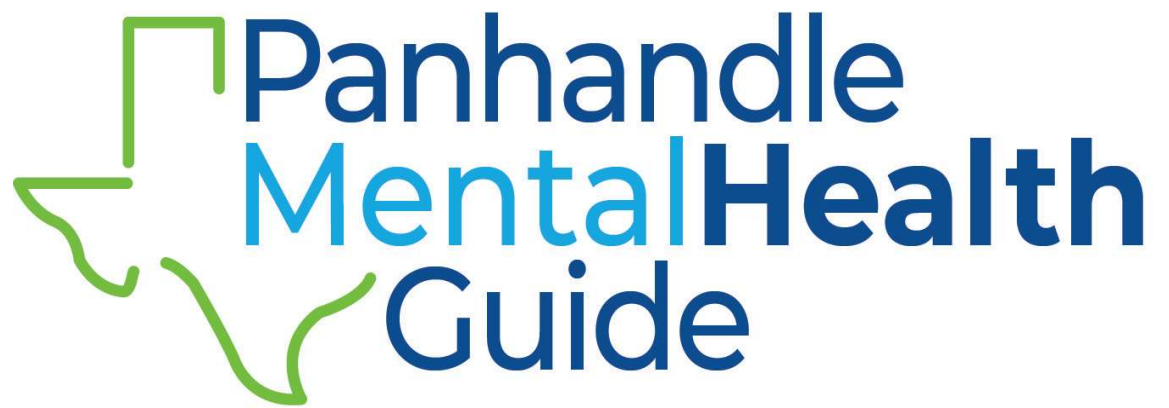


Metrics and
Measures



www.PanhandleMentalHealthGuide.org is a free resource directory website for mental health and substance use resources within the Texas Panhandle (27 counties). *A project by Panhandle Behavioral Health Alliance.*

PBHA
Panhandle Behavioral
Health Alliance



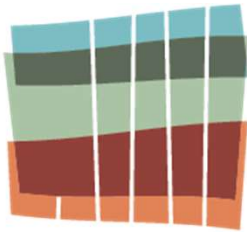
Why & How it came about?

- Based on 2016-2018 stakeholder feedback
- PMHG (NOC) a free resource directory website for mental health and substance use resources within the Texas Panhandle (27 counties).
- Sought funding, convened taskforce committees, and beta testing.
- www.PanhandleMentalHealthGuide.org (PMHG) went live in 2/2021!

PBHA provides this comprehensive, internet-based resource as a public courtesy and does not recommend or endorse any specific provider or service included in the service directory.



Funders and Supporters



AMARILLO AREA
FOUNDATION



PBHA
Panhandle Behavioral
Health Alliance



MARY E. BIVINS
FOUNDATION



Panhandle AHEC


Laura W. Bush


INSTITUTE *for* WOMEN'S HEALTH
TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

 **Texas Panhandle**
CENTERS
Behavioral & Developmental Health
Making Lives Better



Data Sources

ANGELFISH ANALYTICS	GOOGLE ANALYTICS (2023+)	PMHG User Data (Self Reported)
Page Views	User Demographics	2021-2024 embedded survey
 <i>Bounce Rate vs. Engagement</i>	User Experience	2024 embedded survey



Panhandle Mental Health Guide

The Total
Population Of
The 27 Counties
In The PBHA
Footprint is
452,252

UNIQUE VISITORS	PERCENTAGE OF POPULATION
45,801	10.1%

- *From February 2021 to the end of June 2024.*
- *This is equivalent to 10.1% of the population in the Texas Panhandle.*

Service Directory Listings

Service Directory Listings Have Increased by 505 Verified Providers Since the Initial Launch of the Panhandle Mental Health Guide in 2021

Counselors	212
Psychiatrists	12
Private Group	12
Support Groups	11
Hospitals	10
Public Services	19
Primary Care	208
Other	112

Should we continue to list
Primary Care providers in the
Service Directory?



Survey Questions

A survey pop-up was added to the site. Survey questions were revised in March of 2024. Response results on the new survey has been favorable.

Original Survey (n=24).

