



# CalMHSA Stigma and Discrimination Reduction Online Resources

## Highlights from an Evaluation of Web Analytic Data

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**R**educing stigma and discrimination associated with mental illness is an important goal. According to *Mental Health: A Report of the Surgeon General*, stigma exerts negative effects by causing people to avoid “socializing or working with, renting to, or employing” individuals with mental health challenges, which results in decreased opportunities and resources and, ultimately, low self-esteem, isolation, and hopelessness (U.S. Department of Health and Human Services, 1999). Many individuals and organizations may lack the knowledge or resources on how best to address issues of stigma and discrimination. With funds from the Mental Health Services Act (Proposition 63), the California Mental Health Services Authority (CalMHSA) developed and implemented three statewide prevention and early intervention (PEI) initiatives that focus on mental illness stigma and discrimination reduction (SDR), suicide prevention, and student mental health.

Under the SDR initiative, PEI activities include a social marketing campaign, educational trainings, and online resources. Program partners developed a wide range of SDR online resources targeting individuals in positions to influence the lives of people with mental health challenges, known as “gatekeepers,” and the general public. Additionally, program partners developed resources to help individuals find information and support related to mental illness. As part of the CalMHSA statewide evaluation of the PEI initiatives, RAND evaluated the utilization of these online resources, which were distributed through websites created by program partners. This report provides an overview of the SDR-related online resources and data that describe the use of these websites. Detailed reports of these data for each program partner are available in the appendixes of this report.

### Overview of Online Resource Development

As part of the CalMHSA SDR initiative, most program partners developed informational and online resources related to stigma and discrimination reduction for a variety of audiences. Resources are diverse and include fact sheets, toolkits, guidelines, reviews, discussion forums, a documentary, and short videos

containing personal stories that aim to reduce stigma and discrimination (see Table 1 for a description of sites tracked). In this report, we focus on the websites or portions of websites that are created, hosted, and maintained with CalMHSA funds.

### Website Evaluation Methods

For consistency of metrics and tracking, we opted to use the web analytics service provided by Google Analytics for all program partners creating online resources, rather than the various analytics services that program partners may have already implemented for their own tracking purposes. Google Analytics is the most widely used website statistics service; it is a free web analytics application that generates detailed statistics and information about website performance. We captured a wide range of metrics using Google Analytics to examine the use of and interaction with each website. Measures of traffic (site visits and page views) give a sense of the volume of visitors to the site. Measures indicating how users access the website (directly, referred from another website, or through search engines) can provide insight into the factors that motivated a user to visit the site; for example, a user who accesses a site directly may have been exposed to a campaign advertising a site name, whereas a user who visits through a search engine may have been looking for information on a topic related to what is covered on the site. Indicators such as average visit duration, average number of page views per visit, how many visits comprise only one page view (i.e., the bounce rate), and what topics or pages were most viewed give a sense of how users interacted with the site and for how long. Other useful metrics include those indicators that provide insight into where website visitors are located geographically, something of particular interest given the focus of CalMHSA’s efforts on Californians. We excluded traffic from RAND during the monitoring period.<sup>1</sup>

There are some limitations to Google Analytics. The application does not include some relevant downloads (for example, those accessed from a link on another site or in an email) and so may underestimate them. Also, the location of the users’ Internet connection approximates their actual geographic location, but

**Table 1. CalMHSA Stigma and Discrimination Reduction Program Partner Websites**

SDR Program Partner and URL	Website Description	Primary Target Audience	RAND Website Usage Tracking Period
Disability Rights California <a href="http://www.disabilityrightsca.org/CalMHSA/CalMHSA.html">http://www.disabilityrightsca.org/CalMHSA/CalMHSA.html</a>	The Disability Rights California website contains a section featuring more than 30 antidiscrimination factsheets translated into many languages. Topics covered include definitions and effects of stigma and discrimination, mental health parity, and the prevention of discrimination as it relates to education, employment, housing, jails and prisons, and health and mental health care.	General public, gatekeepers	March 15, 2013, to June 30, 2014
Entertainment Industries Council, Inc. <a href="http://www.eiconline.org/teamup">http://www.eiconline.org/teamup</a>	TEAM Up (Tools for Entertainment and Media) is a set of online resources for journalists and entertainment media creators that was launched in June 2013. The resources cover mental health concerns and include the following: a style guide for reporting on mental health (“Style Guide: Reporting on Mental Health”); story ideas and interview tips; social media guidelines (“Social Media Guidelines for Mental Health Promotion and Suicide Prevention”); depiction suggestions; an email link for media creators to obtain First Draft technical assistance; videos of Entertainment Industries Council events; podcasts discussing mental illness stigma; links to mental health–related publications; English- and Spanish-language resources (e.g., “Muestra Esto”); and a calendar of CalMHSA events relevant to media professionals and journalists.	Journalists, entertainment media creators	June 8, 2013, to June 30, 2014
Integrated Behavioral Health Project <a href="http://ibhp.org">http://ibhp.org</a>	The “virtual library” on the Integrated Behavioral Health Project/Center for Care Innovations website contains resources to support integrated care among primary care, mental health, and substance abuse treatment sectors. The “Partners in Health: Mental Health, Primary Care and Substance Use Interagency Collaboration Tool Kit” (2nd Edition, 2013), is intended to support collaborations across primary care, behavioral health, and substance abuse treatment sectors. The 2009 edition of the toolkit incorporates content specific to the implementation of integrated care within the state of California and adds key resources related to the integration of care for substance use–related problems. The 353-page toolkit was posted for download on April 26, 2013. The toolkit contains many different types of information, including scientific research on integrated behavioral health, quotes from medical and behavioral health providers on the positive benefits of integrated care, illustrative examples from case studies, and practical information on the logistics of establishing interagency collaborations.	Professionals working in primary care, mental health services, and substance abuse treatment	June 8, 2013, to June 30, 2014
Mental Health Association of San Francisco <a href="http://dignityandrecoverycenter.org">http://dignityandrecoverycenter.org</a>	The website for the Mental Health Association of San Francisco Center for Dignity, Recovery, and Empowerment hosts information about its Resource Development and Promising Practices programs. The site contains a directory of SDR programs, including stigma reduction, education and training, and culturally responsive programs. The organization has developed and made available many tools and resources under its Resource Development program around the development, maintenance, and evaluation of contact-based stigma reduction programs.	General public, gatekeepers, organizations seeking to implement speakers bureaus	June 8, 2013, to June 30, 2014
Runyon Saltzman Einhorn, Inc. <a href="http://www.eachmindmatters.org">http://www.eachmindmatters.org</a>	The website hosts the CalMHSA-funded documentary “A New State of Mind: Ending the Stigma of Mental Illness” and a gallery of short videos telling personal stories of hope, resilience, and recovery. The site is also a hub for distributing CalMHSA resources across the SDR, suicide prevention, and student mental health PEI initiatives.	General public, gatekeepers	June 8, 2013, to June 30, 2014
Runyon Saltzman Einhorn, Inc. <a href="http://speakourminds.org">http://speakourminds.org</a>	The website contains an online tool for organizations to find local mental health speakers bureaus by aggregating and promoting existing bureaus in California. It also houses online toolkits to help mental health speakers increase their skills.	Organizations seeking to implement speakers bureaus	June 8, 2013, to June 30, 2014
Runyon Saltzman Einhorn, Inc. <a href="http://us.reachout.com/forums">http://us.reachout.com/forums</a> <a href="http://us.reachout.com/buscaapoyo">http://us.reachout.com/buscaapoyo</a> <a href="http://us.reachout.com/reachouthere">http://us.reachout.com/reachouthere</a>	These discussion forums were designed as part of a mobilization marketing campaign to encourage youth ages 14 to 24 to seek and provide peer support for emotional issues. ReachOut.com forums provide a moderated online discussion environment for teens and young adults to give and get peer support for emotional, relationship, and health issues. The forums are also available in a Spanish-language translation and adaptation, BuscaApoyo. The ReachOutHere page provides an entry point to the forums and includes factsheets, stories, and information about how to get help for oneself or a friend. The web analytic data reported for the ReachOut.com forums include data from <a href="http://us.reachout.com/ReachOutHere">us.reachout.com/ReachOutHere</a> , an informational access point for the ReachOut forums, and <a href="http://us.reachout.com/BuscaApoyo">us.reachout.com/BuscaApoyo</a> , the Spanish-language forums.	Youth ages 14 to 24	June 8, 2013, to June 30, 2014

**Table 1—Continued**

SDR Program Partner and URL	Website Description	Primary Target Audience	RAND Website Usage Tracking Period
Runyon Saltzman Einhorn, Inc. <a href="http://walkinourshoes.org">http://walkinourshoes.org</a>	The website is an online companion to a school-based theater presentation targeting youth ages 9 to 13 to correct misperceptions about mental illness. WalkinOurShoes.org contains a video story gallery for adolescents to learn about experiences of mental health and recovery from other transition-age youth and add their own “shoe” to “stomp out stigma” to a gallery. There is additional supporting material for educators and parents.	Youth ages 9 to 13, educators, parents	August 19, 2013, to June 30, 2014
Runyon Saltzman Einhorn, Inc. <a href="http://ponteennimizapatos.org">http://ponteennimizapatos.org</a>	PonteEnMisZapatos.org is the Spanish-language translation and adaptation of walkinourshoes.org.	Youth ages 9 to 13, educators, parents	September 9, 2013, to June 30, 2014
United Advocates for Children and Families <a href="http://www.uacf4hope.org">http://www.uacf4hope.org</a>	The website for United Advocates for Children and Families contains a variety of resources for families and children with mental health challenges. These include pages on special education and for various target populations, such as military families and transition-age youth, as well as pages focused on mental health disorders common among children and adolescents. A page focused on SDR contains resources such as train-the-trainer curricula and a guide to holding community network roundtables.	General public, families and children with mental health challenges	June 8, 2013, to June 30, 2014

NOTE: All available web analytic data gathered prior to June 8, 2013, were previously reported in Burnam et al., 2014.

users’ networks and/or browsers can be configured to not share this information with analytics packages. For each website, there may be a small percentage of users for which we have no tracking data, so these users are excluded from analyses. Despite these limitations to describing user characteristics, website analytics can be used to benchmark website use, identify patterns of use, and describe the reach of the websites, which can ultimately inform how to best maintain, support, and adapt a website.

We note that the analytic data reported here pertain only to the CalMHSA-funded online resources hosted on the sites listed in Table 1. Many program partners engaged in online activities that extend beyond the resources listed here. For example, they may have provided materials to other organizations to host on their websites, provided input into the development of other organizations’ online resources, or developed additional sites that were not tracked for this evaluation. In addition, this report does not track analytic data for other partner organizations that may have helped promote the online resources developed by CalMHSA program partners. As a result, the data reported here may underestimate the volume of online activity in which program partners are directly or indirectly engaged.

### Overview of Results

Here, we provide an overview of the web metrics across all SDR program partners for which we collected web analytic data. Detailed reports of web metrics for each program partner are provided in Appendixes A through J. We also note that we are not directly comparing metrics across the websites, because they vary widely in content and target audience, and some websites were monitored for different periods. We report tracking for most websites from June 8, 2013, to June 30, 2014; web analytic data for periods prior to this window, if available, were previously reported (Burnam et al., 2014).

### Visits, Page Views, and Resources Downloaded

During the current tracking period (see Table 1 for tracking period dates for each site), 651,243 site visits were made to CalMHSA SDR websites, leading to 1,575,957 page views and 66,871 downloads of digital resources.<sup>2</sup> As expected—given that some websites target general audiences while others aim to reach more-specific audiences—numbers of visits ranged widely, from Disability Rights California’s approximately 290,000 visits over 16 months to Runyon Saltzman Einhorn’s SpeakOurMinds.org website’s 3,600 visits over 13 months (see Table 2).

### User Engagement with Sites

We tracked the ways in which users arrived at or accessed the websites. Users could arrive from direct access (e.g., typing the URL into their browser, clicking on a bookmark, or following a link in an email), via a search engine such as Google or Yahoo!, or through referral via an external link on another website (e.g., clicking on a Facebook link to get to a site). Table 3 shows measures of how users engaged with the websites. For Entertainment Industries Council’s TEAM Up site, Runyon Saltzman Ein-

**Table 2. Key Traffic and Navigation Metrics for Program Partner Websites**

SDR Program Partner	Months of Tracking	Visits	Page Views	Downloads
Disability Rights California	16	292,832	580,945	45,739
Entertainment Industries Council	13	9,780	21,198	1,535
Integrated Behavioral Health Project/Center for Care Innovations	13	40,038	72,612	12,788
Mental Health Association of San Francisco	13	24,275	66,027	4,551
Runyon Saltzman Einhorn Each Mind Matters	13	57,328	116,449	538 <sup>a</sup>
Runyon Saltzman Einhorn Speak Our Minds	13	3,633	11,009	953
Runyon Saltzman Einhorn ReachOut forums (includes Busca Apoyo and Reach Out Here)	13	127,074	469,235	Not available <sup>b</sup>
Runyon Saltzman Einhorn Walk in Our Shoes	11	75,492	191,141	Not available <sup>b</sup>
Runyon Saltzman Einhorn Ponte en Mis Zapatos	10	14,171	26,411	Not available <sup>b</sup>
United Advocates for Children and Families	13	6,620	20,930	767
Total		651,243	1,575,957	66,871

<sup>a</sup> Vimeo data of total number of downloaded videos.

<sup>b</sup> Downloads were not tracked for these sites.

**Table 3. Key User Engagement Metrics for Program Partner Websites**

SDR Program Partner	Direct (%)	Referrals (%)	Searches (%)	Average time on site <sup>a</sup>	Average number of pages visited
Disability Rights California	39	9	50	3:53	2.14
Entertainment Industries Council	30	44	24	2:55	2.17
Integrated Behavioral Health Project/Center for Care Innovations	16	10	74	2:18	1.81
Mental Health Association of San Francisco	49	36	9	3:05	2.72
Runyon Saltzman Einhorn Each Mind Matters	36	25	39	2:19	2.03
Runyon Saltzman Einhorn Speak Our Minds	24	28	48	2:32	3.03
Runyon Saltzman Einhorn ReachOut forums (includes Busca Apoyo and Reach Out Here)	18	3	49	2:07	2.56
Runyon Saltzman Einhorn Walk in Our Shoes <sup>b</sup>	18	5	12	2:04	2.53
Runyon Saltzman Einhorn Ponte en Mis Zapatos <sup>b</sup>	7	3	13	1:38	1.86
United Advocates for Children and Families	25	17	57	2:58	3.16

NOTE: Direct, referral, and search percentages were calculated as the number of site visits of that type out of the total number of site visits. For Runyon Saltzman Einhorn Reach Out forums only, site visits are the number of site visits beginning at the forum, mode-specific and total. Percentages may not total 100 because less frequent modes such as email, mobile banner, campaign, and streaming were excluded from the table.

<sup>a</sup> Time is displayed in minutes and seconds.

