



Urgent Crisis Centers Awareness Campaign

Month One Results | Aug 24 to Sep 29, 2026

Prepared for the Tow Youth Justice Institute by Daydream Communications



Month One at a Glance

Digital: Meta, Google Search, Connected TV (YouTube QR TV), and Reddit, in English and Spanish

423,728

ad impressions

10,515

clicks from ads

8,600

visitors to ucchelp.com from ads

60k

video views on TV screens with
497 QR code scans

What These Numbers Show

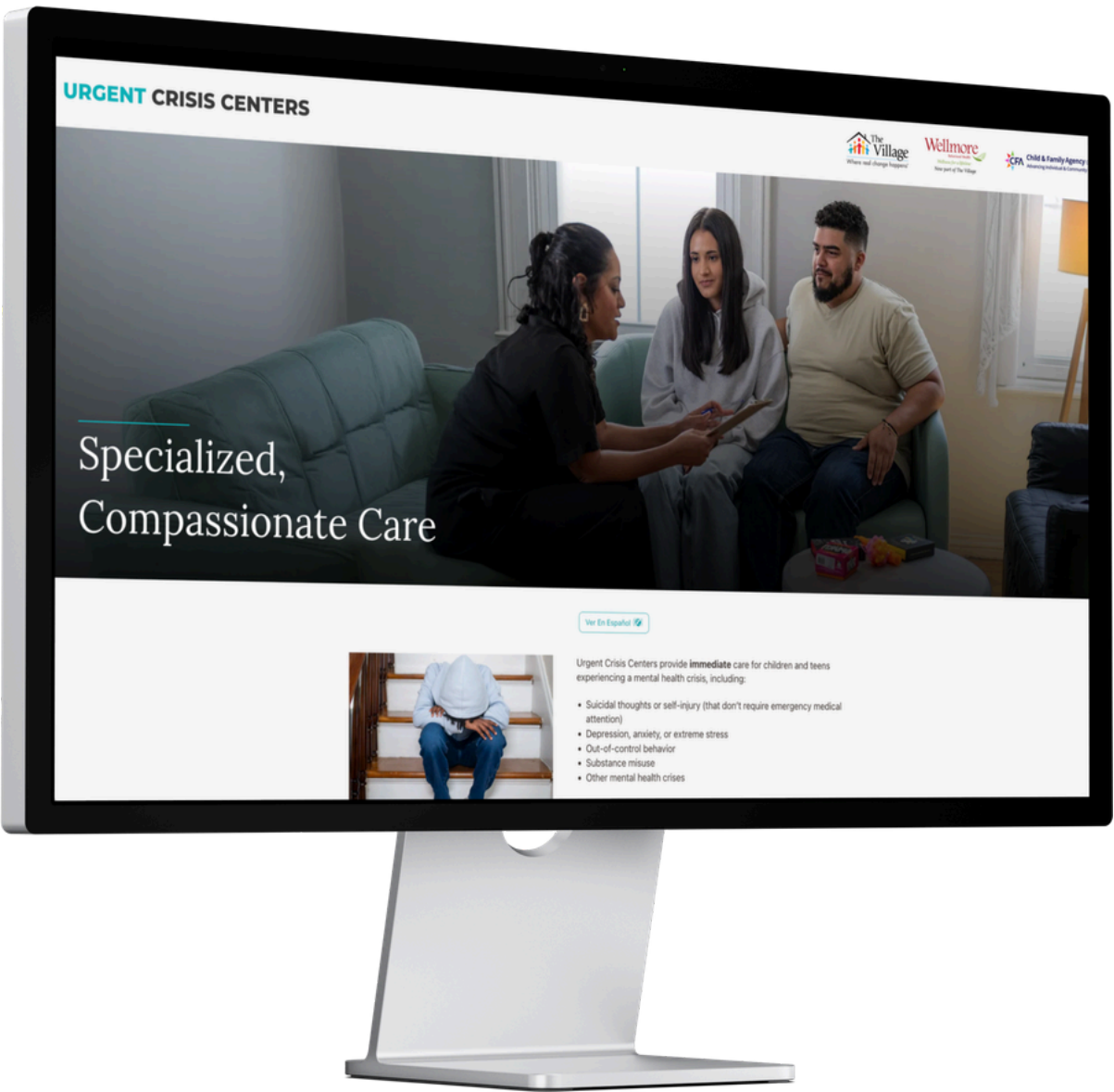
Our research found most parents have never heard of UCCs. Impressions show how often UCCs are getting in front of them, which is the foundation of awareness.