Current survey (n=6)

Original Survey Questions

9/21-2/24

- Q1** Did you find the resources provided helpful?
- Q2** Did the resources from the website help you obtain the information needed regarding Mental Health, Substance Use, and other Behavioral Health conditions?
- Q3** If you need assistance, would you return to the website?
- Q4** If a friend needed resources would you recommend this website?
- Q5** Has using various aspects of the website (Library, Knowledge Center, etc.) made it easier to talk to others about Mental Health, Substance Use, and other Behavioral Health conditions?
- Q6** Has using this website improved your knowledge of resources about Mental Health, Substance Use, and other Behavioral Health conditions?
- Q7** How easy is it to navigate the website? I.e. can you find what you need quickly? do you know where to find what you are looking for?
- Q8** How often do you use :

Current 2024 Survey Questions

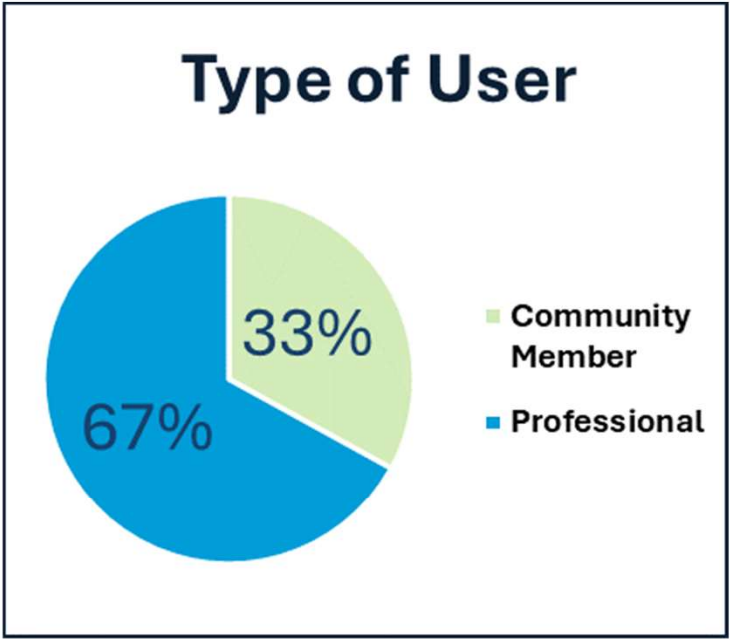
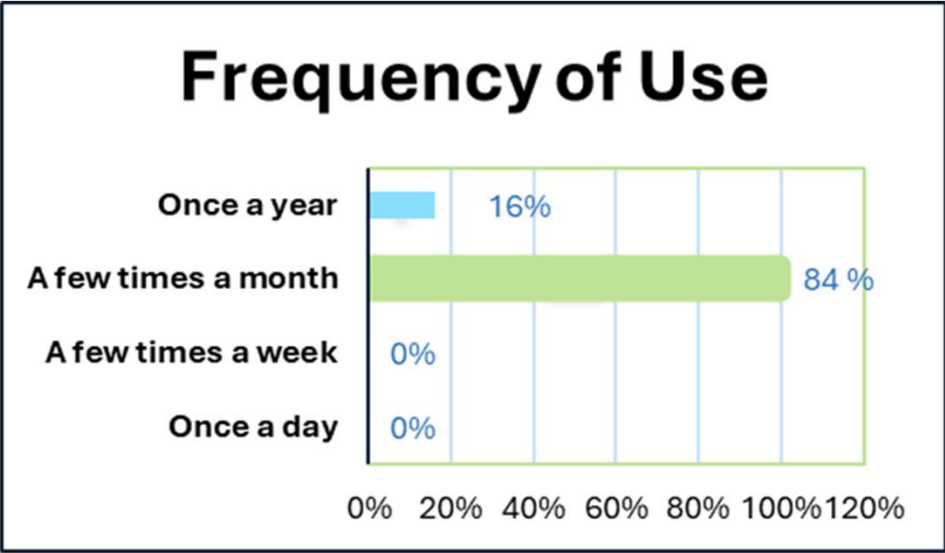
3/24-6/24

- Q1** How often do you use this website?
- Q2** What is your job title?
- Q3** What do you most often come to this website for?
- Q4** How long have you been experiencing symptoms related to the issue you are seeking resources for?
- Q5** Do you feel there is a lot of stigma about Mental Health/Mental Illness in our area?
- Q6** What do you like most and/or least about using this website?
- Q7** Are you open to being contacted with follow-up questions about your experience using this website



Survey Results

How is the Panhandle Mental Health Guide Being Used?



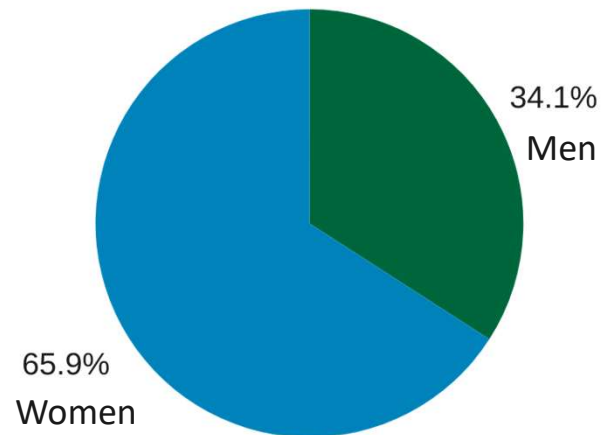
Data Collected From Current 2024 User Surveys

HEY GOOGLE!--WHO'S USING THE GUIDE?