<sup>b</sup> For these Runyon Saltzman Einhorn websites, the Google Analytics settings were augmented to capture when users accessed the websites from online paid advertising campaigns.

horn’s EachMindMatters.org, and Runyon Saltzman Einhorn’s SpeakOurMinds.org, users accessed those websites in all three ways quite evenly. For example, Runyon Saltzman Einhorn’s EachMindMatters.org had about one-third of users access the website in each way—direct, referral, and search engine. For three websites, Integrated Behavioral Health Project/Center for Care Innovations, United Advocates for Children and Families, and Runyon Saltzman Einhorn’s ReachOut forums, the majority of users accessed those websites via search. In contrast with the other sites, the majority of users of the Runyon Saltzman Einhorn websites WalkInOurShoes.org (59 percent) and PonteEnMisZapatos.org (77 percent) accessed the websites from online advertising campaigns promoting the websites, which is a type of paid referral.

We also tracked the average time that users spent on each site and the average number of pages visited while users were on the site. The average time spent on the site varied from about one and a half minutes (Runyon Saltzman Einhorn PonteEnMisZapatos.org) to nearly four minutes (Disability Rights California). The number of pages visited varied from about 1.8 (Integrated Behavioral Health Project/Center for Care Innovations and Runyon Saltzman Einhorn PonteEnMisZapatos.org) to 3.2 pages (United Advocates for Children and Families).

### User Location

Because the CalMHSA effort is California-based and designed for reaching individuals and organizations across California, we examined the location of users accessing program partner websites (see Table 4). Google Analytics determines user location by the user’s Internet Protocol (IP) address. This is a limitation of the metric because the geographic location indicated by the IP address may not always reflect the actual geographic location of the user; some reports indicate IP address location data is an accurate reflection of a user’s actual geographic location to within a 25-mile radius (Clifton, 2012). Regardless, this metric can be used to observe general trends in user location. For six websites, the vast majority of users accessed the websites from California, ranging from 66 percent to 89 percent of users. For three websites, Entertainment Industries Council’s TEAM Up site and Runyon Saltzman Einhorn’s ReachOut forums and PonteEnMisZapatos.org, 35–47 percent of users were in California. Though users originated from many areas across California, across all websites, an average of 82 percent of the users originated from three of the largest metropolitan areas—the Los Angeles, Sacramento, and San Francisco areas.<sup>3</sup> This is somewhat more than would be expected, given that 60 percent of Californians reside in these areas (U.S. Census, 2015).

**Table 4. Key User Characteristic Metrics for Program Partner Websites**

SDR Program Partner	Visits from California	Visits from California (% of total visits)	Visits from the Los Angeles, Sacramento, and San Francisco metropolitan areas (% of California visits)
Disability Rights California	261,830	89	83
Entertainment Industries Council	4,024	41	87
Integrated Behavioral Health Project/Center for Care Innovations	7,230	18	80
Mental Health Association of San Francisco	16,888	70	89
Runyon Saltzman Einhorn Each Mind Matters	37,621	66	82
Runyon Saltzman Einhorn Speak Our Minds	2,384	66	77
Runyon Saltzman Einhorn ReachOut forums (includes Busca Apoyo and Reach Out Here)	45,064	35	79
Runyon Saltzman Einhorn Walk in Our Shoes	49,623	66	80
Runyon Saltzman Einhorn Ponte en Mis Zapatos	6,684	47	82
United Advocates for Children and Families	4,776	72	85
Total	436,124	67	82

NOTE: User characteristics, such as geographical location, determined by the user’s IP address when visiting a website.



## Discussion

RAND's evaluation of the utilization of the CalMHSA-funded SDR online resources shows that the websites have been visited many times—more than 650,000 visits in a year's time. Assuming the California-based visits were from unique individuals, this would indicate that, based on 2014 census estimates, 1.1 percent of California's population had visited the sites. However, because visits likely were not from unique individuals and we know that some visits originated from IP addresses outside the state, this represents an upper bound (and an overestimate) on the maximum potential reach of the online resources to Californians.<sup>4</sup> We cannot determine how many individuals visited multiple CalMHSA-sponsored sites or how many represented previous visitors to these sites (in the case of sites that existed prior to receiving funding from CalMHSA).

Few studies assess the effects of public service announcements on driving traffic to affiliated websites, so it is unclear how big a change in web traffic should be expected for websites associated with a campaign (like Runyon Saltzman Einhorn's Each Mind Matters). One study showed that only 0.000061 percent of residents in states where an SDR campaign based on public service announcements was piloted visited an affiliated website (Corrigan, 2012); so the reach of CalMHSA sites to a very small percentage of California residents is not necessarily unexpected.

Nonetheless, the majority (60 percent) of visits to the websites originated from within California. Of those visits from within California, more than 80 percent originated from three of the largest metropolitan areas—the Los Angeles, Sacramento, and San Francisco areas. About 60 percent of Californians reside in these areas, suggesting that the reach of online resources was not as good to less populous areas of the state. This is desirable for a program like that of the Entertainment Industries Council, which targets entertainment professionals who mostly reside in these three metropolitan areas. For the overall SDR online resource effort, reach to less populous areas is one advantage of using online media, and this did not appear to be achieved.

Several analytic measures provide insight into how visitors to CalMHSA-funded SDR online resources engaged with the sites. Visitors to the sites downloaded more than 66,000 resources. Because the data do not allow us to determine how many resources each user downloads, 66,000 is an upper-bound

estimate of the number of individuals who may have downloaded resources. The actual number of individuals who downloaded resources is likely less, assuming that at least some individuals downloaded multiple resources. Web analytic data indicate that, on average, users spent two to three minutes on the sites when they visited. Because Google Analytics' calculations of time on a site leave out the time spent on the last page visited, these estimates represent a conservative estimate of the time users spent on the sites.

Some program partners' efforts to reach Californians using online resources were particularly noteworthy in their success. For example, Disability Rights California's efforts to make antidiscrimination materials available yielded more than 292,000 visits, with more than half a million page views and more than 45,000 downloads of resource materials. Disability Rights California's website targeted general audiences, so broad reach is important in judging its success. In another example, Runyon Saltzman Einhorn's ReachOut forums, which targeted young adults between the ages of 14 and 24, resulted in more than 127,000 visits and more than 469,000 page views, suggesting that the forums were fairly heavily used. Other program partners' sites received less traffic, but were targeted at very specific, smaller groups. A good example is Entertainment Industries Council's TEAM Up site, which had less than 10,000 visits but was targeting media professionals. In another example, Runyon Saltzman Einhorn's Speak Our Minds site also targeted a specific audience—winners of grants for setting up speakers bureaus—and also had less than 10,000 visits. United Advocates for Children and Families had less than 10,000 site visits, even though that site was meant to be of fairly general interest.

These results suggest that future evaluation efforts should explore the strategies by which each program partner attempted to drive traffic to its site (e.g., through targeted advertising, advertising through partner websites). This type of exploration is beyond the scope of the current evaluation. Conducting such an evaluation would provide insight into whether reallocation of resources to improving dissemination efforts (e.g., better promotion of site presence, site reorganization to make available resources easier to find) or reallocation of funding to more-effective SDR efforts might be warranted.

### Key Findings

- More than 650,000 visits were made to CalMHSA-funded SDR online resources.
- 436,000 visits originated in California, with over 80 percent from three of the largest metropolitan areas—the Los Angeles, Sacramento, and San Francisco areas.
- A maximum of 1.1 percent of California's population may have visited a CalMHSA-funded SDR online resource.
- Visitors downloaded more than 66,000 resources and spent an average of two to three minutes on the sites.

## Notes

<sup>1</sup>We were unable to exclude program partner traffic because there is no reliable way to determine exactly which traffic is from a program partner and which is not after data have been collected by Google Analytics. Using the service provider or network domain is a proxy for identifying which users are affiliated with a program partner, but may not include all program partner users.

<sup>2</sup>Download tracking was not available for all program partners' materials. Some program partners did not have CalMHSA-funded materials available for download. Some program partners made materials available during the evaluation period, but download tracking was not enabled for those items.

<sup>3</sup>In Google Analytics, these areas are defined as "the designated market area (DMA) from where traffic arrived" (Google, 2015). Thus, these areas can include more than one city. The Sacramento area consists of areas in and around Sacramento, Stockton, and Modesto, and the San Francisco area consists of areas in and around San Francisco, Oakland, and San Jose.

<sup>4</sup>There is no way to accurately assess the number of unique site visitors because HTTP cookies, the small pieces of data stored in users' browsers to "remember" interactions with websites and that are used by Google Analytics to measure how users interact with websites, are attached to individual browsers on computers, rather than people.

## References

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## Appendix A. Disability Rights California Google Analytics from March 15, 2013, to June 30, 2014

**Traffic metrics.** Disability Rights California’s website received 292,832 visits, 580,945 page views, and 45,739 downloads during the 16 months of monitoring. Website activity increased in March and April 2013 and then held steady June through October; a dip in activity occurred in December, but increased slightly in January and held steady again through June 2014 (see Figure A.1).

The top five most frequently downloaded resources (see Table A.1) were the complete PDF and chapters 1, 2, 4, and 6 of the *Special Education Rights and Responsibilities* manual from the Publications and Resources page of the website, a resource that was not CalMHSA-funded.

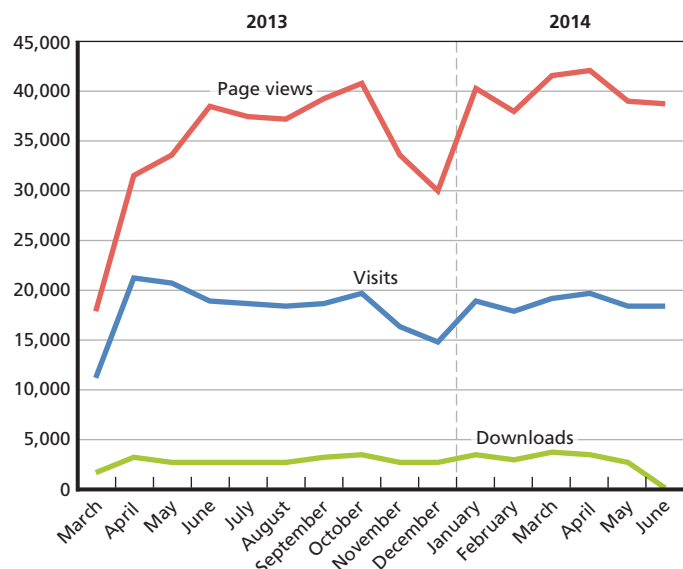
**User engagement.** During the monitoring period, 50 percent of users accessed the website via search engine (see Table A.2). Another 39 percent of users accessed the website directly, and smaller proportions arrived through a referral link (9 percent) or email (2 percent). Table A.3 shows the top five sites (out of over 1,000 websites) from which users were referred to the Disability Rights California website.

Site users spent an average of 3 minutes and 53 seconds on the site and visited an average of 2.14 pages per visit. The home-page bounce rate was 63.56 percent.

**User characteristics.** The vast majority of users originated in the United States (see Table A.4) and 89 percent of users originated from California (see Table A.5). Of the California users, nearly all were from some of the most populous metropolitan areas—the Los Angeles (37 percent), Sacramento (23 percent), San Francisco (23 percent), and San Diego (10 percent) areas (see Tables A.6 and A.7 and Figure A.2).

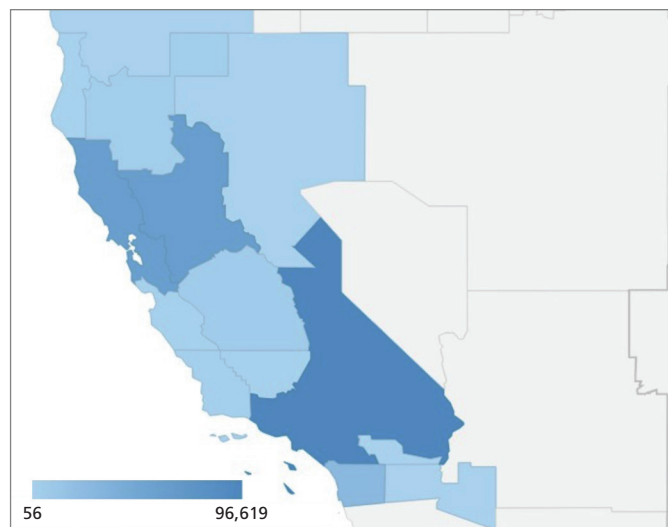
Table A.8 shows the cumulative site visits from the top five service providers that are *not* telecommunications companies. For example, AT&T Internet services was excluded from this list, but, as an Internet service provider, accounted for 23,020 site visits. In total, we have service provider data for 281,945 site visits occurring from over 9,000 service provider sources.

**Figure A.1. Site Visits, Page Views, and Downloads, March 15, 2013–June 30, 2014**



RAND RR1237-A.1

**Figure A.2. Map of Traffic to Site from Servers Originating in California Metropolitan Areas, March 15, 2013–June 30, 2014**



RAND RR1237-A.2



**Table A.1. Top Five Resources Downloaded, March 15, 2013–June 30, 2014**

Title/Description of Downloaded Resource	URL of Downloaded Resource	Total Downloads	Percentage of Total Downloads
<i>Special Education Rights and Responsibilities</i> (SERR) manual	/pubs/504001.pdf	1,869	4%
SERR manual Chapter 1	/pubs/504001Ch01.pdf	1,698	4%
SERR manual Chapter 2	/pubs/504001Ch02.pdf	1,594	3%
SERR manual Chapter 4	/pubs/504001Ch04.pdf	1,463	3%
SERR manual Chapter 6	/pubs/504001Ch06.pdf	1,215	3%

**Table A.2. Cumulative Traffic Sources, March 15, 2013–June 30, 2014**

Source	Total	Percentage
Search (e.g., Google search engine)	146,445	50%
Direct (typing URL into browser, bookmarks)	114,615	39%
External link (referral)	25,025	9%
Email	5,983	2%
Total	292,832	

**Table A.3. Top Five Referral Sources, March 15, 2013–June 30, 2014**

Source	Visits	Pages per Visit	Average Visit Duration
facebook.com	2,526	2.29	00:07:01
webaccess.disabilityrightsca.org	1,663	1.35	00:02:00
lawhelpca.org	1,355	2.21	00:02:23
udwa.org	1,214	2.60	00:03:56
ca.db101.org	940	2.49	00:02:46

**Table A.4. Cumulative Site Visits from Servers Originating in Top Five Countries, March 15, 2013–June 30, 2014**

Country	Visits	Pages per Visit	Average Visit Duration
United States	288,614	2.15	0:03:55
United Kingdom	530	1.39	0:00:29
Canada	382	1.41	0:00:49
India	350	1.23	0:00:38
Germany	257	1.08	0:00:07

**Table A.5. Cumulative Site Visits from Servers Originating in Top Five U.S. States, March 15, 2013–June 30, 2014**

State	Visits	Pages per Visit	Average Visit Duration
California	261,830	2.21	0:04:11
New York	2,194	1.45	0:00:49
Texas	2,179	1.64	0:01:43
Florida	1,812	1.49	0:01:14
Nevada	1,421	1.69	0:01:44