Clicks, site visits, and video views show parents are paying attention and taking the next step to learn more.

Clicks count Meta link clicks, Search, and Reddit. Visitors are GA4 users from Paid Social and Paid Search. Reddit: 29,455 impressions, 278 clicks. Research: UCC Audience Assessment, April 2026.

The UCC Page Found its Audience at Launch

Visitors to the UCC page on ucchelp.com, English and Spanish

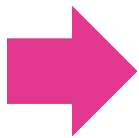


BEFORE LAUNCH

120

visitors

Jul 18 to Aug 23



FIRST FIVE WEEKS

8,801

visitors

Aug 24 to Sep 29

Source: GA4, all visitors to the UCC pages (English and Spanish). Both periods are 37 days. About 97% of first-five-week visitors came from campaign ads.

Meta Ads Are Beating Nonprofit and Healthcare Benchmarks

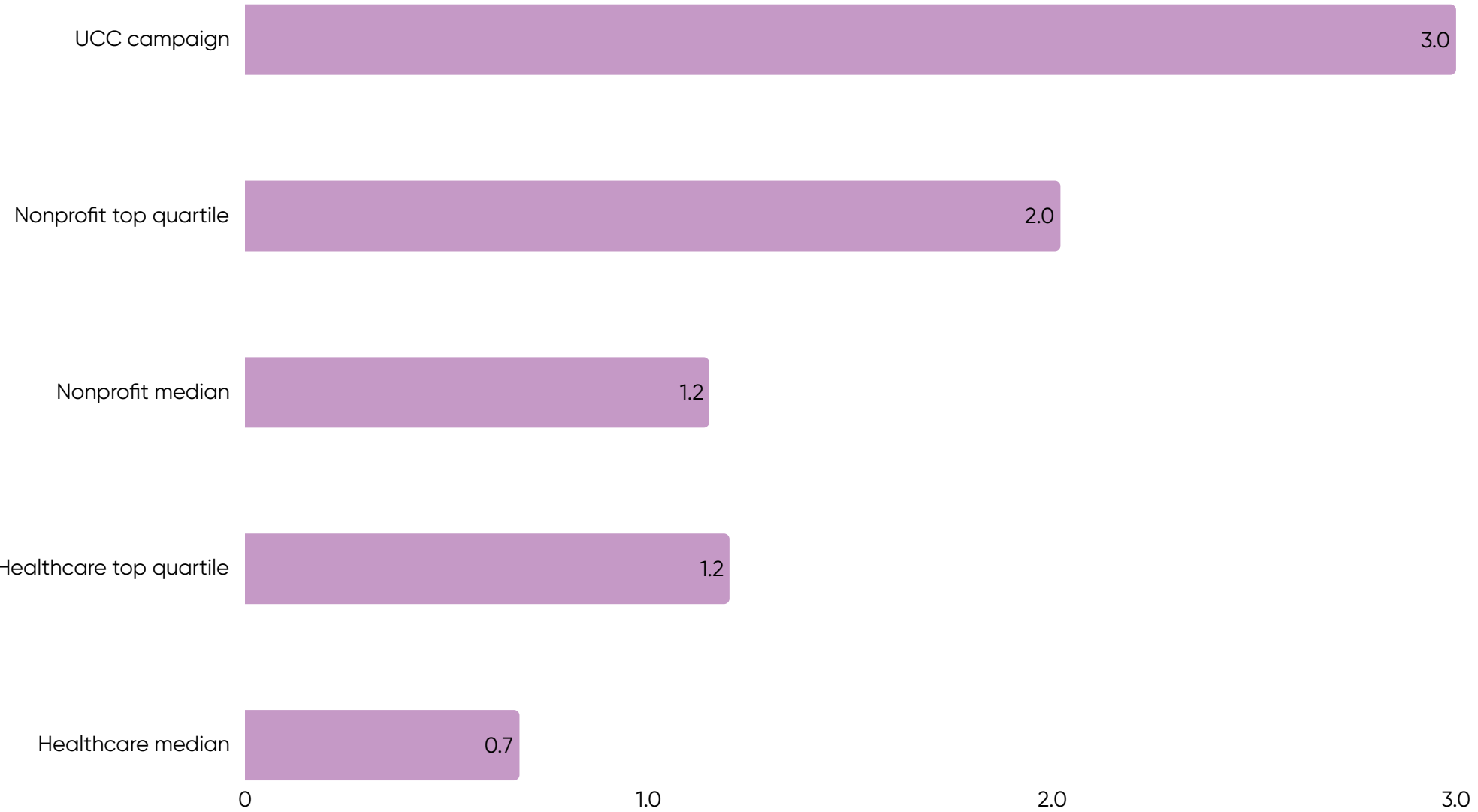
Link click-through rate, Facebook and Instagram