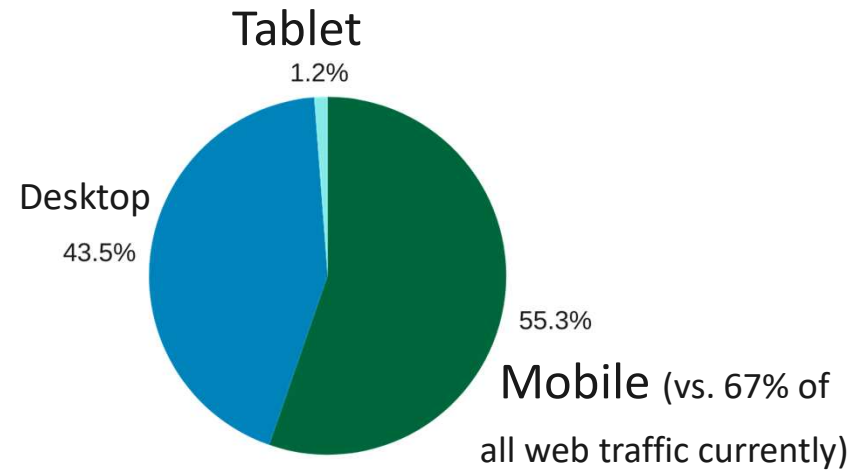
OTHER

- Peaks between 7am to 1 pm (accessed 24/7)

GENDER

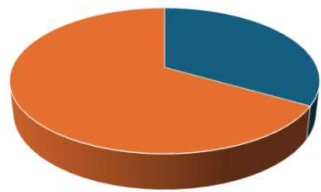


DEVICE TYPE



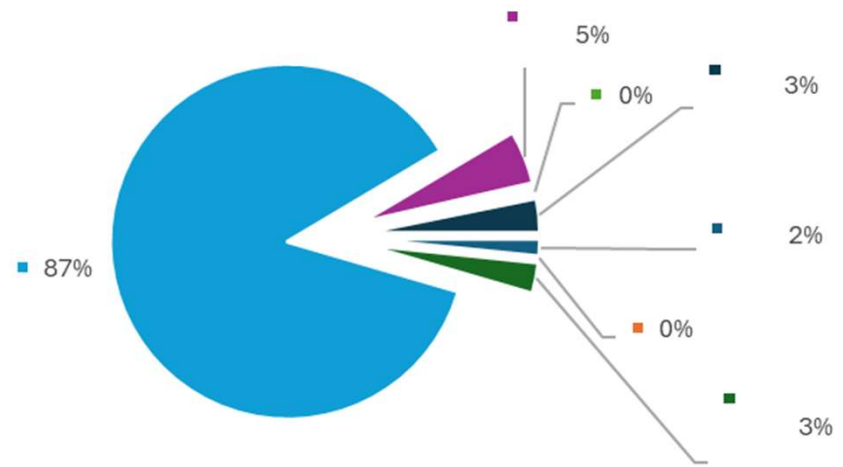
PMHG Texas Panhandle County User distribution:

PMHG Total User Distribution
(Last 12 months (September))