**Table A.6. Cumulative Site Visits from Servers Originating in Top Ten Metropolitan Areas, March 15, 2013–June 30, 2014**

Metropolitan Area	Visits	Pages per Visit	Average Visit Duration
Los Angeles, CA	96,631	2.29	0:03:56
Sacramento-Stockton-Modesto, CA	60,857	2.10	0:04:38
San Francisco-Oakland-San Jose, CA	59,673	2.11	0:03:46
San Diego, CA	26,687	2.33	0:05:30
Fresno-Visalia, CA	6,155	2.15	0:03:37
Chico-Redding, CA	4,236	2.34	0:03:39
Santa Barbara-Santa Maria-San Luis Obispo, CA	2,613	2.32	0:04:14
New York, NY	2,243	1.42	0:00:46
Monterey-Salinas, CA	1,815	2.19	0:02:21
Washington, DC (Hagerstown, MD)	1,670	1.64	0:01:15

**Table A.7. Rank Order of Traffic to Site from Servers Originating in California Metropolitan Areas, March 15, 2013–June 30, 2014**

Metropolitan Area	Visits	Pages per Visit	Average Visit Duration
Los Angeles, CA	96,631	2.29	0:03:56
Sacramento-Stockton-Modesto, CA	60,857	2.10	0:04:38
San Francisco-Oakland-San Jose, CA	59,673	2.11	0:03:46
San Diego, CA	26,687	2.33	0:05:30
Fresno-Visalia, CA	6,155	2.15	0:03:37
Chico-Redding, CA	4,236	2.34	0:03:39
Santa Barbara-Santa Maria-San Luis Obispo, CA	2,613	2.32	0:04:14
Monterey-Salinas, CA	1,815	2.19	0:02:21
Bakersfield, CA	1,329	2.29	0:02:38
Palm Springs, CA	728	2.33	0:03:13

**Table A.8. Cumulative Site Visits by Top Five Service Providers, March 15, 2013–June 30, 2014**

<b>Service Provider</b>	<b>Visits</b>	<b>Pages per Visit</b>	<b>Average Visit Duration</b>
Disability Rights California	43,473	2.64	0:08:08
Disability Rights	38,405	2.13	0:06:19
Health & Welfare Agency Data Center	3,734	2.37	0:03:37
California Technology Agency	858	1.66	0:01:23
County of Los Angeles	728	2.75	0:02:35

## Appendix B. Entertainment Industries Council Google Analytics from June 8, 2013, to June 30, 2014

**Traffic metrics.** The Entertainment Industries Council TEAM Up website received 9,780 visits, 21,198 page views, and 1,535 downloads during 13 months of monitoring. Between January and June 2014, the website experienced two peaks in traffic. Data show these peaks occurring around the end of January and at the end of April and beginning of May (see Figure B.1). These peaks may have been related to Entertainment Industries Council's announcements and events related to the 2014 PRISM Awards (January 29 and April 22–24), Hollywood Looks Toward Healthier Eyes Video Campaign (April 29) (a campaign unrelated to CalMHSA or mental health), and the TEAM Up Social Media Guidelines for Mental Health Promotion and Suicide Prevention release (May 8) (a CalMHSA-specific project). In addition, the following events and press releases may have caused the spikes in web traffic:

- January 29, 2014, announcement for the 18th PRISM awards honoring the portrayal of mental health and substance abuse, including drug, alcohol, tobacco use, and addiction, in television, movies, music, and comic books, presented annually by the Entertainment Industries Council.
- April 8, 2014, Generation Next TV/film, journalism, and social media winners announced.
- April 22–24, 2014, award ceremonies and honoree ceremonies held for the PRISM Awards.
- April 29, 2014, announcement for the Hollywood Looks Toward Healthier Eyes Video Campaign; this campaign was not related to mental health, but to the illegal and unsafe use of contact lenses.
- May 8, 2014, Entertainment Industries Council TEAM Up released *Social Media Guidelines for Mental Health Promotion and Suicide Prevention* (TEAM Up, 2014), in partnership with Dr. Drew Pinsky and Facebook.

Data on website resources downloaded support the reach of the TEAM Up tool announcement; the social media guidelines were the most-downloaded resources from the Entertainment Industries Council TEAM Up website (of those tracked), accounting for 26 percent of all downloads (see Table B.1). The

style guide also reached over 300 users, accounting for 22 percent of all Entertainment Industries Council downloads tracked. These aspects of the site were specifically funded by CalMHSA and indicate the central role of the SDR initiative in visits to the site.

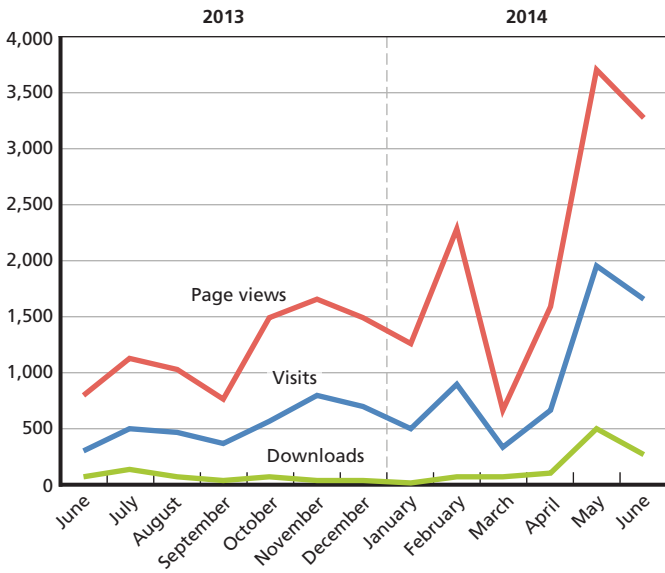
**User engagement.** Users accessed the website in all three ways—direct, referral, and search engine—quite evenly during the tracking period. Table B.2 shows that 44 percent of users accessed the website via referral from an external link on another website and 30 percent accessed the website directly by typing the URL into their browser, clicking on a bookmark, or following a link in an email or other electronic document (e.g., PDF). One-quarter of site visitors reached the site through a search. Table B.3 shows the top five sites (out of over 100 websites) from which users were referred.

Site users spent an average of 2 minutes and 55 seconds on the site and visited an average of 2.17 pages per visit. The home-page bounce rate was 48.89 percent.

**User characteristics.** During the tracking period, most users originated from the United States (see Table B.4); 41 percent originated from California (see Tables B.5–B.7 and Figure B.2) and 16 percent from Washington, D.C., and Virginia (see Table B.5). The Entertainment Industries Council has offices on both the West and East coasts, and the user characteristic data seems to reflect some of the physical attributes of the Entertainment Industries Council in conjunction with its CalMHSA-funded website activities. Because the Entertainment Industries Council is specifically targeted at media professionals rather than the general public, it is not problematic that much of their reach is to persons residing outside of the state, as long as those individuals generate media (California or national) consumed by California residents.

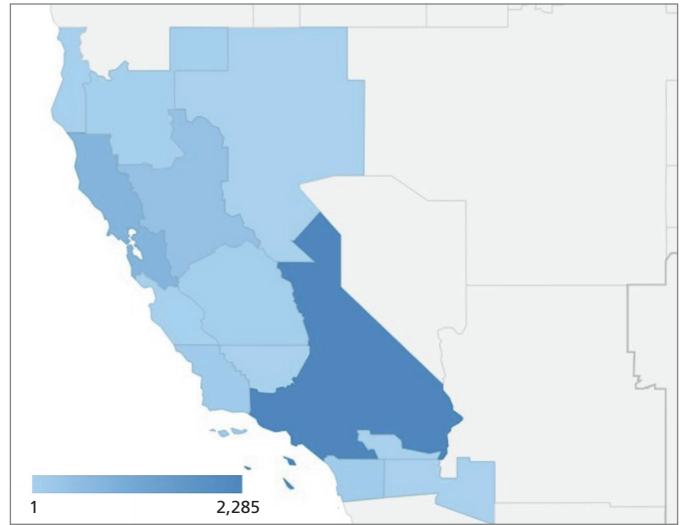
Table B.8 shows the cumulative site visits from the top five service providers who are *not* telecommunications companies. For example, AT&T Internet services was excluded from this list, but as an ISP accounted for 360 site visits. In total, we have service provider data for 9,335 site visits from over 1,600 service provider sources.

**Figure B.1. Site Visits, Page Views, and Downloads, June 8, 2013–June 30, 2014**



RAND RR1237-B.1

**Figure B.2. Map of Traffic to Site from Servers Originating in California Metropolitan Areas, June 8, 2013–June 30, 2014**



RAND RR1237-B.2

**Table B.1 Top Five Resources Downloaded, June 8, 2013–June 30, 2014**

Resource	Total Downloads	Percentage of Total
Social Media Guidelines	399	26%
Style Guide: Reporting on Mental Health	338	22%
Muestra Esto/Picture This: Mental Health in Los Angeles (English)	109	7%
Spotlight on Depiction of Health and Social Issues: Mental Illness, Wellness and Recovery (English)	103	7%
Mental Health Story Ideas	99	6%

**Table B.2. Cumulative Traffic Sources, June 8, 2013–June 30, 2014**

Source	Total	Percentage
Direct (typing URL into browser, bookmarks)	2,977	30%
External link (referral)	4,333	44%
Search (e.g., Google search engine)	2,393	24%
QR code	66	<1%
Other unidentified	11	<1%
<b>Total</b>	<b>9,780</b>	

**Table B.3. Top Five Referral Sources, June 8, 2013–June 30, 2014**

Source	Visits	Pages per Visit	Average Visit Duration
Redirect link facebook.com	1,110	1.68	00:01:15
facebook.com	994	2.04	00:01:26
PRweb.com	808	1.73	00:02:38
Twitter.co	409	1.63	00:02:44
RTDNA.org	213	1.28	00:02:53

**Table B.4. Cumulative Site Visits from Servers Originating in Top Five Countries, June 8, 2013–June 30, 2014**

Country	Visits	Pages per Visit	Average Visit Duration
United States	7,804	2.28	00:03:20
India	242	1.39	00:00:32
United Kingdom	132	1.83	00:00:56
Netherlands	104	1.77	00:01:19
Canada	100	1.43	00:00:43



**Table B.5. Cumulative Site Visits from Servers Originating in Top Five U.S. States, June 8, 2013–June 30, 2014**

State	Visits	Pages per Visit	Average Visit Duration
California	4,024	2.27	00:02:55
Virginia	785	3.25	00:05:57
Washington, DC	782	2.70	00:05:42
New York	290	2.06	00:02:14
Texas	214	1.93	00:02:46

**Table B.6. Cumulative Site Visits from Servers Originating in Top Ten Metropolitan Areas, June 8, 2013–June 30, 2014**

Metropolitan Area	Visits	Pages per Visit	Average Visit Duration
Los Angeles, CA	2,285	2.42	0:03:16
Washington, DC (Hagerstown, MD)	1,603	2.95	0:05:46
San Francisco-Oakland-San Jose, CA	781	2.15	0:02:43
Sacramento-Stockton-Modesto, CA	415	1.93	0:02:12
New York, NY	313	2.02	0:02:51
Santa Barbara-Santa Maria-San Luis Obispo, CA	181	2.03	0:01:46
San Diego, CA	148	1.94	0:01:29
Boston MA-Manchester, NH	108	1.60	0:01:42
Chicago, IL	88	2.17	0:02:23
Dallas-Ft. Worth, TX	86	1.83	0:02:49

**Table B.7. Rank Order of Traffic to Site from Servers Originating in California Metropolitan Areas, June 8, 2013–June 30, 2014**

Metropolitan Area	Visits	Pages per Visit	Average Visit Duration
Los Angeles, CA	2,285	2.42	0:03:16
San Francisco-Oakland-San Jose, CA	781	2.15	0:02:43
Sacramento-Stockton-Modesto, CA	415	1.93	0:02:12
Santa Barbara-Santa Maria-San Luis Obispo, CA	181	2.03	0:01:46
San Diego, CA	148	1.94	0:01:29
Fresno-Visalia, CA	86	2.70	0:04:36
Chico-Redding, CA	45	2.67	0:03:29
Eureka, CA	26	1.77	0:04:33
Monterey-Salinas, CA	25	1.12	0:00:06
Bakersfield, CA	21	2.10	0:02:15

**Table B.8. Cumulative Site Visits by Top Five Service Providers, June 8, 2013–June 30, 2014**

	Visits	Pages per Visit	Average Visit Duration
CM Reingold	711	3.30	0:07:33
Chapman University	125	2.84	0:02:42
Loyola Marymount University	62	2.10	0:02:49
University of California Los Angeles	49	2.24	0:02:50
California State University network	42	2.07	0:02:59

## Appendix C. Integrated Behavioral Health Project/Center for Care Innovations Google Analytics from June 8, 2013, to June 30, 2014

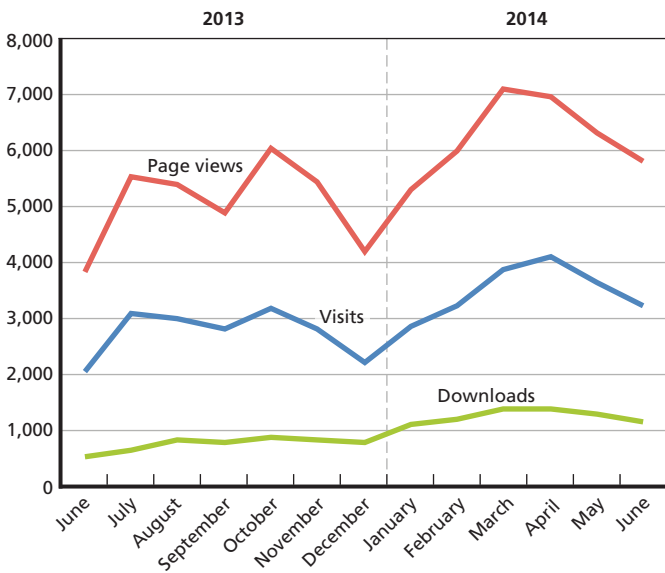
**Traffic metrics.** The Integrated Behavioral Health Project/Center for Care Innovations website received 40,038 visits, 72,612 page views, and 12,788 downloads during 13 months of monitoring. There were some dips in traffic at the end of 2013 but, overall, website traffic increased slightly over time (see Figure C.1).

Data on website resources downloaded show that the Inter-agency Collaboration Toolkit was the most frequently downloaded resource, and screening tools comprised the remaining top resource downloads (see Table C.1).

**User engagement.** The majority of users accessed the website via a search engine, such as Google or Yahoo!, by searching keywords or names and following the search results to the Integrated Behavioral Health Project/Center for Care Innovations site (see Table C.2). Of the total visits, 74 percent occurred from a search, 16 percent came to the site directly, and 10 percent came from referral. Table C.3 shows the top five sites (out of over 250) from which users were referred.

Site users spent an average of two minutes and 18 seconds on the site and visited an average of 1.81 pages per visit. The home-page bounce rate was 51.78 percent.