3.00%

UCC link CTR, from 9,840 link clicks

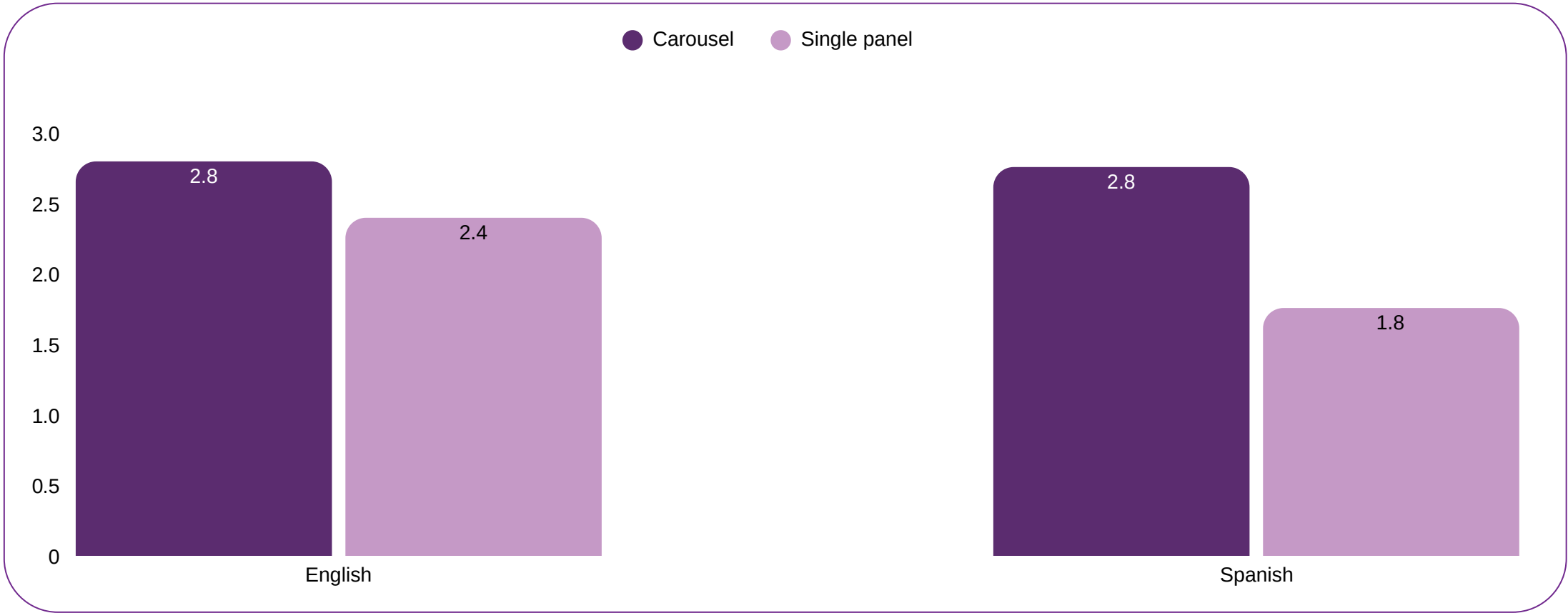
- Video is off to strong start, at 4.59%
- Reels delivered 93% of impressions
- Women: 60% of impressions, clicking at 3.34% vs. 2.48% for men



Benchmarks: Benchmarking.org Meta Ads CTR, healthcare and nonprofit, national, 2023–24 data. Benchmarks do not specify link vs. all clicks; UCC is shown on link clicks, the more conservative measure.

