

Mental Health and Well-being Amid the COVID-19 Pandemic:

Learnings from the Evaluation of The *How Right Now/Qué Hacer Ahora* Campaign

The COVID-19 pandemic has taken a toll on people's emotional health and well-being. Millions of Americans have dealt with social isolation, economic uncertainty and exposure to distressing information about the pandemic. Many have lost loved ones due to COVID-19. Reports of mental and behavioral health concerns have increased. The *How Right Now/Qué Hacer Ahora* campaign was developed to provide much-needed resources and support for people experiencing mental health challenges amid the COVID-19 pandemic.

About *How Right Now/Qué Hacer Ahora*

- ▶ The *How Right Now/Qué Hacer Ahora* campaign aims to help people facing stress, worry and anxiety amid the COVID-19 pandemic.
- ▶ *How Right Now/Qué Hacer Ahora* provides research-based information, resources and coping tools in English and Spanish.
- ▶ The campaign was made possible with support from the CDC Foundation and in partnership with the Centers for Disease Control and Prevention (CDC).
- ▶ *How Right Now/Qué Hacer Ahora* is partnership-based and is focused on people disproportionately affected by COVID-19:



Adults over 65 years of age and their caregivers



People experiencing violence



People with preexisting mental and physical health conditions



People experiencing economic distress

The following highlights our findings from the evaluation of the *How Right Now/Qué Hacer Ahora* campaign.

Research Methods Included:

- ▶ Environmental Scan
- ▶ Social Listening
- ▶ Partner Tracking
- ▶ Paid Advertising Data
- ▶ Google Analytics Data
- ▶ Audience Surveys

Implementation



To help promote its messages and materials, the campaign engaged

- ▶ **83** organizational partners
- ▶ **44** celebrities
- ▶ **61** influencers

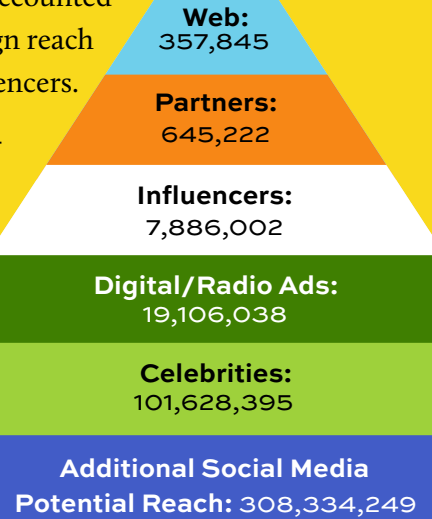
Both paid ads as well as celebrity and influencer outreach increased the reach of the campaign and allowed for increased engagement of Spanish-speaking audiences.

Campaign Reach



The total reach for the campaign was **437,312,529**. Celebrities accounted for the majority of campaign reach followed by ads, then influencers.

Additional social media engagements (e.g., retweets) also substantially contributed to the campaign's overall reach.



Campaign Impact

The campaign had a measured positive effect on community engagement and resilience—especially for those who were struggling the most, e.g., people experiencing violence and economic distress and communities of color.

The evaluation found:

A strong association between campaign exposure and **seeking information** on resources to support emotional health. Highest levels of information seeking were among:

- ▶ **31%** People experiencing violence
- ▶ **30%** People experiencing economic distress

Increased willingness to **support and give back to the community** after viewing campaign messages. Shifts were highest among:

- ▶ **31%** People experiencing economic distress
- ▶ **35%** African American/Black audiences

Increased confidence in the ability to **bounce back** after viewing campaign messages. Shifts were highest among:

- ▶ **26%** People experiencing violence
- ▶ **26%** People experiencing economic distress
- ▶ **22%** Communities of color

Learn more at [CDC.gov/HowRightNow](https://www.cdc.gov/HowRightNow) or [CDC.gov/QueHacerAhora](https://www.cdc.gov/QueHacerAhora). For questions about the *How Right Now/Qué Hacer Ahora* campaign, contact howrightnow@cdc.gov.