Figure C.1. Site Visits, Page Views, and Downloads, June 8, 2013–June 30, 2014

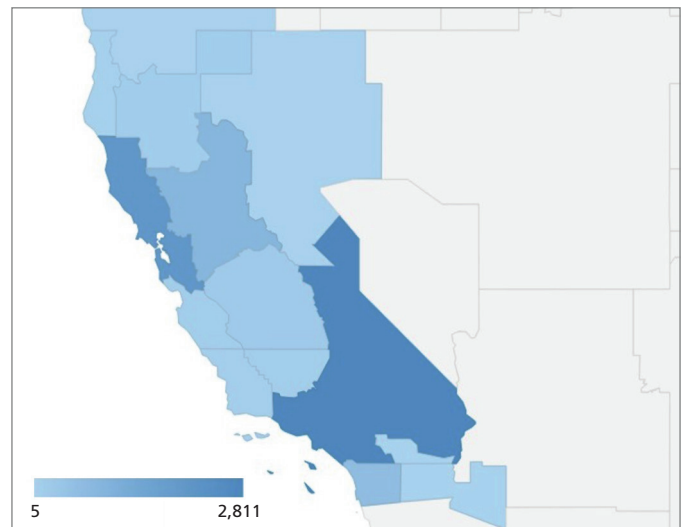


RAND RR1237-C.1

**User characteristics.** Most users originated from the United States (see Table C.4), and 18 percent of U.S. users originated from California (see Table C.5). Of the California users, 39 percent were from the Los Angeles area and 29 percent from the San Francisco area (see Table C.7 and Figure C.2). Although only 18 percent of Integrated Behavioral Health Project/Center for Care Innovations’s visitors used a California IP address, this represents a substantial number of Californians reached (7,230; see Table C.5), given the large number of visits to the Integrated Behavioral Health Project/Center for Care Innovations site overall.

Table C.8 shows the cumulative site visits from the top five service providers that are *not* telecommunications companies. For example, AT&T Internet services was excluded from this list, but as an ISP accounted for 1,711 site visits. In total, we have service provider data for 38,413 site visits occurring from over 5,700 service provider sources.

Figure C.2. Map of Traffic to Site from Servers Originating in California Metropolitan Areas, June 8, 2013–June 30, 2014



RAND RR1237-C.2

**Table C.1. Top Five Resources Downloaded, June 8, 2013–June 30, 2014**

Resource	Downloads	Percentage of Total
IBHP Interagency Collaboration Tool Kit 2013.pdf	1,399	11%
IBH ScreeningToolsRevFinal100313.pdf	929	7%
BHAssessment.pdf	753	6%
BriefBehavioralHealthScreeningQuestionnaire.pdf	321	3%
RiskAssmnt.pdf	300	2%

**Table C.2. Cumulative Traffic Sources, June 8, 2013–June 30, 2014**

Source	Total	Percentage
Search (e.g., Google search engine)	29,736	74%
Direct (typing URL into browser, bookmarks)	6,487	16%
External link (Referral)	3,813	10%
Email	2	<1%
Total	40,038	

**Table C.3. Top Five Referral Sources, June 8, 2013–June 30, 2014**

Source	Visits	Pages per Visit	Average Visit Duration
integration.samhsa.gov	1,667	2.76	00:05:11
google.com	128	1.42	00:01:11
umassmed.edu	120	3.21	00:05:54
ncfahp.org	114	3.52	00:05:37
samhsa.gov	105	2.72	00:05:09

**Table C.4. Cumulative Site Visits from Servers Originating in Top Five Countries, June 8, 2013–June 30, 2014**

Country	Visits	Pages per Visit	Average Visit Duration
United States	37,067	1.84	0:02:22
Canada	407	1.97	0:02:07
India	366	1.29	0:00:56
United Kingdom	318	1.24	0:01:02
Philippines	250	1.21	0:00:50

**Table C.5. Cumulative Site Visits from Servers Originating in Top Five U.S. States, June 8, 2013–June 30, 2014**

State	Visits	Pages per Visit	Average Visit Duration
California	7,230	2.16	0:03:10
New York	2,086	1.72	0:01:53
Texas	1,903	1.77	0:02:09
Florida	1,677	1.79	0:02:11
Pennsylvania	1,530	1.76	0:02:22

**Table C.6. Cumulative Site Visits from Servers Originating in Top Ten Metropolitan Areas, June 8, 2013–June 30, 2014**

Metropolitan Area	Visits	Pages per Visit	Average Visit Duration
Los Angeles, CA	2,814	2.20	0:03:30
New York, NY	2,289	1.60	0:01:41
San Francisco-Oakland-San Jose, CA	2,076	2.09	0:02:54
Washington, DC (Hagerstown, MD)	1,305	1.83	0:02:13
Philadelphia, PA	1,211	1.72	0:02:24
Boston, MA-Manchester, NH	1,202	1.73	0:02:05
Chicago, IL	1,124	1.65	0:02:05
Sacramento-Stockton-Modesto, CA	880	2.20	0:02:59
Phoenix, AZ	863	1.76	0:02:20
Seattle-Tacoma, WA	692	1.86	0:02:12

**Table C.7. Rank Order of Traffic to Site from Servers Originating in California Metropolitan Areas, June 8, 2013–June 30, 2014**

Metropolitan Area	Visits	Pages per Visit	Average Visit Duration
Los Angeles, CA	2,814	2.20	0:03:30
San Francisco-Oakland-San Jose, CA	2,076	2.09	0:02:54
Sacramento-Stockton-Modesto, CA	880	2.20	0:02:59
San Diego, CA	642	1.84	0:02:10
Fresno-Visalia, CA	242	2.33	0:03:50
Chico-Redding, CA	154	2.55	0:03:01
Bakersfield, CA	116	3.06	0:05:34
Monterey-Salinas, CA	116	1.87	0:03:12
Santa Barbara-Santa Maria-San Luis Obispo, CA	97	2.47	0:03:58
Eureka, CA	39	2.36	0:03:29

**Table C.8. Cumulative Site Visits by Top Five Service Providers, June 8, 2013–June 30, 2014**

Service Provider	Visits	Pages per Visit	Average Visit Duration
Department of Veterans Affairs	354	1.77	0:01:52
Kaiser Foundation Health Plan	118	2.63	0:03:58
UnitedHealth Group Incorporated	77	1.26	0:01:16
County of Los Angeles	70	2.14	0:04:54
Santa Clara County	70	2.21	0:03:17

## Appendix D. Mental Health Association of San Francisco Google Analytics from June 8, 2013, to June 30, 2014

**Traffic metrics.** The Mental Health Association of San Francisco Center for Dignity, Recovery and Empowerment website received 24,275 visits, 66,027 page views, and 4,551 downloads during 13 months of monitoring. The website experienced increasing traffic from November to February, culminating with a peak in activity in February (see Figure D.1). There was a decline in March and a smaller peak of site visits and page views in April, followed by another decline. The following events and press releases may have caused the spikes in web traffic:

- January 20, 2014, request for proposals released for Mental Health Association of San Francisco and CAMHPRO mini-grants for community-based consumer-run and -operated programs. The proposal applications were due February 12 and mini-grant award announcements were expected February 19.
- February 21, 2014, the National Coalition for Mental Health Recovery hosted the Fourth Annual Consumer/Survivor Visionary Leadership Teleconference, at which the Executive Director of Mental Health Association of San Francisco spoke.
- March 7 and 8, 2014, the Mental Health Association of San Francisco Center for Dignity, Recovery and Empowerment hosted the Tools for Change 2014 conference.
- April 26, 2014, a meeting for the Cultural Idioms Research project brought together the Client Advocacy Coalition in Ventura County and the Center for Dignity, Recovery and Empowerment to discuss mental health in the Ventura community.
- May 6, 2014, the Mental Health Association of San Francisco Center for Dignity, Recovery and Empowerment hosted a webinar, Developing Your Personal Story of Mental

Health Recovery, and the center's Assistant Research Director for Resource Development was one of the webinar speakers.

The resource download data for the website (see Table D.1) show that the top three most-downloaded resources are materials for the Tools for Change Conference, accounting for 36 percent of resources downloaded. The mini-grant request for proposals and Tools for Change program were in the top five most frequently downloaded list, accounting for 6 percent and 5 percent of downloads, respectively.

**User engagement.** Users accessed the website most frequently through direct access and referral (see Table D.2); 49 percent of users accessed the website by directly typing the website URL and 36 percent of users were referred to the website from an external link. Table D.3 shows the top five sites (out of over 100) from which users were referred.

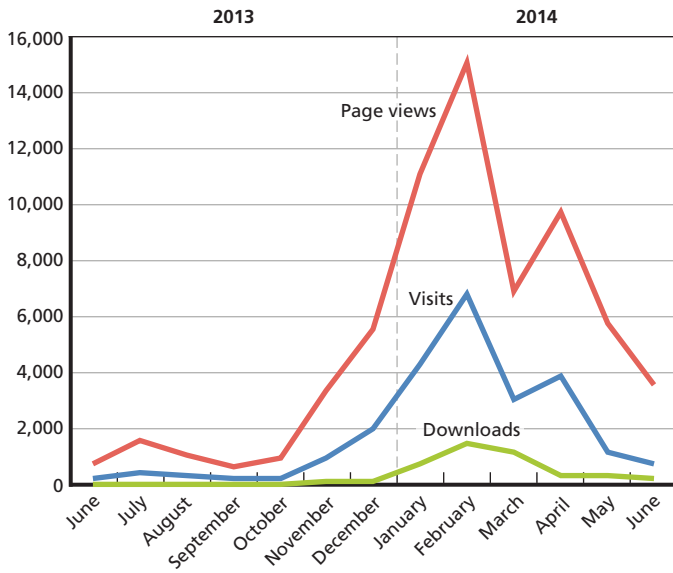
Site users spent an average of three minutes and five seconds on the site and visited an average of 2.72 pages per visit. The homepage bounce rate was 33.31 percent.

**User characteristics.** Most users originated from the United States (see Table D.4); 70 percent of users originated from California (see Table D.5) and, of those, 61 percent were from the San Francisco area (where Mental Health Association of San Francisco is located) (see Tables D.6 and D.7 and Figure D.2).

Table D.8 shows the cumulative site visits from the top five service providers that are *not* telecommunications companies. For example, AT&T Internet services was excluded from this list, but as an ISP accounted for 1,514 site visits. In total, we have service provider data for 22,969 site visits occurring from over 1,400 service provider sources.

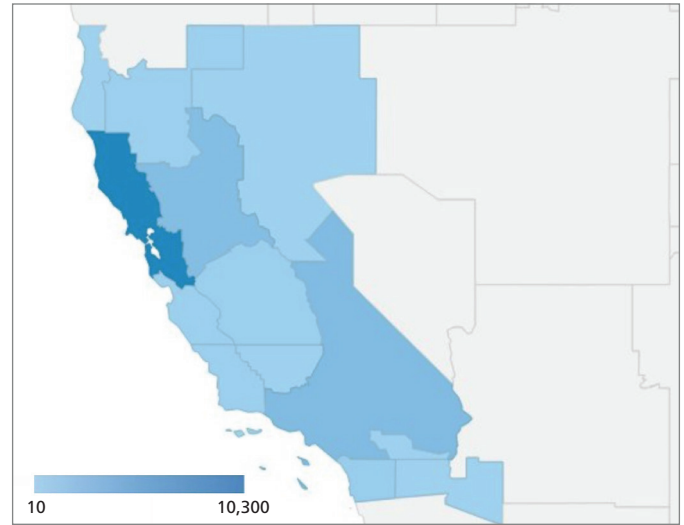


**Figure D.1. Site Visits and Page Views, June 8, 2013–June 30, 2014**



RAND RR1237-D.1

**Figure D.2. Map of Traffic to Site from Servers Originating in California Metropolitan Areas, June 8, 2013–June 30, 2014**



RAND RR1237-D.2

**Table D.1. Mental Health Association of San Francisco Top Five Resources Downloaded, June 8, 2013–June 30, 2014**

Title/Description of Downloaded Resource	URL of Downloaded Resource	Total Downloads	Percentage of Total Downloads <sup>a</sup>
Agenda for 2014 Tools for Change Conference	<a href="http://dignityandrecoverycenter.org/wp-content/uploads/2014/01/Agenda-At-A-Glance-Updated-2.7.14.pdf">http://dignityandrecoverycenter.org/wp-content/uploads/2014/01/Agenda-At-A-Glance-Updated-2.7.14.pdf</a>	414	14%
Agenda for 2014 Tools for Change Conference (earlier version)	<a href="http://dignityandrecoverycenter.org/wp-content/uploads/2014/01/Agenda-At-A-Glance-1.17.14.pdf">http://dignityandrecoverycenter.org/wp-content/uploads/2014/01/Agenda-At-A-Glance-1.17.14.pdf</a>	339	12%
Workshop Day 1 Schedule for 2014 Tools for Change Conference	<a href="http://dignityandrecoverycenter.org/wp-content/uploads/2014/01/Workshop-Schedule-Day-1-2.pdf">http://dignityandrecoverycenter.org/wp-content/uploads/2014/01/Workshop-Schedule-Day-1-2.pdf</a>	289	10%
Mini-grant funding opportunity announcement	<a href="http://dignityandrecoverycenter.org/wp-content/uploads/2014/01/CAMHPRO-Mini-Grant-RFP-.pdf">http://dignityandrecoverycenter.org/wp-content/uploads/2014/01/CAMHPRO-Mini-Grant-RFP-.pdf</a>	183	6%
2014 Tools for Change Conference Program	<a href="http://dignityandrecoverycenter.org/wp-content/uploads/2014/01/Tools-for-Change-Program-2014-WEB.pdf">http://dignityandrecoverycenter.org/wp-content/uploads/2014/01/Tools-for-Change-Program-2014-WEB.pdf</a>	158	5%

<sup>a</sup> Percentage of total downloads was calculated from the number of uniquely titled resources, out of the total number of titled resources downloaded. 1,666 download events had no title linked to them because the event tracking setting to do so was not set up; those downloads are excluded from this table.