Both Languages Are Performing Well, Led By Carousels

Meta link click-through rate by format and language



Why Carousels Work

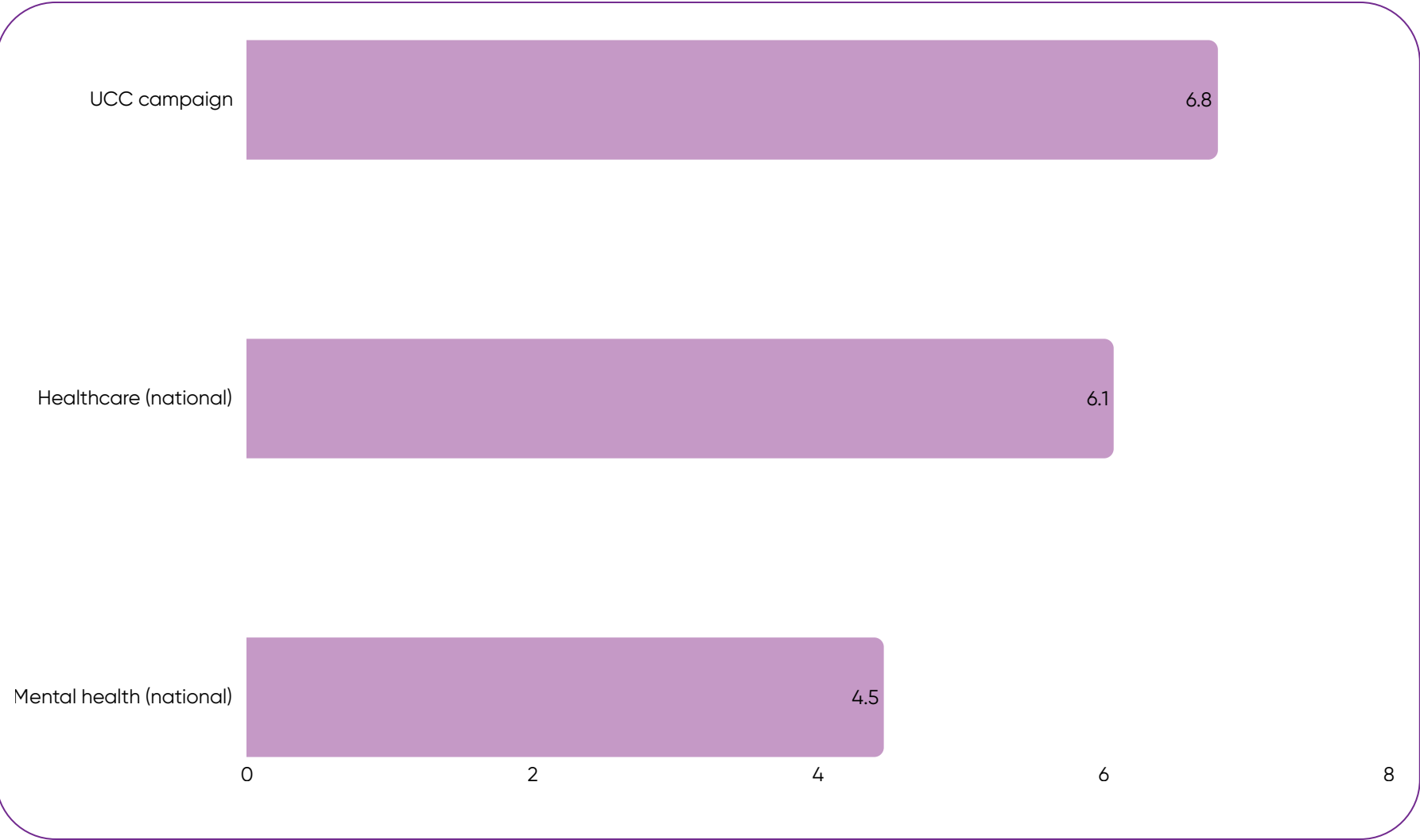
Carousels unfold panel by panel, like a story. Parents choose to swipe through them, and they are clicking through to ucchelp.com at higher rates than single-panel ads.

That points to story-driven, multi-panel creative as a strength to build on.



Parents Are Searching in Crisis Moments, and Clicking

Google Search click-through rate



When parents searched topics like these, our ad appeared:

Keyword	Impressions	CTR
mental health crisis	4,257	6.34%
behavioral health crisis	266	9.77%
troubled youth programs near me	81	12.35%
urgent help for teen	128	16.41%
how to help my kid with anxiety	75	8.00%
how to help child with anger	45	8.89%

"Mental health crisis" drives 73% of search impressions. The most specific topics click at the highest rates.

