MENTAL HEALTH APP PORTAL FOR BLACK MILLENNIALS (FLORIDA & VIRGINIA)

Need Statement:
In order to increase app accessibility and facilitate a more personalized self-guided wellness experience for Black Millennials (ages 26-35), there is a need to understand how this demographic uses apps and social media to alleviate the impact of depression and loneliness on their mental health.

How did you specifically address the problem listed in your needs statement?
We conducted two surveys. The first focused on if and how Black millennials use mental health apps, and the second allowed focus group participants to share feedback after using specific apps.

What qualitative and/or quantitative evaluation metrics did you examine?
Ease of sign up & navigation, cultural connection, barriers to mental health service access & use of apps, operating system, & time spent on app.

What community partners and allies did you work with to address the problem?
Black Leaders Achieving Community Change, Delta Sigma Theta Sorority, Inc., Northern Neck Baptist Sunday School Association, Okaloosa NAACP, Real Women Radio, Women of Eminence, African American Military Heritage Society, The Community Christian Church, For His Glory Ministries, Dr. Meaggan O’Reilly (Stanford University), & Brandon McLean (Code Switch Consulting)

What community resources did you develop?
We created a centralized and accessible database highlighting culturally relevant mental health resources: http://sfse-db.herokuapp.com/

How did you use social media or digital tools for outreach and/or data collection?
We distributed flyers via social media, and we used the following digital tools: Mobilize, Google Forms, SurveyMonkey, Heroku, and Canva.

How does this project lead to greater racial equity?
This project can lead to greater racial equity by increasing accessibility to mental health apps through the provision of a centralized and accessible database highlighting culturally relevant mental health resources.