**Table D.2. Cumulative Traffic Sources, June 8, 2013–June 30, 2014**

Source	Total	Percentage
Direct (typing URL into browser, bookmarks)	11,985	49%
External link (referral)	8,749	36%
Search (e.g., Google search engine)	2,213	9%
Email	1,328	5%
Total	24,275	

**Table D.3. Top Five Referral Sources, June 8, 2013–June 30, 2014**

Source	Visits	Pages per Visit	Average Visit Duration
mentalhealthsf.org	3,099	3.37	00:04:38
prpsn.org	879	2.94	00:04:55
nytimes.com	709	3.09	00:02:49
facebook.com	432	2.31	00:02:01
Mobile facebook.com	428	1.37	00:01:48

**Table D.4. Cumulative Site Visits from Servers Originating in Top Five Countries, June 8, 2013–June 30, 2014**

Country	Visits	Pages per Visit	Average Visit Duration
United States	22,750	2.75	0:03:11
Canada	348	2.67	0:01:58
Australia	180	1.84	0:01:05
United Kingdom	165	2.31	0:01:25
France	83	1.36	0:00:08

**Table D.5. Cumulative Site Visits from Servers Originating in Top Five U.S. States, June 8, 2013–June 30, 2014**

State	Visits	Pages per Visit	Average Visit Duration
California	16,888	2.86	0:03:34
New York	694	2.75	0:02:06
Virginia	398	1.69	0:01:04
Texas	392	1.79	0:01:39
Massachusetts	346	2.72	0:02:21

**Table D.6. Cumulative Site Visits from Servers Originating in Top Ten Metropolitan Areas, June 8, 2013–June 30, 2014**

Metropolitan Area	Visits	Pages per Visit	Average Visit Duration
San Francisco-Oakland-San Jose, CA	10,300	2.95	0:03:41
Los Angeles, CA	2,489	2.83	0:03:50
Sacramento-Stockton-Modesto, CA	2,267	2.73	0:03:29
New York, NY	681	2.59	0:02:03
San Diego, CA	561	2.27	0:02:10
Washington, DC (Hagerstown, MD)	548	2.30	0:01:38
Fresno-Visalia, CA	390	2.98	0:03:10
Boston MA-Manchester, NH	319	3.02	0:02:40
Philadelphia, PA	282	2.75	0:03:16
Monterey-Salinas, CA	278	2.34	0:03:22

**Table D.7. Rank Order of Traffic to Site from Servers Originating in California Metropolitan Areas, June 8, 2013–June 30, 2014**

Metropolitan Area	Visits	Pages per Visit	Average Visit Duration
San Francisco-Oakland-San Jose, CA	10,300	2.95	0:03:41
Los Angeles, CA	2,489	2.83	0:03:50
Sacramento-Stockton-Modesto, CA	2,267	2.73	0:03:29
San Diego, CA	561	2.27	0:02:10
Fresno-Visalia, CA	390	2.98	0:03:10
Monterey-Salinas, CA	278	2.34	0:03:22
Santa Barbara-Santa Maria-San Luis Obispo, CA	227	2.52	0:02:09
Chico-Redding, CA	203	2.79	0:03:11
Eureka, CA	80	2.41	0:01:55
Palm Springs, CA	22	2.41	0:03:53

**Table D.8. Cumulative Site Visits by Top Five Service Providers, June 8, 2013–June 30, 2014**

Service Provider	Visits	Pages per Visit	Average Visit Duration
City & County of San Francisco	223	1.97	0:01:53
County of San Mateo	195	2.66	0:03:03
Santa Clara County	168	2.76	0:04:04
County of Los Angeles	116	2.74	0:05:37
Fair Haven Board of Education	97	3.98	0:03:06

## Appendix E. Runyon Saltzman Einhorn’s Each Mind Matters Google Analytics from June 8, 2013, to June 30, 2014

**Traffic metrics.** The EachMindMatters.org website received 57,328 visits and 116,449 page views during 13 months of monitoring. A spike in website activity is seen in May 2014 (see Figure E.1), and the dates of most website traffic coincided with Mental Health Matters Day on May 13, 2014.

The Each Mind Matters California’s Mental Health Movement website, EachMindMatters.org, has a video gallery, called the Great Minds Gallery, which presents over 50 videos of testimonials and expert interviews to users. Through the video-sharing site Vimeo, we have complete video viewing statistics for 51 of Each Mind Matters’ videos. We report the viewing statistics for 51 videos from June 30, 2013, to June 30, 2014.

From June 30, 2013, to June 30, 2014, the 51 videos were played 13,101 times (see Table E.1). According to the viewing statistics, viewers finished 2,507 videos, which represents 19 percent of the number of plays; few viewers finished watching videos through the end. Of the 51 videos and 13,101 plays, 8,288 plays were of “A New State of Mind” HD video, accounting for approximately 63 percent of all plays (see Table E.2). The website was originally designed to house the “A New State of Mind” documentary, which is likely why it received the most plays. However, it was among the least likely to be viewed to completion, with only 9 percent of those who played it watching the film until its conclusion (see Table E.3). It should be noted that it is an hour-long film, while the other videos on the site are only a few minutes in length. The video “Alexandra’s Story” was viewed

surprisingly often, given that it was first posted at the beginning of June 2014, just shortly before the conclusion of our monitoring period (see Table E.3). Viewers often saw videos that were embedded in other websites. The top sites in which videos were embedded are shown in Tables E.4 and E.5.

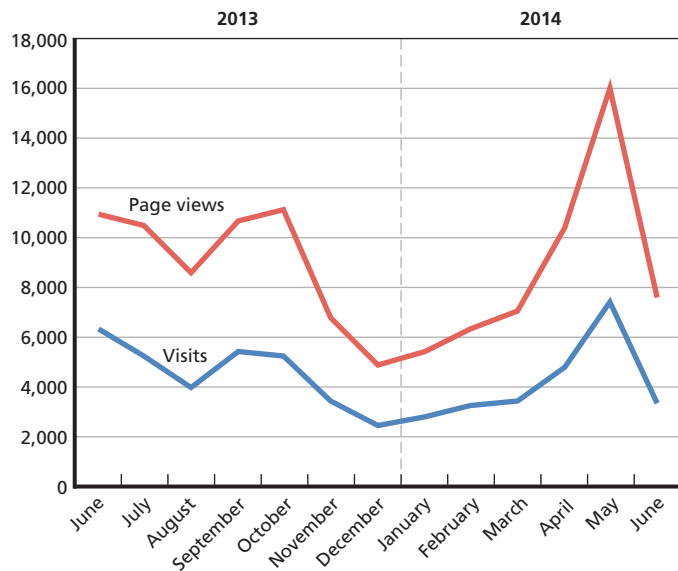
**User engagement.** Users accessed the website in all three ways. Table E.6 shows that 39 percent of users accessed the website via search engine, 36 percent of users accessed the website directly, and 25 percent of users accessed the website via referral link. Table E.7 shows the top five sites (out of over 500) from which users were referred to the Each Mind Matters website.

Site users spent an average of two minutes and 19 seconds on the site and visited an average of 2.03 pages per visit. The homepage bounce rate was 40.36 percent.

**User characteristics.** Most users originated in the United States (see Table E.8); 66 percent of users originated from California (see Table E.9) and, of those, most were from some of the most populous metropolitan areas of California—the Los Angeles (32 percent), Sacramento (23 percent), and San Francisco (27 percent) areas (see Tables E.10 and E.11 and Figure E.2).

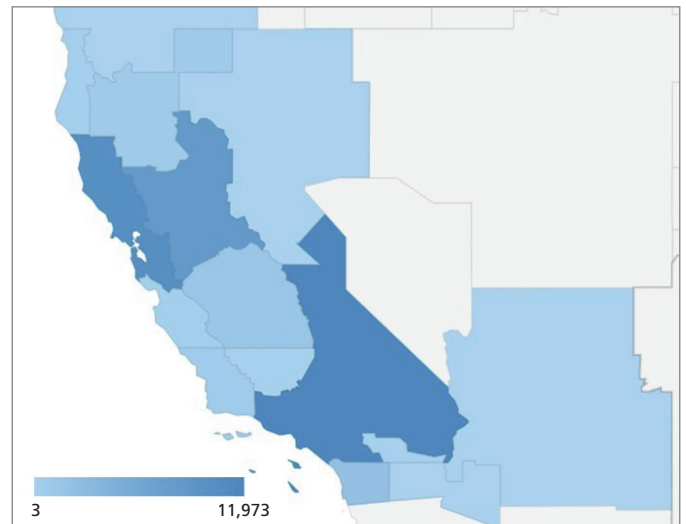
Table E.12 shows the cumulative site visits from the top five service providers that are *not* telecommunications companies. For example, AT&T Internet services was excluded from this list, but as an ISP accounted for 4,400 site visits. In total, we have service provider data for 57,328 site visits occurring from over 4,000 service provider sources.

**Figure E.1. Site Visits and Page Views, June 8, 2013–June 30, 2014**



RAND RR1237-E.1

**Figure E.2. Map of Traffic to Site from Servers Originating in California Metropolitan Areas, June 8, 2013–June 30, 2014**



RAND RR1237-E.2

**Table E.1. Runyon Saltzman Einhorn Each Mind Matters Cumulative Video Viewing Statistics**

	Totals
Number of loads	66,590
Number of plays	13,101
Number of finishes	2,507
Number of downloads	538

**Table E.2. Top Five Cumulative Finishes and Plays of Each Mind Matters Videos**

	Total Finishes	Total Plays
A New State of Mind: Ending the Stigma of Mental Illness (HD)	758	8,288
A New State of Mind Exclusive Trailer	572	1,225
Each Mind Matters: Alexandra's Story	147	353
Each Mind Matters: Amanda's Story	137	310
California's Historic Effort to Reduce the Stigma of Mental Illness	113	568

**Table E.3. All Videos Sorted by Plays**

Video Title	URL Tag	Upload Date	Total Plays	Total Finishes	Total Loads	Total Downloads
A New State of Mind: Ending the Stigma of Mental Illness (HD)	/67439197	5/31/2013	8,288	758	41,005	96
A New State of Mind Exclusive Trailer	/65095577	4/29/2013	1,225	572	15,542	20
A New State of Mind [with closed captioning]	/70898853	7/23/2013	568	55	1,689	11
California's Historic Effort to Reduce the Stigma of Mental Illness	/68321770	6/13/2013	353	113	1,818	28
Each Mind Matters: Alexandra's Story	/97757370	6/9/2014	310	147	549	2
Each Mind Matters: Amanda Lipp's Story	/87911817	2/28/2014	263	137	912	2
PSA1 Faces of Mental Health	/70864793	7/23/2013	172	97	436	4
Each Mind Matters: Monique's Story	/84815961	1/22/2014	135	55	311	9
La historia de Cristina / Cristina's Story	/81039119	12/4/2013	98	17	222	6
La historia de Veronica / Veronica's Story	/81041873	12/4/2013	83	8	215	5
Each Mind Matters: Susan's Story	/88710580	3/10/2014	81	19	118	0
DOWNLOAD: A New State of Mind: Ending the Stigma of Mental Illness	/71746241	8/5/2013	78	6	256	293
Each Mind Matters: Chua Cher Yang's Story/Hmong	/84806462	1/22/2014	78	18	178	7
Each Mind Matters: Janet King's Story	/86134409	2/7/2014	74	20	169	2
PSA3 It's All of Us	/70864792	7/23/2013	74	39	280	1
Each Mind Matters: Michelle's Story	/88710337	3/10/2014	73	23	116	3
PSA2 Life Can Get Better	/70864791	7/23/2013	72	50	222	2
Each Mind Matters: Annabelle's Story	/88708750	3/10/2014	66	13	93	1
Each Mind Matters: Doug Tavira's Story	/86540827	2/12/2014	65	17	150	2
PSA3 It's All of Us [with closed captioning]	/71054957	7/25/2013	58	38	283	4
PSA2 Life Can Get Better [with closed captioning]	/71054956	7/25/2013	55	42	242	1
Each Mind Matters: Jamin's Story	/88708531	3/10/2014	54	11	68	2
Each Mind Matters: Greg Louganis' Story	/87912025	2/28/2014	52	13	81	2
Each Mind Matters: Michael's Story	/84816648	1/22/2014	51	15	143	1
Each Mind Matters: Susan's Story	/84805086	1/22/2014	51	21	98	4
Each Mind Matters: Pedro & Jose's Story	/86537478	2/12/2014	50	19	157	4

Table E.3—Continued

Video Title	URL Tag	Upload Date	Total Plays	Total Finishes	Total Loads	Total Downloads
PSA1 Faces of Mental Health [with closed captioning]	/71054955	7/25/2013	46	32	212	0
Each Mind Matters: Keris' Story	/84805441	1/22/2014	44	17	77	2
Each Mind Matters: Joe's Story	/88710049	3/10/2014	42	10	73	4
EmilyV06	/99193360	6/25/2014	42	15	77	1
Each Mind Matters: Ty's Story	/88690741	3/10/2014	40	11	55	1
Each Mind Matters: Jennifer's Story	/88709807	3/10/2014	39	11	60	1
Each Mind Matters: Joshua Smith's Story	/86538900	2/12/2014	39	10	101	2
Each Mind Matters: Mercedes' Story	/88708272	3/10/2014	38	6	55	2
Each Mind Matters: David Martinez's Story	/86537242	2/12/2014	36	12	82	2
Each Mind Matters: Michael Bohon's Story	/88407322	3/6/2014	35	11	52	1
Each Mind Matters: Oscar's Story	/95009157	5/12/2014	32	10	56	0
BelindaV03	/97755610	6/9/2014	29	7	60	1
Veronica Castilla with Subtitles - Spanish-Language Vignette	/81043172	12/4/2013	27	4	78	2
Each Mind Matters: Neil Shaw's Story	/86537000	2/12/2014	26	10	59	2
Cristina Zamorano with Subtitles - Spanish-Language Vignette	/81041353	12/4/2013	22	4	74	5
Each Mind Matters: Sally and Jay's Story	/97747749	6/9/2014	12	6	18	0
Each Mind Matters: Charlotte's Story	/97750907	6/9/2014	10	4	16	0
Each Mind Matters: Dennis' Story	/99194065	6/25/2014	5	0	6	0
Each Mind Matters: Art's Story	/99193117	6/25/2014	2	1	6	0
Each Mind Matters: Lila's Story	/99384112	6/27/2014	2	1	7	0
Each Mind Matters: Margaret's Story	/99582198	6/30/2014	2	0	2	0
Each Mind Matters: Marie's Story	/99384078	6/27/2014	2	1	3	0
Each Mind Matters: Daniel's Story	/99369065	6/27/2014	1	1	5	0
Each Mind Matters: Sam's Story	/99581365	6/30/2014	1	0	2	0
Each Mind Matters: Adalia's Story	/99370031	6/27/2014	0	0	1	0
UNKNOWN			98	13	328	12
UNKNOWN			47	8	177	14
UNKNOWN			5	3	54	8
UNKNOWN			2	0	25	2



**Table E.4. Top Ten Sites Where Videos Are Embedded, Based on Loads**

Site	URL	Loads
Each Mind Matters	eachmindmatters.org	23,732
Royal College of Psychiatrists	rcpsych.ac.uk	7,837
Healthy Sonoma County	healthysonoma.org	4,747
Lao Family Community Empowerment Inc.	lfcempowerment.org	3,378
Unknown sites	UNKNOWN	3,160
Personal Blog	geishaschooldropout.typepad.com	1,395
Advocates for Mentally Ill Housing Inc.	amihousing.org	1,258
KPBS San Diego News	kpbs.org	811
UC Davis Each Aggie Matters	eachaggiematters-dev.shcs.ucdavis.edu	564
St. Patrick Catholic Community	stpatrikscottsdale.blogspot.com	437

**Table E.5. Top Ten Sites Where Videos Are Embedded, Based on Plays**

Site	URL	Plays
Each Mind Matters	eachmindmatters.org	6,684
Unknown sites	UNKNOWN	1,333
Royal College of Psychiatrists	rcpsych.ac.uk	205
Entertainment Industries Council TV Network	eicnetwork.tv	113
Facebook	facebook.com	111
KPBS San Diego News	kpbs.org	62
Lao Family Community Empowerment Inc.	lfcempowerment.org	47
Advocates for Mentally Ill Housing Inc.	amihousing.org	46
Bing	bing.com	43
Tumblr	www.tumblr.com	38

