IN SEARCH OF AN EVIDENCE-BASED PRACTICE TO REDUCE DURATION OF UNTREATED PSYCHOSIS (DUP)

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INTRODUCTION

- Duration of untreated psychosis (DUP) is important in predicting outcomes for individuals with first-episode psychosis.
- DUP has two components: "supply" (duration from symptom onset to Coordinated Specialty Care clinic entry) and "demand" (duration from symptom onset to first antipsychotic medication).
- The Treatment and Intervention in Psychosis (TIPS) clinic and Mind Map program both demonstrated reduction in community DUP through psychosis early detection campaigns
- The Early Psychosis Intervention Clinic-New Orleans (EPIC-NOLA) aims to reduce DUP for clinic referrals by implementing a psychosis early detection campaign.

METHODS

- CALM was re-launched with an approach similar to Mind Map, with a 3-pronged approach to brand building:
  - Mass Transit Marketing
  - Digital Marketing
  - Local community engagement activities
- Descriptive data was collected for each method of engagement
- Website traffic, social media analytics, and reports from partner agencies were used to assess visibility of CALM campaign.
- Comparative analysis was used to examine DUP supply and demand before and after the re-launch of the CALM campaign.

RESULTS

DUP Component	Before CALM Launch	After CALM Launch
Total	9.85 months	5.95 months
Demand	6.29 months	2.25 months
Supply	4.21 months	3.06 months

Website Performance	Result
Website Traffic Increase	24%
Quizzes Completed	777
Listserv Subscribers	35

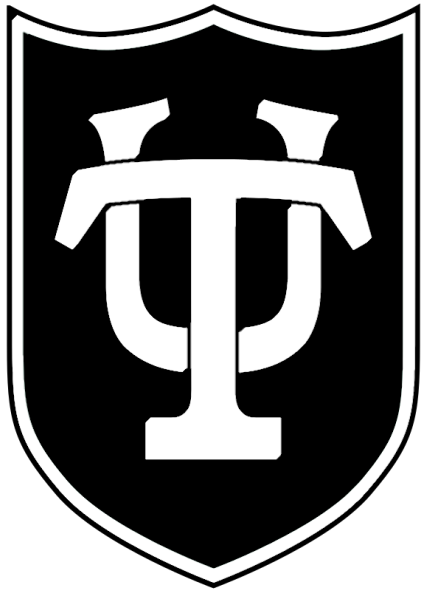| Social Media Analytics	June 15, 2022	June 15, 2023	Percent Change
Social Impressions	2,859	205,842	+7,079%
Social Engagement	278	11,616	+4,063.4%
Social Media Followers	1290	1517	+17.6%
YouTube Views	N/A	14,739	

CONCLUSION

- CALM achieved visibility in all 3 strategies (mass marketing, digital marketing, and community engagement)
- Increased website traffic post-launch suggests greater public awareness and engagement.
- Preliminary analysis indicates a correlation between the CALM campaign and reduced DUP for first-episode psychosis treatment
- Reduced DUP supply and demand suggest expedited entry into clinics and medication initiation.
- The study emphasizes the need for a multi-disciplinary approach to psychosis including early detection, timely treatment, and public education.
- Further research should analyze DUP for patients referred via CALM and survey results from referral sources.

Current and future directions:
- Developing strategy to track CALM impact longitudinally
- Analyzing quiz data and implementing 'intervention' to increase those taking the next step to discussing their results
- How to increase email subscribers
- Calculating community-level DUP
- Expanding CALM early detection as we expand EPIC-NOLA clinics across Louisiana.

REFERENCES

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EPIC CALM
HELPING LOUISIANA BETTER UNDERSTAND AND TREAT PSYCHOSIS

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