UCC: 5,834 impressions, 397 clicks. Benchmarks (national): LocaliQ Healthcare Search Benchmarks, 3,542 campaigns, Oct 2024 to Sep 2025. Meta and Search use different sources because no single source covers both reliably.

Reddit and Connected TV Reach Parents in Different Moments

Meta brings volume and casts a wide net. Reddit and Connected TV bring context.



Reddit

We're reaching parents in parenting subreddits – peer-advice spaces – where parents go to ask other parents for advice.

0.94%

click-through rate, well above the health and wellness benchmark (0.3–0.7%)

29,455 impressions

278 clicks

Connected TV

Videos are shared through YouTube on smart TVs and streaming devices when parents are actively watching (not scrolling).

13,716

video views on TV screens

3,000+ views played all the way through

393 visits to ucchelp.com by scanning the QR code

\$20 CPM, in line with YouTube (\$10–25)

We're visible in the communities UCCs serve

Transit ads in English and Spanish around Hartford, Waterbury, and New London

Bus tails

On the back of buses, seen by drivers behind them at stops and lights.

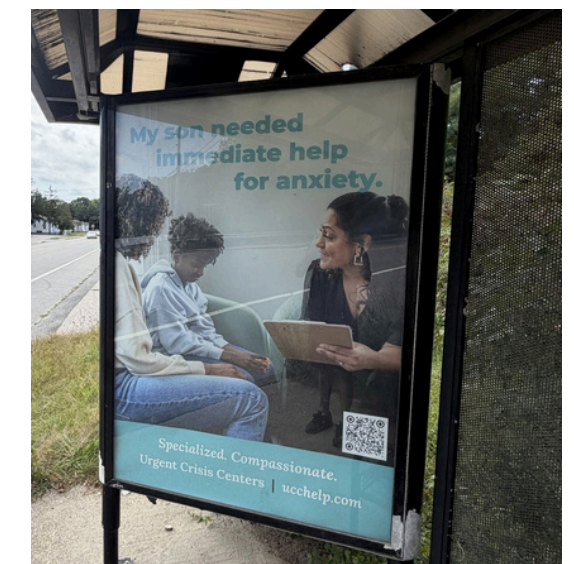
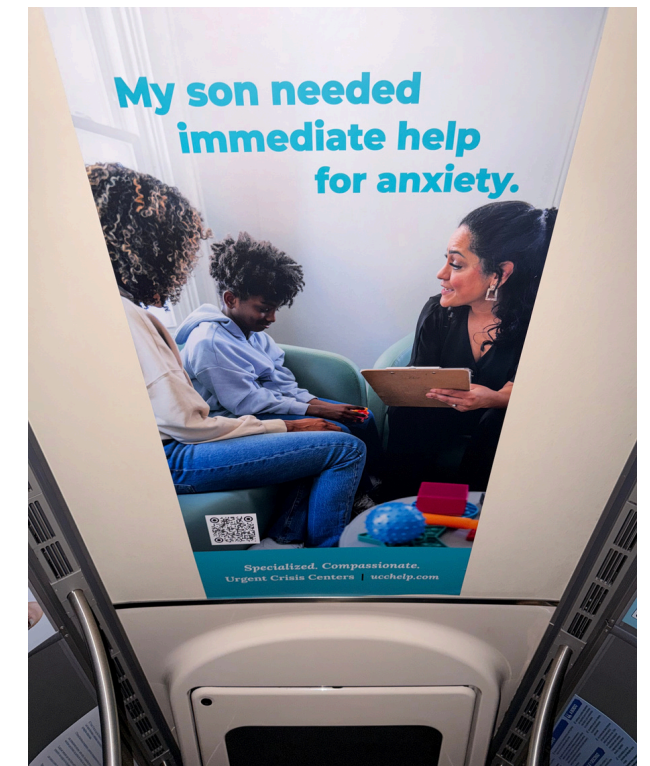
Bus shelters

Where riders wait, with time to read the message and scan the QR code.

Interior bus cards & ceilings

Inside the bus, in view for the whole ride. **QR codes link to ucchelp.com.**

Launched 9/14/26. Impressions will be in future reports.



What's Next

Keep building awareness

Most parents are still early in the journey. We will keep pairing broad reach with being there when parents search for help, ask other parents, or sit down to watch.

Build on what is working

Keep refining our creative around what parents respond to, including the story-driven formats that are connecting now.

Continue our culturally grounded approach

Our Spanish-language ads have high engagement. We will continue our approach and optimize as needed.