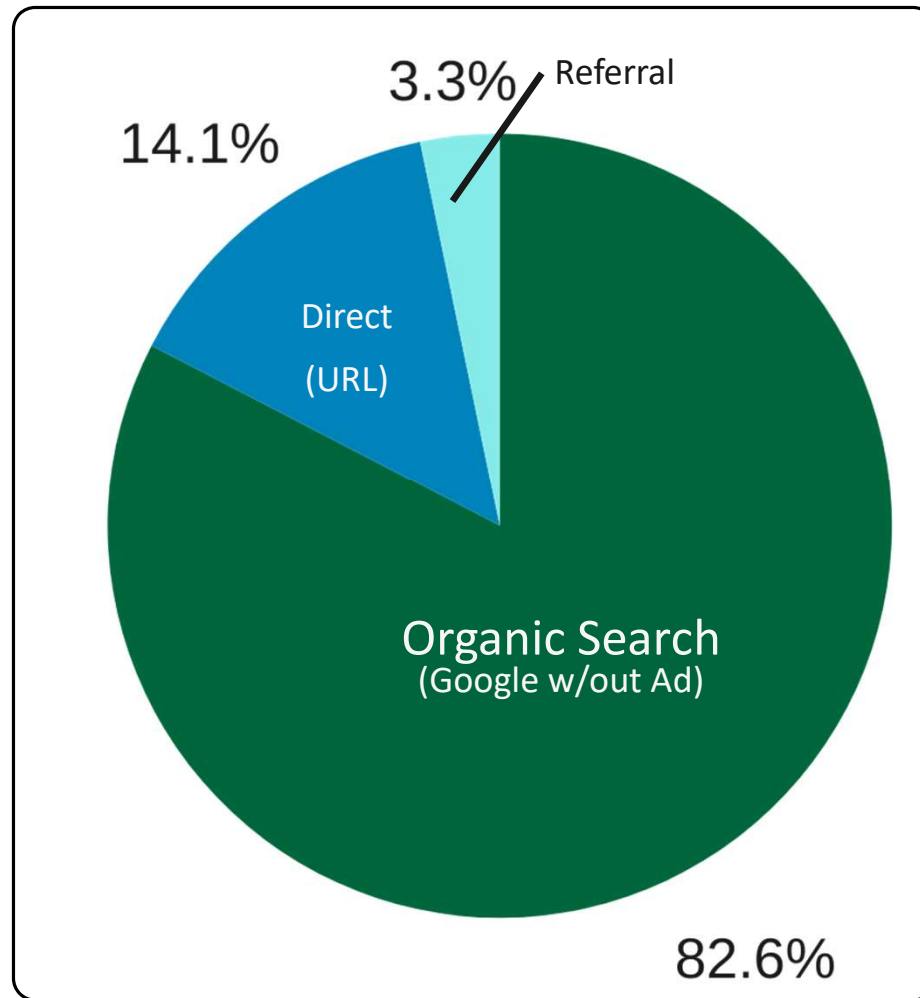
■ Texas Panhandle (1/3) ■ Other

PMHG Texas Panhandle User Distribution



■ Dallam County (Dalhart) ■ Hartley County (Dalhart)
 ■ Deaf Smith County (Hereford) ■ Potter County (Amarillo)
 ■ Randall County (Amarillo/Canyon) ■ Swisher County (Tulia)
 ■ Hutchinson County (Borger)

HOW DID THEY FIND THE GUIDE?



8-10 YEARS

average delay between onset of symptoms and intervention

Can the Panhandle Mental Health Guide play a part
in reducing this delay?

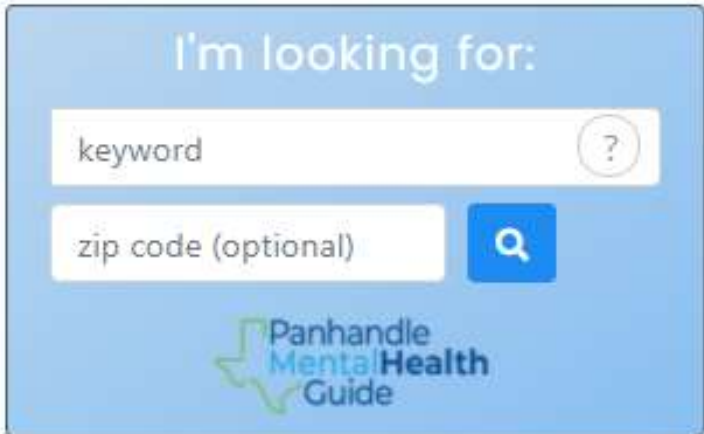


Next Steps

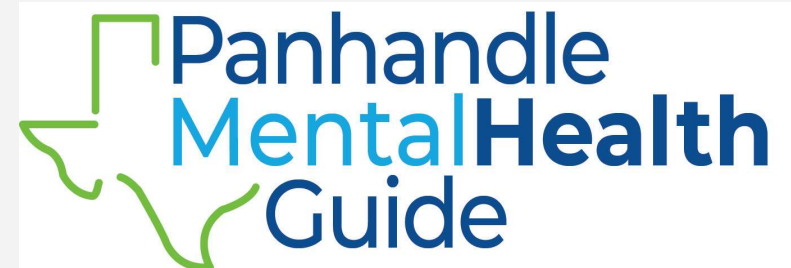
- What does the data say about the Guide's impact?
- What other alternatives are there for this resource in the community?
- Is this type of resource still needed?

Feedback Requested

- Where do we go from here?
- How do you see you or your organization supporting the guide?
- Success measures?



A screenshot of a search interface for the Panhandle Mental Health Guide. The interface is titled "I'm looking for:" and features two input fields. The first field is labeled "keyword" and contains a question mark icon. The second field is labeled "zip code (optional)" and contains a magnifying glass icon. Below the input fields is the Panhandle Mental Health Guide logo, which consists of a green outline of the state of Texas and the text "Panhandle Mental Health Guide" in blue.





Thank You & Q&A