



2011 National Children's Mental Health Awareness Day Celebration

May 31<sup>st</sup>, 2011

Each year, the Kalamazoo Wraps evaluation team members partner with Kalamazoo Wraps' National Children's Mental Health Awareness Day 2011 carnival planners to gather data that can help gage the extent to which people are learning helpful information in the carnival setting. Attendees were asked:

- why they came to the carnival;
- how much they knew about various topics related to children's mental health;
- whether they learned anything helpful;
- what they learned;
- what they appreciated most about the carnival; and
- whether they had any suggestions for next year's carnival.

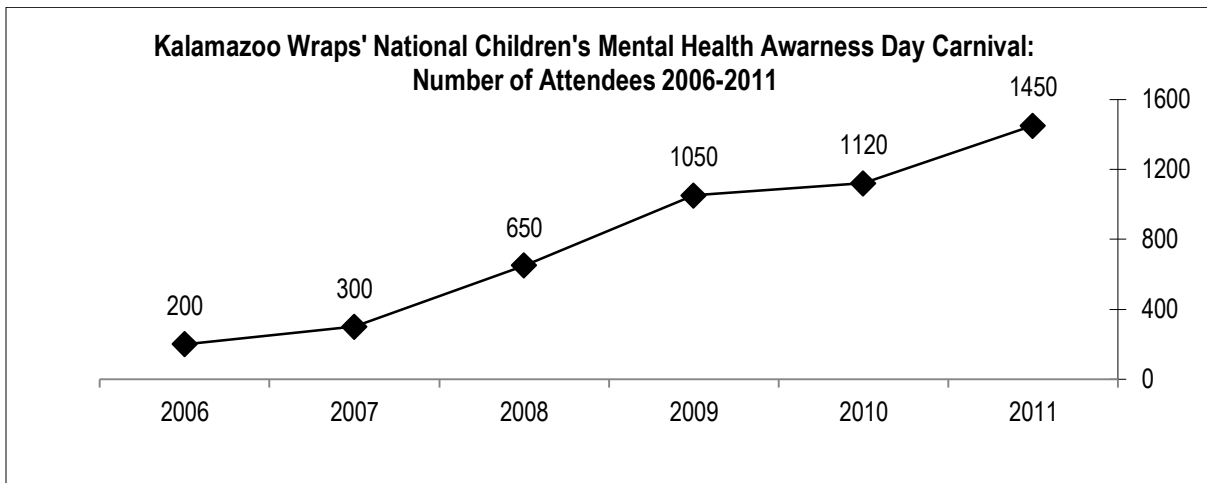
**A Bit About the Sample:**

This report takes a look at responses from 169 adult carnival attendees that filled out a paper/pen survey after visiting the indoor informational booths at the carnival, as well as secondary data from registration records.

- Approximately 75% of respondents were first time carnival attendees.
- Just under 15% were providers of mental health services.
- Just under 25% had a child that was currently receiving mental health services.

**Carnival Growth Over Time**

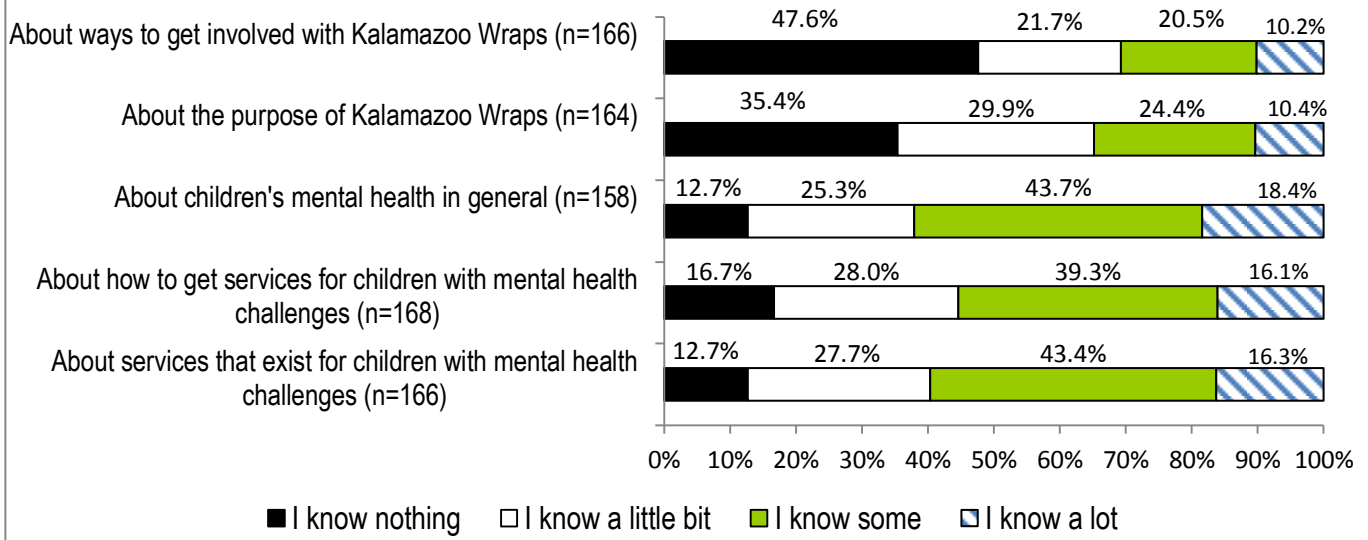
The carnival has grown in popularity and support from partnering organizations since its inception in 2006:



