the latter.

## **June 3<sup>rd</sup>, 2014:**

### **Love Park**

Below is the schedule of events that took place at Love Park during I Will Listen Day Philadelphia:

| TIME        | TASK/ITEM   |                  |
|-------------|---|------------------|
| 09:00-10:00 | Set up tables and chairs in the park                              | All Set-up crew  |
| 09:50-10:00 | Explain the day and its significance to organizations with tables | Tim Clement      |
| 10:00-12:00 | Mental health fair begins (runs for the entire event)             | All participants |
| 10:00-12:00 | Outreach to people walking through the park                       | Event support    |
| 11:00-12:00 | Media arrives for coverage and interviews                         |                  |

|             |  |                      |
|-------------|--|----------------------|
| 12:00-02:00 | Gospel concert begins, mental health fair continues w/increased outreach         | Event support        |
| 02:00-04:00 | Concert set-up begins  | Concert set-up       |
| 02:00-02:30 | Rep. Patrick Kennedy will be available for Interviews                            | Speaker coordination |
| 02:30-02:35 | Opening remarks from NAMI-NYC about IWL Campaign                                 | Speaker coordination |
| 2:35-2:40   | Joe Pyle speaks about IWL Philadelphia as a collaborative, citywide event        | Speaker coordination |
| 02:40-02:45 | Dr. Arthur Evans describes how Philadelphia listens and has the services to help | Speaker coordination |
| 02:45-03:00 | Patrick Kennedy speaks on the power of listening in helping others seek help     | Speaker coordination |
| 03:00-03:05 | Councilman Dennis O'Brien  | Speaker coordination |
| 03:05-03:10 | Jean Bennett Regional Administrator of SAMHSA                                    | Speaker coordination |
| 03:10-04:00 | Stage is open for other influential individuals to speak                         | Speaker coordination |
| 04:00-06:00 | Concert  | Concert coordination |
| 06:00-07:00 | Breakdown  | All staff remaining  |

I Will Listen Day began with a mental health fair in Love Park, which started at 10 A.M. The list below denotes all of the organizations and tables present at the mental health fair. Each table contained resources from the respective organization and the DBHIDS screening table as well as the MHASP table had laptops with access to online mental health screening tools. The DBHIDS screening table also had pencil and paper versions of the screening tools. Here is the list of organizations and tables present at the mental health fair:

1. General DBHIDS table
2. DBHIDS Mental Health Screenings
3. Scattergood Foundation
4. Mental Health Association of Southeastern Pennsylvania (MHASP)
5. Children's Crisis Treatment Center
6. Health Federation of Philadelphia
7. Friends Hospital
8. NAMI-NYC Metro
9. NAMI-PA
10. Box of Stars
11. Consumer Satisfaction Team
12. Veterans Administration
13. SAMHSA
14. Council for Relationships
15. Minding Your Mind
16. Mural Arts
17. Comhar
18. Giggle On

In addition to these tables was a small tent with an I Will Listen backdrop for the purposes of filming I Will Listen videos. A professional videographer filmed all of the I Will Listen videos recorded by attendees of the event. Individuals who recorded a video were given I Will Listen Philadelphia t-shirts. The tent was located next to the iconic Love Sign in the park. Hundreds of individuals were photographed in front of the Love Sign holding I Will Listen placards. The I Will Listen T-Shirts were very popular among attendees to the Park. In fact, the T-Shirts were in such great demand that 250 additional shirts were ordered, printed, and delivered to the park during the day. A tangible giveaway, like T-Shirts, is a crucial ingredient for generating interest and participation amongst the general public on the day of the event.



In addition to the tables with resources, the video tent, and the pictures taken by the Love Sign, there were also games and activities taking place near the love sign. This included chess, cornhole, and free massages provided by a local massage school.

Local media arrived between 11 and 12 to cover the event and to conduct interviews. The local CBS and NBC affiliates included this coverage on their 5:00 P.M. newscasts. NBC 10 anchor Jim Rosenfield also took an I Will Listen Photo and recorded an I Will Listen Video. Several media outlets returned later in the day for the public remarks portion of the event.

