

HEAD TO HEART

Logic Model

Problem: from 2018 to 2021, the % of people in the Metro Region who reported having someone to turn to when they needed/wanted someone in the past month declined by 4.3%. Black/Hispanic or other race were less likely to have someone to turn to.

INPUTS

- Staff
- Advisory group (1st cohort)
- Black mental health professionals
- Funding
- Time
- Research
- Expertise
- Materials and swag
- Resources
- Social/professional network
- Marketing

ACTIVITIES

1. Staff trained in Adult MHFA
2. Convene advisory group
3. Secure trainers/training dates
4. Hold informational meeting
5. Select 2nd cohort
6. Conduct trainings and workshops
7. Recognize participants & their new skills
8. Evaluate program
9. Provide ongoing training
10. Share project/outcomes

OUTPUTS

1. Staff become certified MHFA instructor
2. Guidance and recommendations from advisory group
3. Promote project plan and explain participant experience
4. Cohort applications open
5. Barber representation is prioritized
6. Certificate of mental health training
7. Celebration/graduation
8. Pre/post assessments collected for each training/process evaluation
9. Continued education and support participants
10. Published media coverage

OUTCOMES

1. Complete MHFA instructor training
2. Recommendations from advisory group aid in the development of 2nd cohort
3. Increase participant interest
4. Receive 10 applications
5. Barbers represent 50% or more of applicants
6. Increase the number of mental health advocates in the community who are equipped to recognize signs of mental health or substance use challenges.
7. Increased participant engagement and project referrals.
8. Increase in mental health knowledge and resources
9. Increase support for participants.
10. Project sustainability

Project goal: From 2022-2023, engage 10 area Black/African-American serving barber shops/salons as mental wellbeing hubs to close or decrease disparity around mental health social supports.