Carnival Staffing: Number of Volunteers/ Staff, Informational Booths, and Booth Participants 2006-2011						
	2006	2007	2008	2009	2010	2011
<b>Number of Volunteers/ Staff</b>	10	20	70	120	213	150
<b>Number of Informational Booths/ Activities</b>	4	9	20	43	50	70
<b>Number of Booth/ Activities Participants*</b>	6	13	35	86	185	325

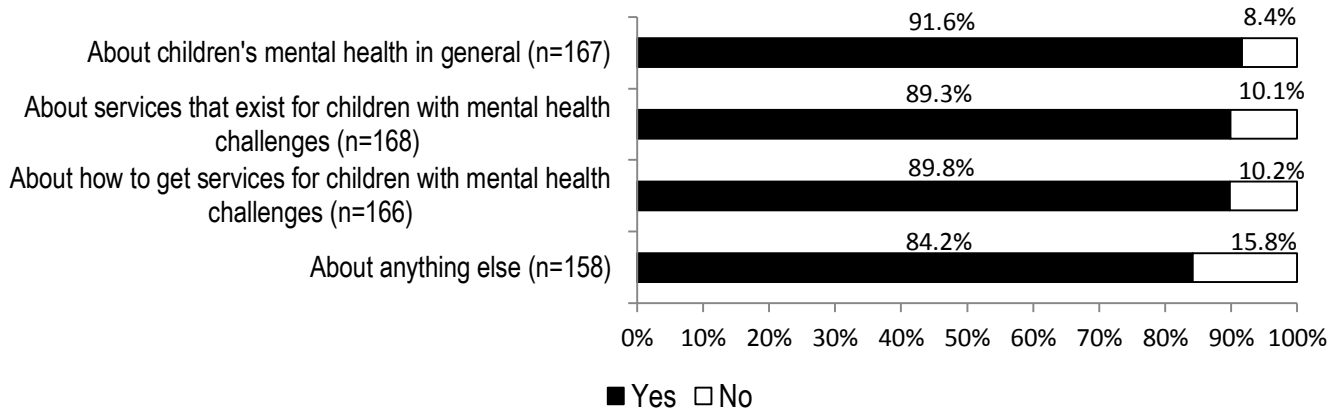
*\*2011 count includes 150 entertainers*

**Knowledge Levels, Topics Related to Children's Mental Health**  
*How much do carnival attendees report knowing...*

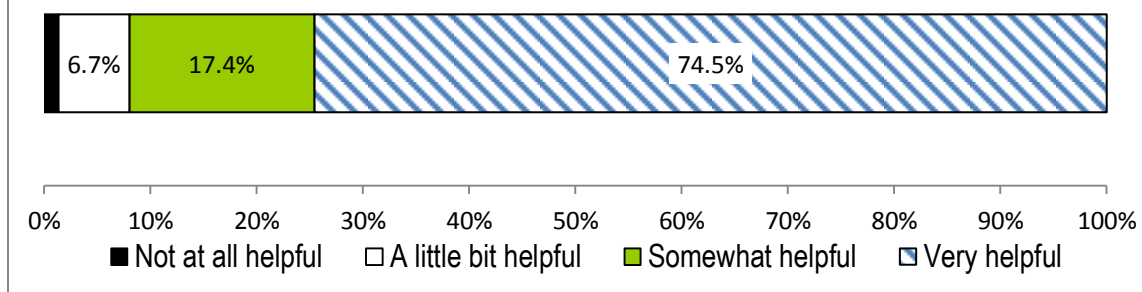


The main goals of the carnival include learning by attendees about 1) available services, 2) how to access them, and 3) children's mental health in general. Indeed, learning is taking place at the carnival:

**Learning at the Carnival**  
*Do 2011 carnival attendees report learning anything helpful...*



**Helpfulness of Information Learned**  
*In general, how do carnival attendees rate the helpfulness of the information they learned at the carnival? (n=149)*



### Why you came to the carnival...

"To have **fun**"

"I came because I think it's a **wonderful event** that they give for the community and the kids"

"To **socialize**"

"**Curiosity** and read about it in son's newsletter"

"For the kids to have an activity and also to **experience a lot** of different things"

"So much **advertisement**, had to check it out"

"We came last year and had so much fun we **had to come back** and we will see you next year"

"It was **free** and enjoyable for the kids"

"**Learn** info and have a good time with the kid"

"For **new information**"

### What you learned...

"There are a lot of **services** available right here in Kalamazoo that I never knew about"

"How to get in **contact** with Kalamazoo Wraps"

"I learned that there is help, and **people reach out** to others. I've also learned about more children **activities** and ways to get health insurance and what is available to me and family"

"All the different **places that can help** you with your family"

"It's **wrong to stigmatize** children with mental health issue, there are **resources available**"

"I learned about getting my son **active!**"

"That there are **helpful people** still in the world"

"Where to **go for help** and what services are offered"

### What you appreciated the most about the carnival and why...

"People are **friendly**. They go out of the way for you"

"Everybody's **kindness**"

"My kids having **fun and learning** all the help that is out there"

"I mostly appreciate that you hold this event and that it **gets better every year**. It's a wonderful way to **raise community awareness** that there's a **place for us all in Kalamazoo County**"

"So many **booths** and the activities for kids at booths while parents asked questions"

"Just to be able to get the kids out and showing them they are **not the only ones** with mental health issues"

"Everyone was willing to **answer questions**"

"I appreciated **everything...**it was **all helpful** for me in the long run and when there is a crisis, there is **hope**"