**Table E.6. Cumulative Traffic Sources, June 8, 2013–June 30, 2014**

Source	Total	Percentage
Direct (typing URL into browser, bookmarks)	20,380	36%
External link (referral)	14,075	25%
Search (e.g., Google search engine)	22,596	39%
Other email	173	<1%
Other unidentified	104	<1%
<b>Total</b>	<b>57,328</b>	

**Table E.7. Top Five Referral Sources, June 8, 2013–June 30, 2014**

Source	Visits	Pages per Visit	Average Visit Duration
nami.org	2,087	1.38	00:01:32
facebook.com	2,069	1.86	00:02:04
Mobile facebook.com	1,992	1.23	00:00:44
calmhsa.org	796	3.71	00:05:34
Twitter.com	530	1.54	00:01:24

**Table E.8. Cumulative Site Visits from Servers Originating in Top Five Countries, June 8, 2013–June 30, 2014**

Country	Visits	Pages per Visit	Average Visit Duration
United States	53,463	2.08	00:02:24
Canada	733	1.33	00:01:09
United Kingdom	584	1.31	00:01:11
Australia	324	1.27	00:01:07
India	278	1.50	00:01:03

**Table E.9. Cumulative Site Visits from Servers Originating in Top Five U.S. States, June 8, 2013–June 30, 2014**

State	Visits	Pages per Visit	Average Visit Duration
California	37,621	2.33	00:02:54
New York	1,916	1.37	00:00:48
Texas	1,158	1.55	00:01:24
Illinois	805	1.46	00:01:12
Florida	766	1.57	00:01:23

**Table E.10. Cumulative Site Visits from Servers Originating in Top Ten Metropolitan Areas, June 8, 2013–June 30, 2014**

Metropolitan Area	Visits	Pages per Visit	Average Visit Duration
Los Angeles, CA	12,038	2.46	00:03:07
San Francisco-Oakland-San Jose, CA	10,276	2.05	00:02:46
Sacramento-Stockton-Modesto, CA	8,653	2.54	00:03:08
San Diego, CA	2,290	2.22	00:02:25
Fresno-Visalia, CA	1,538	2.23	00:02:15
New York, NY	1,271	1.49	00:01:17
Chico-Redding, CA	866	2.07	00:02:16
Washington, DC (Hagerstown, MD)	831	1.61	00:01:21
Rochester, NY	773	1.24	00:00:07
Santa Barbara-Santa Maria-San Luis Obispo, CA	758	2.40	00:02:57

**Table E.11. Rank Order of Traffic to Site from Servers Originating in California Metropolitan Areas, June 8, 2013–June 30, 2014**

Metropolitan Area	Visits	Pages per Visit	Average Visit Duration
Los Angeles, CA	12,038	2.46	00:03:07
San Francisco-Oakland-San Jose, CA	10,276	2.05	00:02:46
Sacramento-Stockton-Modesto, CA	8,653	2.54	00:03:08
San Diego, CA	2,290	2.22	00:02:25
Fresno-Visalia, CA	1,538	2.23	00:02:15
Chico-Redding, CA	866	2.07	00:02:16
Santa Barbara-Santa Maria-San Luis Obispo, CA	758	2.40	00:02:57
Monterey-Salinas, CA	465	2.19	00:02:13
Eureka, CA	230	2.03	00:02:15
Bakersfield, CA	168	2.60	00:02:34

**Table E.12. Cumulative Site Visits by Top Five Service Providers, June 8, 2013–June 30, 2014**

Service Provider	Visits	Pages per Visit	Average Visit Duration
Runyon Saltzman Einhorn	604	3.19	00:05:26
County of Riverside	307	2.91	00:03:37
University of California Davis	306	2.01	00:02:20
County of Los Angeles	248	2.60	00:03:13
County of Placer	205	2.55	00:02:22

## Appendix F. Runyon Saltzman Einhorn Speak Our Minds Google Analytics from June 8, 2013, to June 30, 2014

**Traffic metrics.** The SpeakOurMinds.org website received 3,633 visits, 11,009 page views, and 953 downloads during 13 months of monitoring. A peak of page-view activity was observed in August 2013, with the most page views on August 13, 2013 (see Figure F.1). Following the peak in August, there was a decline in site activity, particularly in downloads, through December 2013, but site activity rebounded from January through June 2014. Because the site was designed largely for winners of speakers bureau mini-grants, this pattern may be due to the mini-grant funding cycle driving traffic to the site. Applications for the mini-grant indicate that mini-grant winners received funds in July 2013, December 2013, and March 2014. Spikes in page views were observed shortly after each of these funding instances.

The most frequently downloaded resources from SpeakOurMinds.org were templates for presentation flyers, factsheets, and discussion starters (see Table F.1).

**User engagement.** Users accessed the website in all three ways. Table F.2 shows that 48 percent of users accessed the website via search engine, 28 percent of users accessed the website via

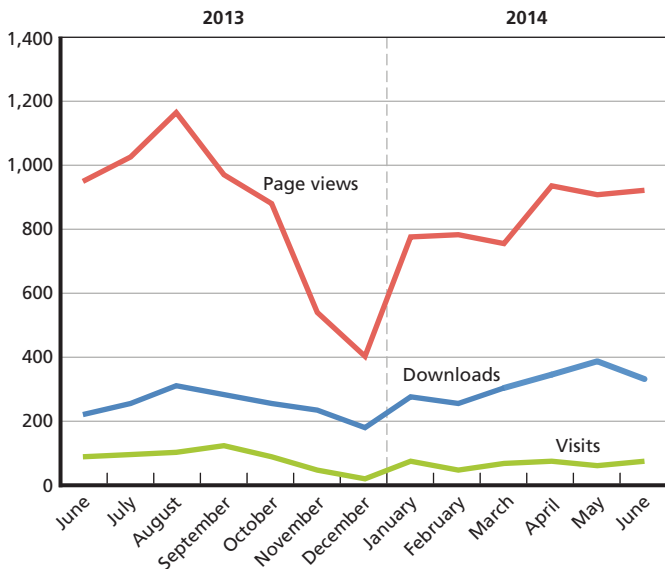
referral link, and 24 percent of users accessed the website directly. Table F.3 shows the top five sites (out of 44) from which users were referred.

Site users spent an average of two minutes and 32 seconds on the site and visited an average of 3.03 pages per visit. The home-page bounce rate was 43.79 percent.

**User characteristics.** Most users originated from the United States (see Table F.4); 66 percent of users originated from California (see Table F.5) and, of those, most were from some of the most populous metropolitan areas in California—the Los Angeles (28 percent), Sacramento (25 percent), San Francisco (23 percent), and San Diego (8 percent) areas (see Tables F.6 and F.7 and Figure F.2).

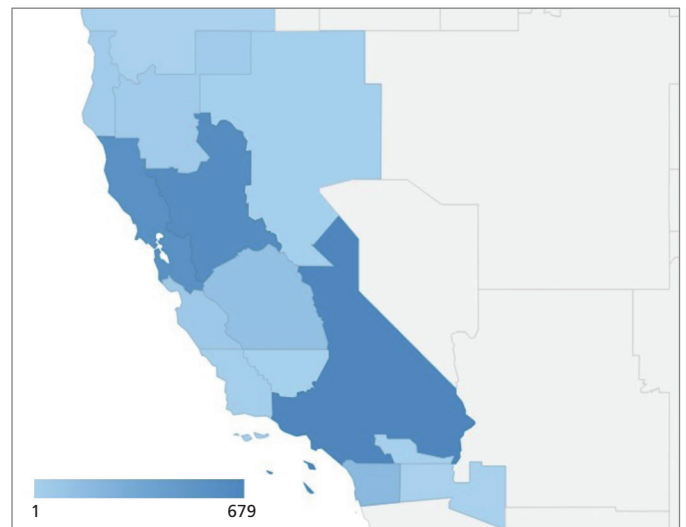
Table F.8 shows the cumulative site visits from the top five service providers that are *not* telecommunications companies. For example, AT&T Internet services was excluded from this list, but as an ISP accounted for 283 site visits. In total, we have service provider data for 3,400 site visits occurring from over 800 service provider sources.

**Figure F.1. Site Visits, Page Views, and Downloads, June 8, 2013–June 30, 2014**



RAND RR1237-F.1

**Figure F.2. Map of Traffic to Site from Servers Originating in California Metropolitan Areas, June 8, 2013–June 30, 2014**



RAND RR1237-F.2

**Table F.1. Runyon Saltzman Einhorn Speak Our Minds Top Five Resources Downloaded, June 8, 2013–June 30, 2014**

Description of Downloaded Resource	URL of Downloaded Resource	Total	Percentage of Total Downloads
Template for Event Advertisement	http://www.speakourminds.org/wp-content/uploads/2013/04/Presentation-Event-Flyer-Template-2.doc	279	29%
Template for Event Advertisement	http://www.speakourminds.org/wp-content/uploads/2013/04/Presentation-Event-Flyer-Template-1.doc	135	14%
Myths and facts on stigma of mental illness and discrimination	http://www.speakourminds.org/wp-content/uploads/2013/04/Stigma-Myths-Facts.pdf	92	10%
Discussion starters for dialogue on stigma and mental illness	http://www.speakourminds.org/wp-content/uploads/2013/04/Stigma-Discussion-Starters.pdf	75	8%
People First Language in Mental Health	http://www.speakourminds.org/wp-content/uploads/2013/04/People-First-Fact-Sheet-English.pdf	73	8%

**Table F.2. Cumulative Traffic Sources, June 8, 2013–June 30, 2014**

Source	Total	Percentage
Search (e.g., Google search engine)	1,727	48%
External link (Referral)	1,024	28%
Direct (typing URL into browser, bookmarks)	872	24%
Email	10	<1%
Total	3,633	

**Table F.3. Top Five Referral Sources, June 8, 2013–June 30, 2014**

Source	Visits	Pages per Visit	Average Visit Duration
eachmindmatters.org	721	4.31	00:03:19
healthiercommunityartsinitiative.com	46	4.15	00:03:01
mhac.org	37	4.51	00:03:42
eiconline.org	36	1.94	00:01:32
calmhsa.org	15	4.13	00:02:32

**Table F.4. Cumulative Site Visits from Servers Originating in Top Five Countries, June 8, 2013–June 30, 2014**

Country	Visits	Pages per Visit	Average Visit Duration
United States	3,291	3.19	0:02:42
Canada	76	1.51	0:01:07
Brazil	32	1.06	0:00:08
United Kingdom	26	1.31	0:02:10
Australia	25	1.40	0:00:54

**Table F.5. Cumulative Site Visits from Servers Originating in Top Five U.S. States, June 8, 2013–June 30, 2014**

State	Visits	Pages per Visit	Average Visit Duration
California	2,384	3.78	0:03:20
Texas	80	1.41	0:01:23
New York	76	1.78	0:01:07
Virginia	51	1.35	0:00:39
Pennsylvania	49	2.43	0:01:10

**Table F.6. Cumulative Site Visits from Servers Originating in Top Ten Metropolitan Areas, June 8, 2013–June 30, 2014**

Metropolitan Area	Visits	Pages per Visit	Average Visit Duration
Los Angeles, CA	679	3.69	0:03:13
Sacramento-Stockton-Modesto, CA	607	3.78	0:03:25
San Francisco-Oakland-San Jose, CA	560	3.85	0:03:39
San Diego, CA	193	4.07	0:03:37
Fresno-Visalia, CA	129	3.67	0:02:36
New York, NY	80	1.74	0:01:33
Monterey-Salinas, CA	66	2.39	0:01:25
Washington, DC (Hagerstown, MD)	60	1.52	0:00:53
Chico-Redding, CA	40	4.80	0:02:58
Philadelphia, PA	36	2.78	0:01:28

**Table F.7. Rank Order of Traffic to Site from Servers Originating in California Metropolitan Areas, June 8, 2013–June 30, 2014**

Metropolitan Area	Visits	Pages per Visit	Average Visit Duration
Los Angeles, CA	679	3.69	0:03:13
Sacramento-Stockton-Modesto, CA	607	3.78	0:03:25
San Francisco-Oakland-San Jose, CA	560	3.85	0:03:39
San Diego, CA	193	4.07	0:03:37
Fresno-Visalia, CA	129	3.67	0:02:36
Monterey-Salinas, CA	66	2.39	0:01:25
Chico-Redding, CA	40	4.80	0:02:58
Eureka, CA	33	2.70	0:02:03
Santa Barbara-Santa Maria-San Luis Obispo, CA	23	5.70	0:03:30
Bakersfield, CA	13	2.38	0:00:49

**Table F.8. Cumulative Site Visits by Top Five Service Providers, June 8, 2013–June 30, 2014**

Service Provider	Visits	Pages per Visit	Average Visit Duration
Runyon Saltzman Einhorn	38	2.53	0:03:15
County of Sacramento	18	6.83	0:05:17
Rancho Santiago College	16	6.13	0:03:16
County of Los Angeles	15	4.60	0:07:46
University of California Davis	14	1.36	0:00:15

## Appendix G. Runyon Saltzman Einhorn ReachOut/BuscaApoyo Forums Google Analytics from June 8, 2013, to June 30, 2014

Data reported for the ReachOut Forums/Busca Apoyo/ReachOutHere were generated slightly differently from other sites. RAND had access to Google Analytic data for the entire ReachOut site (not just the CalMHSA-funded portions of the site) and used Google’s “Advanced Segmentation” functionality to separate analytic data for instances where users visited us.reachout.com/forums, us.reachout.com/buscaapoyo, or us.reachout.com/reachouthere.

**Traffic metrics.** Across us.reachout.com/forums, us.reachout.com/buscaapoyo, and us.reachout.com/reachouthere, the tracked ReachOut sites received 127,074 visits and 469,235 page views during 13 months of monitoring (see Figure G.1). User traffic that began at the forums accounted for 7 percent of all visits and 13 percent of all page views continuing to the (non-CalMHSA) us.reachout.com informational site in which the forum site is housed.

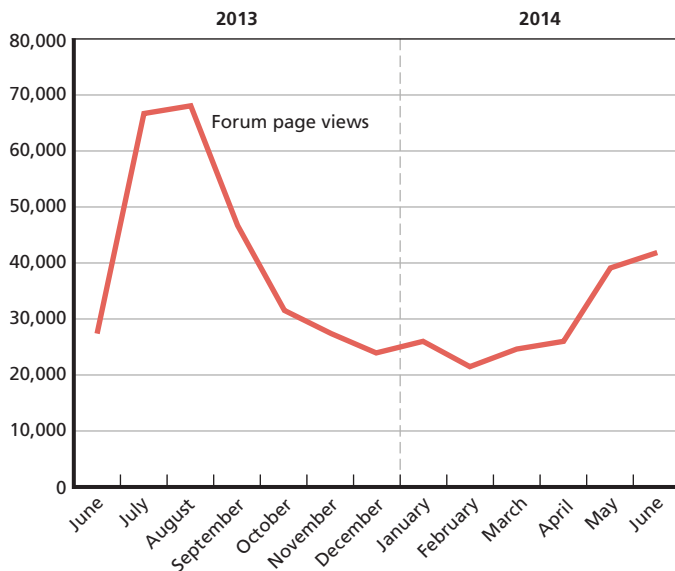
**User engagement.** Many users accessed the us.reachout.com/forum site through a search engine. Figure G.2 shows that 49

percent of users arrived via a search, 24 percent arrived at the site via a banner advertisement on another site, 18 percent arrived directly by typing the website’s URL, and 3 percent arrived via referral link.