At 2:30 the event shifted to focus on the stage set up near the southwest corner of Love Park. On the stage, remarks were made by Nami-NYC Board Chair, Barbara Ricci; Scattergood Foundation President, Joe Pyle; DBHIDS Commissioner Dr. Arthur Evans; Rep. Patrick Kennedy; Councilman Dennis O'Brien; and SAMHSA Regional Administrator, Jean Bennett.

After the public remarks concluded, the stage was prepared for the free concert. The concert began at 4 and featured the following performers:

1. Kai Botak (SOLO) - 15 mins
2. Last Full Measure (BAND) - 20 mins
3. Ron Gallo (SOLO) - 15 mins
4. Lovers League (BAND) - 20 mins
5. Mark Dixon (SOLO) - 15 mins
6. Lost In Company (BAND) - 20 mins

The concert concluded with a rendition of Stand by Me performed by Lost in Company, Kai Botak, and members of the audience.

#### **Satellite Locations:**

In addition to the mental health fair, public remarks, and concert, 12 organizations throughout the city hosted satellite hub locations for I Will Listen Day Philadelphia. These satellite locations featured outreach resources for the public, mental health screenings identical to those offered by DBHIDS at Love Park (and on the Healthy Minds Philly website), an area to record I Will Listen videos and take I Will Listen photos. The following organizations served as I Will Listen Day Philadelphia satellite locations:

1. Belmont Behavioral Health  
Location: Pathmark, 4160 Monument Rd., Philadelphia, PA 19131
2. The Consortium  
Location: 5501 Chestnut, Philadelphia, PA 19139
3. Horizon House  
Location: 30<sup>th</sup> Street Station, Amtrak Terminal
4. "Let's Get to Work" DBHIDS Employment Symposium  
Location: Hilton Philadelphia, 4200 City Ave, Philadelphia, PA 19131
5. Community Council  
Location: Opportunities Industrialization Center (OIC), 1231 N. Broad Street, Philadelphia, PA 19122
6. PATH  
Location 1: 8220 Castor Ave., Phila, PA 19152
7. Friends Hospital/Northeast Community Center for Behavioral Health  
Location: Friends Hospital, Scattergood Building, 4641 Roosevelt Blvd, Philadelphia, PA 19124

8. Hall Mercer  
Location: 245 S 8th St, Philadelphia, PA 19106
9. Pennsylvania MENTOR  
Location: 125 S. 9th Street, 6th Floor, Philadelphia, PA 19107
10. CATCH Inc.  
Location: 1400 Reed St, Philadelphia, PA 19146
11. Intercommunity Action & Fairmount Behavioral Health System  
Location: Greenridge Counseling Center 6122 Ridge Ave, Philadelphia, PA 19128
12. NHS Human Services  
Location: 5429 Germantown Ave, Philadelphia, PA 19144

**Recommendations for Improvement:**

The only significant way to improve the events in Love Park would have been locating the stage closer to the Love Sign in the Park. The sign is near the southeast corner of the park at 15<sup>th</sup> and JFK, while the stage was near the southwest corner of the park at 16<sup>th</sup> and JFK. This may not seem like a major difference, but that corner of the park experiences much foot traffic and garners less attention. However, it was not possible to move the stage because it is part of the summer concert series in Love Park and its movement is impermissible. For any future I Will Listen Days, it would be helpful if the stage is located at the epicenter of all activities in the venue.

As mentioned above, it may have been simpler and more effective to reduce the number of satellite locations. This was true from a planning and preparation perspective, but also operationally on 6/3. Because of the number of locations beyond Love Park, it was impractical to have staff with a strong grasp of the I Will Listen campaign present at most of the other locations. Had there been fewer satellite locations, it may have been possible to have at least one Scattergood or DBHIDS staff member with a firm understanding of the campaign at each location. This would have improved the experience for members of the community who participated in screenings and videos, and also would have improved the reporting of outcomes, which were spotty at some of the locations.