On average, forum users spent an average of two minutes and seven seconds on the site and visited an average of 2.56 pages per visit. The homepage bounce rate was 78.51 percent.

**User characteristics.** Approximately 35 percent of users who began a visit to one of the tracked ReachOut sites originated from California and, of those, 45 percent originated from the Los Angeles area and 25 percent from the San Francisco area (see Table G.1 and Figure G.3). ReachOut is a national campaign, which may explain the low percentage of users from California. However, the total number of Californians reached by the tracked sections of the ReachOut site (the portion of the ReachOut site funded by CalMHSA) is quite high (45,064 California-based visits were recorded), given the high levels of traffic to the site overall.

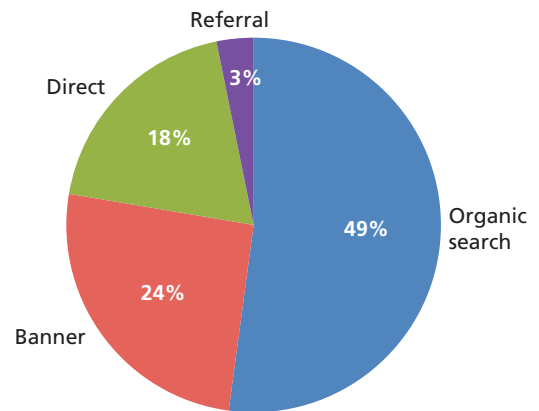
**Figure G.1. Forum Page Views, June 8, 2013–June 30, 2014**



Note: The number of forum page views by month is available and represented in this figure; the number of forum site visits by month is not available, and thus not present in this figure.

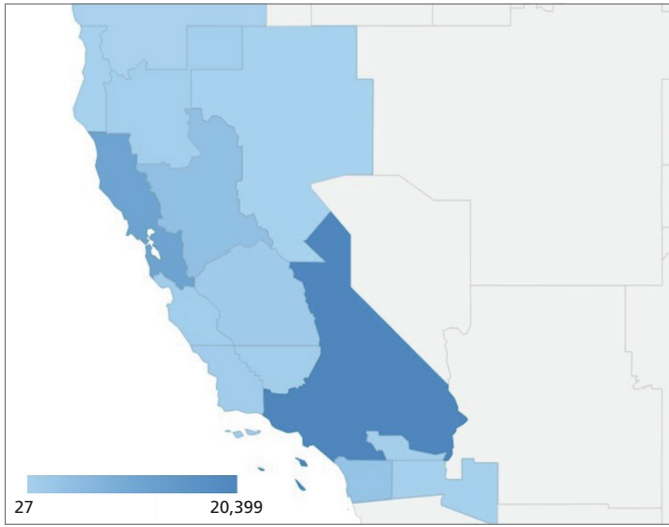
RAND RR1237-G.1

**Figure G.2. Cumulative Traffic Sources, June 8, 2013–June 30, 2014**



RAND RR1237-G.2

**Figure G.3. Map of Traffic to Site from Servers Originating in California Metropolitan Areas, June 8, 2013–June 30, 2014**



RAND RR1237-G.3

**Table G.1. Rank Order of Sessions Beginning with Forums from Servers Originating in California Metropolitan Areas, June 8, 2013–June 30, 2014**

Metropolitan Area	Visits	Pages per Visit	Average Visit Duration
Los Angeles, CA	20,399	2.41	0:01:49
San Francisco-Oakland-San Jose, CA	11,168	2.81	0:02:47
Sacramento-Stockton-Modesto, CA	4,123	3.30	0:02:55
San Diego, CA	3,309	2.45	0:01:56
Fresno-Visalia, CA	1,541	3.58	0:02:42
Santa Barbara-Santa Maria-San Luis Obispo, CA	985	2.48	0:02:10
Bakersfield, CA	906	2.66	0:01:53
Monterey-Salinas, CA	872	3.05	0:02:31
Chico-Redding, CA	738	3.41	0:02:41
Palm Springs, CA	419	2.59	0:01:54

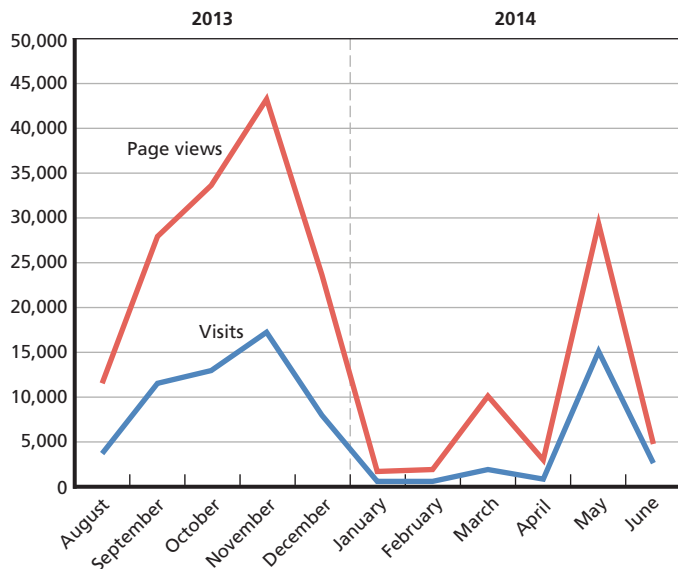


## Appendix H. Runyon Saltzman Einhorn Walk in Our Shoes Google Analytics from August 15, 2013, to June 30, 2014

**Traffic metrics.** The WalkInOurShoes.org website received 75,492 visits and 191,141 page views during 11 months of monitoring. Traffic to the website peaked in November 2013 with over 40,000 page views and 17,000 site visits, a time at which Runyon Saltzman Einhorn reports running media advertising for the site (see Figure H.1). In January and February, there were less than 1,000 page views and site visits. This pattern coincides with the schedule of the Walk in Our Shoes school presentations and advertising, which launched in August 2013 and continued through October of that year. Traffic spiked again in May 2014, also as a likely result of digital and radio advertising for the site that Runyon Saltzman Einhorn reports running at that time.

**User engagement.** A majority of users accessed the website via advertising campaign links (see Table H.1). Table H.1 also shows that 59 percent of users accessed the website via paid advertising campaigns, 18 percent accessed the site directly, and 12 percent accessed the site via search engine. Table H.2 shows the top five sites (out of about 160) from which users were referred.

**Figure H.1. Site Visits and Page Views, August 15, 2013–June 30, 2014**



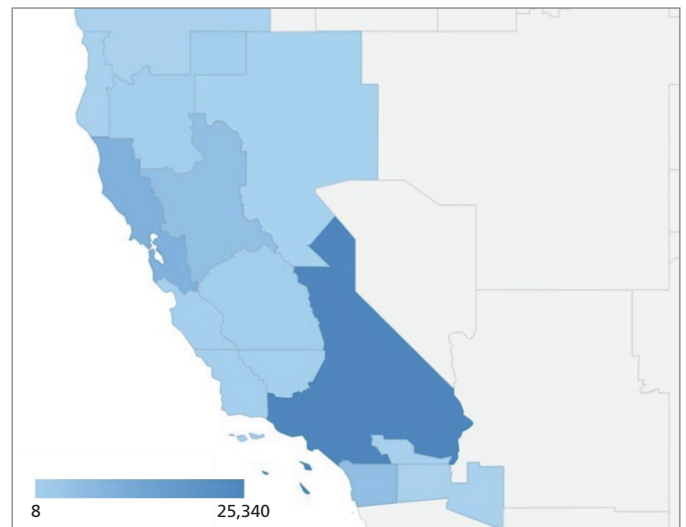
RAND RR1237-H.1

Site users spent an average of two minutes and four seconds on the site and visited an average of 2.53 pages per visit. The homepage bounce rate was 60.03 percent.

**User characteristics.** Most users originated from the United States (see Table H.3); 66 percent of users originated from California (see Table H.4) and, of those, 51 percent were from the Los Angeles area, probably as a result of the location of the schools where the associated theater presentation took place during our monitoring period (see Tables H.5 and H.6 and Figure H.2). In addition, Runyon Saltzman Einhorn reports targeting the Los Angeles area for Walk in Our Shoes advertising in 2014.

Table H.7 shows the cumulative site visits from the top five service providers that are *not* telecommunications companies. For example, AT&T Internet services was excluded from this list, but as an ISP accounted for 7,136 site visits. In total, we have service provider data for about 71,000 site visits occurring from over 3,900 service provider sources.

**Figure H.2. Map of Traffic to Site from Servers Originating in California Metropolitan Areas, August 15, 2013–June 30, 2014**



RAND RR1237-H.2

**Table H.1. Cumulative Traffic Sources, August 15, 2013–June 30, 2014**

Source	Total	Percentage
Campaigns	44,394	59%
Direct (typing URL into browser, bookmarks)	13,730	18%
Search (e.g., Google search engine)	8,959	12%
External link (referral)	3,801	5%
Other	4,608	6%
Total	75,492	

**Table H.3. Cumulative Site Visits from Servers Originating in Top Five Countries, August 15, 2013–June 30, 2014**

Country	Visits	Pages per Visit	Average Visit Duration
United States	73,276	2.55	0:02:06
Slovenia	315	2.00	0:00:36
United Kingdom	218	1.79	0:01:04
Canada	207	2.44	0:02:45
Croatia	142	1.63	0:00:24

**Table H.5. Cumulative Site Visits from Servers Originating in Top Ten Metropolitan Areas, August 15, 2013–June 30, 2014**

Metropolitan Area	Visits	Pages per Visit	Average Visit Duration
Los Angeles, CA	25,350	2.28	0:03:12
San Francisco-Oakland-San Jose, CA	9,460	2.11	0:01:37
San Diego, CA	5,270	2.06	0:01:22
Sacramento-Stockton-Modesto, CA	5,102	3.12	0:02:45
Miami-Ft. Lauderdale, FL	5,043	6.26	0:00:07
Rochester, NY	1,911	2.81	0:00:03
New York, NY	1,378	1.53	0:00:54
Fresno-Visalia, CA	1,100	3.26	0:03:13
Chico-Redding, CA	1,078	6.40	0:09:20
Chicago, IL	818	1.79	0:02:15

**Table H.2. Top Five Referral Sources, August 15, 2013–June 30, 2014**

Source	Visits	Pages per Visit	Average Visit Duration
kostrewards.kost1035.com	441	1.25	00:01:20
missyusa.com	323	2.27	00:01:23
ponteenmiszapatos.org	322	4.64	00:05:06
myclub.1043myfm.com	315	1.18	00:01:11
facebook.com	266	2.59	00:02:23

**Table H.4. Cumulative Site Visits from Servers Originating in Top Five U.S. States, August 15, 2013–June 30, 2014**

State	Visits	Pages per Visit	Average Visit Duration
California	49,623	2.45	0:02:45
Florida	5,745	5.69	0:00:16
New York	3,179	2.29	0:00:25
Texas	1,533	1.77	0:01:01
Illinois	897	1.77	0:02:08

**Table H.6. Rank Order of Traffic to Site from Servers Originating in California Metropolitan Areas, August 15, 2013–June 30, 2014**

Metropolitan Area	Visits	Pages per Visit	Average Visit Duration
Los Angeles, CA	25,350	2.28	0:03:12
San Francisco-Oakland-San Jose, CA	9,460	2.11	0:01:37
San Diego, CA	5,270	2.06	0:01:22
Sacramento-Stockton-Modesto, CA	5,102	3.12	0:02:45
Fresno-Visalia, CA	1,100	3.26	0:03:13
Chico-Redding, CA	1,078	6.40	0:09:20
Bakersfield, CA	619	3.13	0:02:33
Monterey-Salinas, CA	539	2.86	0:02:36
Santa Barbara-Santa Maria-San Luis Obispo, CA	488	2.16	0:02:04
Palm Springs, CA	242	1.88	0:01:13

**Table H.7. Cumulative Site Visits by Top Five Service Providers, August 15, 2013–June 30, 2014**

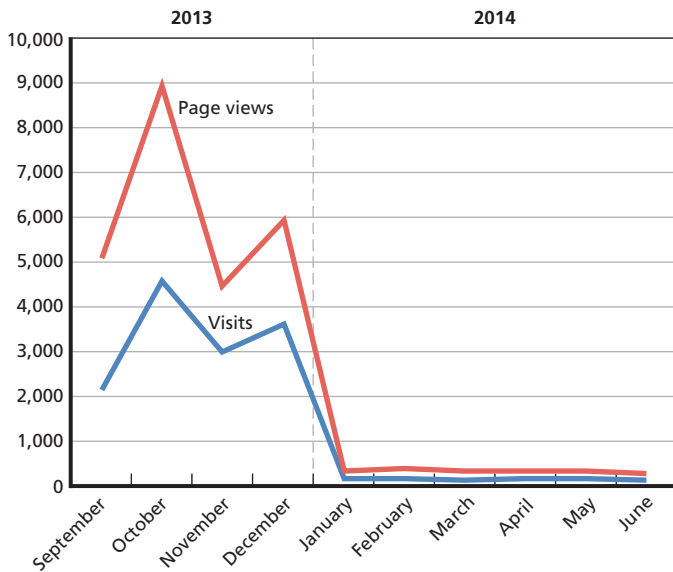
<b>Service Provider</b>	<b>Visits</b>	<b>Pages per Visit</b>	<b>Average Visit Duration</b>
Los Angeles Unified School District	356	3.03	0:03:58
California State University Network	354	5.07	0:06:07
San Diego County Office of Education	276	3.67	0:02:48
San Bernardino County Superintendent of Schools	265	3.64	0:02:14
County of Los Angeles	157	2.99	0:09:24

## Appendix I. Runyon Saltzman Einhorn Ponte En Mis Zapatos Google Analytics from September 9, 2013, to June 30, 2014

**Traffic metrics.** The PonteEnMisZapatos.org website received 14,171 visits and 26,411 page views during 10 months of monitoring. Website traffic peaked in October 2013, a time during which Runyon Saltzman Einhorn reports running advertising, and then decreased into January 2014; from January through June, the website averaged 300 page views and 150 site visits each month (see Figure I.1). This version of the Runyon Saltzman Einhorn website did not experience a spike in web traffic during the month of May; Runyon Saltzman Einhorn reports that advertising only occurred for the WalkInOurShoes.org site, not PonteEnMisZapatos.org.

**User engagement.** Similar to user engagement observed in the English version of the website, the majority of users accessed the website via paid advertising campaign links (see Table I.1). Table I.1 also shows that 77 percent of users accessed the website via campaign link and 13 percent via search engine. Table I.2 shows the top five sites (out of 43) from which users were referred.

Figure I.1. Site Visits and Page Views, September 9, 2013–June 30, 2014



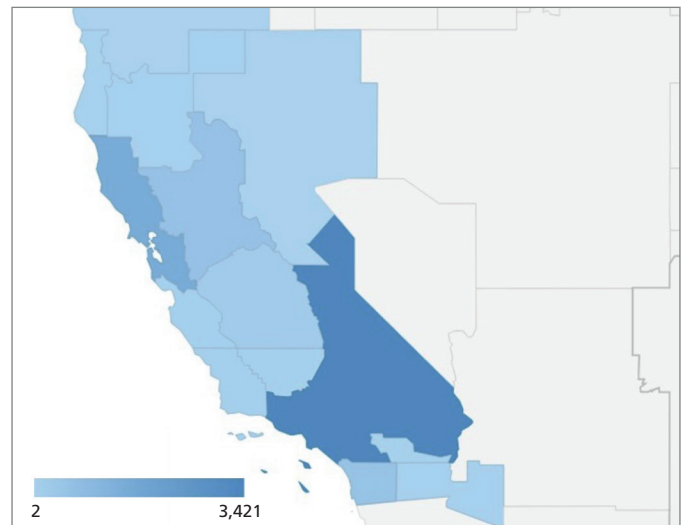
RAND RR1237-I.1

Site users spent an average of one minute and 38 seconds on the site and visited an average of 1.86 pages per visit. The homepage bounce rate was 70.03 percent.

**User characteristics.** Most users originated from the United States, and about 20 percent originated from Mexico (see Table I.3); 47 percent of users originated from California (see Table I.4) and, of those, 51 percent were from the Los Angeles area (see Tables I.5 and I.6 and Figure I.2), an area that Runyon Saltzman Einhorn reports targeting during advertising.

Table I.7 shows the cumulative site visits from the top five service providers that are *not* telecommunications companies. For example, AT&T Internet services was excluded from this list, but as an ISP accounted for 1,234 site visits. In total, we have service provider data for about 14,000 site visits occurring from over 900 service provider sources.

Figure I.2. Map of Traffic to Site from Servers Originating in California Metropolitan Areas, September 9, 2013–June 30, 2014



RAND RR1237-I.2

**Table I.1. Cumulative Traffic Sources, September 9, 2013–June 30, 2014**

Source	Total	Percentage
Campaigns	10,909	77%
Search (e.g., Google search engine)	1,788	13%
Direct (typing URL into browser, bookmarks)	1,053	7%
External link (referral)	421	3%
Total	14,171	

**Table I.3. Cumulative Site Visits from Servers Originating in Top Five Countries, September 9, 2013–June 30, 2014**

Country	Visits	Pages per Visit	Average Visit Duration
United States	10,569	1.98	0:01:50
Mexico	2,939	1.45	0:01:02
Spain	119	2.13	0:01:02
Colombia	105	1.87	0:01:11
Argentina	38	2.32	0:02:26

**Table I.5. Cumulative Site Visits from Servers Originating in Top Ten Metropolitan Areas, September 9, 2013–June 30, 2014**

Metropolitan Area	Visits	Pages per Visit	Average Visit Duration
Los Angeles, CA	3,422	2.13	0:02:18
San Francisco-Oakland-San Jose, CA	1,513	2.04	0:01:46
Sacramento-Stockton-Modesto, CA	566	2.17	0:01:59
San Diego, CA	535	2.43	0:02:20
New York, NY	480	1.59	0:01:14
Dallas-Ft. Worth, TX	381	1.78	0:02:56
Houston, TX	248	1.75	0:01:53
Fresno-Visalia, CA	197	2.27	0:02:57
Chicago, IL	171	1.78	0:01:25
Atlanta, GA	170	1.46	0:01:14

**Table I.2. Top Five Referral Sources, September 9, 2013–June 30, 2014**

Source	Visits	Pages per Visit	Average Visit Duration
walkinourshoes.org	219	3.00	0:02:47
facebook.com	40	1.40	0:00:21
m.facebook.com	38	1.50	0:00:19
semalt.semalt.com	35	1.00	0:00:00
eachmindmatters.org	25	3.56	0:01:36

**Table I.4. Cumulative Site Visits from Servers Originating in Top Five U.S. States, September 9, 2013–June 30, 2014**

State	Visits	Pages per Visit	Average Visit Duration
California	6,684	2.13	0:02:07
Texas	865	1.75	0:02:20
Florida	315	1.70	0:01:17
New York	280	1.54	0:00:57
New Jersey	236	1.58	0:01:23

**Table I.6. Rank Order of Traffic to Site from Servers Originating in California Metropolitan Areas, September 9, 2013–June 30, 2014**

Metropolitan Area	Visits	Pages per Visit	Average Visit Duration
Los Angeles, CA	3,422	2.13	0:02:18
San Francisco-Oakland-San Jose, CA	1,513	2.04	0:01:46
Sacramento-Stockton-Modesto, CA	566	2.17	0:01:59
San Diego, CA	535	2.43	0:02:20
Fresno-Visalia, CA	197	2.27	0:02:57
Monterey-Salinas, CA	105	2.47	0:02:06
Bakersfield, CA	101	2.33	0:02:13
Santa Barbara-Santa Maria-San Luis Obispo, CA	95	1.44	0:00:35
Palm Springs, CA	53	1.53	0:00:42
Yuma AZ-El Centro, CA	40	1.68	0:00:57

**Table I.7 Cumulative Site Visits by Top Five Service Providers, September 9, 2013–June 30, 2014**

<b>Service Provider</b>	<b>Visits</b>	<b>Pages per Visit</b>	<b>Average Visit Duration</b>
Runyon Saltzman Einhorn	48	2.42	0:02:06
County of Los Angeles	13	2.54	0:01:35
Edwards Lifes	13	1.77	0:01:11
San Diego County Office of Education	13	2.38	0:01:03
County of Riverside	9	1.33	0:00:02

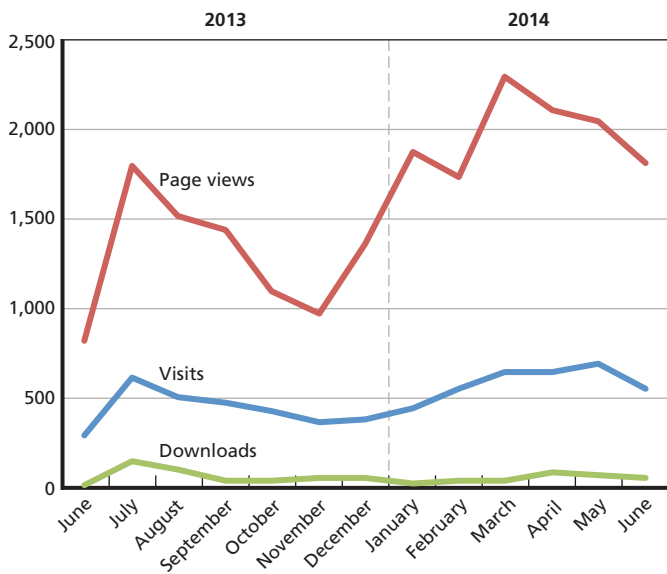
## Appendix J. United Advocates for Children and Families Google Analytics from June 8, 2013, to June 30, 2014

**Traffic metrics.** The uacf4hope.org website received 6,620 visits, 20,930 page views, and 767 downloads during 13 months of monitoring. Site visits remained quite stable throughout the tracking period, with about 500 site visits per month (see Figure J.1). Page views peaked in March 2014, with over 2,000 page views in March, April, and May.

Materials were seldom downloaded from the United Advocates for Children and Families site, and the three documents downloaded the most were job postings (see Table J.1). The fourth and fifth most-downloaded resources were related to California policy on special education, jointly accounting for only 57 downloads.

**User engagement.** Users accessed the website most frequently via search engine (see Table J.2). Table J.2 also shows that 57 percent of users accessed the website via search engine, 25 percent accessed the website directly, and 17 percent of users came to the website via an external link. Table J.3 shows the top sites (of over 100) from which users were referred.

**Figure J.1. Site Visits, Page Views, and Downloads, June 8, 2013–June 30, 2014**



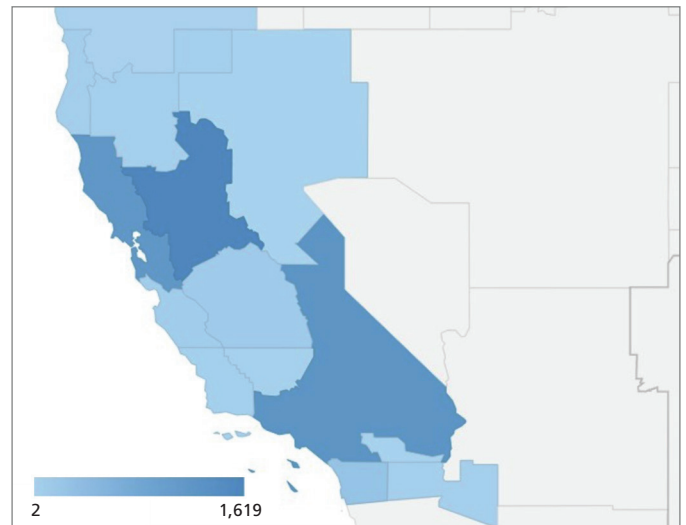
RAND RR1237-J.1

Site users spent an average of two minutes and 58 seconds on the site and visited an average of 3.16 pages per visit. The home-page bounce rate was 37.81 percent.

**User characteristics.** Most users originated from the United States (see Table J.4); 72 percent of users originated from California (see Table J.5) and, of those users, most were from some of the most populous metropolitan areas—the Los Angeles (26 percent), Sacramento (34 percent), and San Francisco (25 percent) areas (see Tables J.6 and J.7 and Figure J.2).

Table J.8 shows the cumulative site visits from the top five service providers that are *not* telecommunications companies. For example, AT&T Internet services was excluded from this list, but as an ISP accounted for 495 site visits. In total, we have service provider data for 6,268 site visits occurring from over 1,000 service provider sources.

**Figure J.2. Map of Traffic to Site from Servers Originating in California Metropolitan Areas, June 8, 2013–June 30, 2014**



RAND RR1237-J.2



**Table J.1. Top Five Resources Downloaded, June 8, 2013–June 30, 2014**

Title/Description of Downloaded Resource	URL of Downloaded Resource	Total	Percentage of Total Downloads
Former United Advocates for Children and Families Job Posting	/sites/default/files/documents/DirectorofPublicPolicyJobDescription.pdf	52	7%
Former United Advocates for Children and Families Job Posting	/sites/default/files/documents/BilingualFamilyPartnerJobDescription.pdf	44	6%
Former United Advocates for Children and Families Job Posting	/sites/default/files/documents/DirectorofPublicPolicy7.2013.pdf	44	6%
Fact Sheet on California’s Budget Cuts to Mental Health Services for Children in Special Education	/sites/main/files/ab3632_fact_sheet_disability_rights.pdf	30	4%
Center for Mental Health in Schools at UCLA Policy Brief on California Assembly Bill 114	/sites/main/files/ucla_policy_brief_transition_of_ab_3632.pdf	27	4%

**Table J.2. Cumulative Traffic Sources, June 8, 2013–June 30, 2014**

Source	Total	Percentage
Search (e.g., Google search engine)	3,751	57%
Direct (typing URL into browser, bookmarks)	1,676	25%
External link (referral)	1,107	17%
Email	81	1%
Other unidentified	5	<1%
Total	6,620	

**Table J.3. Top Five Referral Sources, June 8, 2013–June 30, 2014**

Source	Visits	Pages per Visit	Average Visit Duration
capitolmr.com	109	2.43	00:02:30
vcgcb.ca.gov	76	3.45	00:02:53
calmhsa.org	58	2.81	00:02:28
cde.ca.gov	46	2.65	00:03:14
uacf4hope.org	41	4.78	00:02:25

**Table J.4. Cumulative Site Visits from Servers Originating in Top Five Countries, June 8, 2013–June 30, 2014**

Country	Visits	Pages per Visit	Average Visit Duration
United States	6,252	3.25	0:03:06
Brazil	45	1.00	0:00:00
India	36	1.72	0:01:27
Canada	34	1.82	0:00:36
United Kingdom	27	1.44	0:00:20

**Table J.5. Cumulative Site Visits from Servers Originating in Top Five U.S. States, June 8, 2013–June 30, 2014**

State	Visits	Pages per Visit	Average Visit Duration
California	4,776	3.44	0:03:24
New York	164	2.12	0:01:27
Nevada	100	2.82	0:01:53
Texas	97	2.63	0:02:19
Florida	82	2.91	0:01:59

**Table J.6. Cumulative Site Visits from Servers Originating in Top Ten Metropolitan Areas, June 8, 2013–June 30, 2014**

Metropolitan Area	Visits	Pages per Visit	Average Visit Duration
Sacramento-Stockton-Modesto, CA	1,619	3.64	0:03:45
Los Angeles, CA	1,252	3.40	0:03:19
San Francisco-Oakland-San Jose, CA	1,184	3.09	0:02:46
San Diego, CA	265	3.70	0:04:00
New York, NY	185	1.89	0:01:13
Fresno-Visalia, CA	128	3.65	0:04:43
Reno, NV	96	2.85	0:02:04
Washington, DC (Hagerstown, MD)	94	2.76	0:02:53
Monterey-Salinas, CA	87	4.18	0:03:48
Phoenix, AZ	55	2.76	0:02:20

**Table J.7. Rank Order of Traffic to Site from Servers Originating in California Metropolitan Areas, June 8, 2013–June 30, 2014**

Metropolitan Area	Visits	Pages per Visit	Average Visit Duration
Sacramento-Stockton-Modesto, CA	1,619	3.64	0:03:45
Los Angeles, CA	1,252	3.40	0:03:19
San Francisco-Oakland-San Jose, CA	1,184	3.09	0:02:46
San Diego, CA	265	3.70	0:04:00
Fresno-Visalia, CA	128	3.65	0:04:43
Monterey-Salinas, CA	87	4.18	0:03:48
Eureka, CA	54	4.28	0:04:44
Santa Barbara-Santa Maria-San Luis Obispo, CA	51	2.82	0:01:43
Chico-Redding, CA	44	4.11	0:02:53
Yuma, AZ–El Centro, CA	42	3.24	0:02:23

**Table J.8. Cumulative Site Visits by Top Five Service Providers, June 8, 2013–June 30, 2014**

Service Provider	Visits	Pages per Visit	Average Visit Duration
County of Los Angeles	208	3.71	0:02:57
Health and Welfare Agency Data Center	66	4.11	0:03:24
Alameda County	53	2.74	0:03:24
California Technology Agency	49	4.04	0:04:37
County of Riverside	44	3.55	0:03:27

## About the Authors

Jennifer L. Cerully, Courtney Ann Kase, Rebecca L. Collins, and Eunice C. Wong are researchers for the RAND Corporation. Jennifer Yu is a researcher for SRI International.

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