

MENTAL HEALTH SERVICES ACT (MHSA) EDUCATIONAL TOOLKIT



Be The One
I will be the one to...
Practice acceptance
and kindness to myself
and others.
Rocio
San Mateo



SAN MATEO COUNTY HEALTH
BEHAVIORAL HEALTH
& RECOVERY SERVICES



As ambassadors for mental health and well-being, your role is pivotal in helping our community members understand what local services and programs are available to them through the Mental Health Service Act. This Mental Health Services Act (MHSA) Educational Toolkit is a comprehensive resource created to help Community-Based Organizations (CBOs) and programs funded by MHSA in San Mateo County educate their communities about these vital services.

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Visit myMHSA.org

MESSAGING FOR MHSA FUNDED PROGRAMS:



Your role is instrumental in transforming lives and families through MHSA-funded services. Help community members understand that the tangible benefits they receive through your programs are made possible by MHSA funding by using the following messages on flyers, emails, presentations, and more.

Together, let's inspire a deeper understanding of the positive impact MHSA has on individuals and our community.

Curated Message:

Tagline: My Journey, My MHSA

The Mental Health Services Act (MHSA) provides vital funding to make the programs you participate in possible. Taking proactive measures to prevent substance use and improve mental health, MHSA is your partner in the journey towards better well-being for San Mateo County.

Logos:



[Download San Mateo County and MHSA logos here.](#)

Utilize this informative poster to effectively communicate the profound impact of MHSA funding in San Mateo County.


[Download customizable informative poster template here.](#)

MY JOURNEY MY MHSA

Thanks to Mental Health Services Act (MHSA) funding, [Organization's Name] brings you transformative programs for healthier individuals, families, and communities in San Mateo County. Together, we've contributed to:


FUNDED PROGRAMS

32 DIRECT TREATMENT PROGRAMS AND
24 PREVENTION AND EARLY INTERVENTION PROGRAMS



SUPPORTED HOUSING: 14 HOUSING PROJECTS WITH 158 PERMANENT +29 TRANSITIONAL UNITS

YOUTH S.O.S. 260 YOUTH DIVERTED FROM EMERGENCY SERVICES



PREVENTION & EARLY INTERVENTION PROGRAMS:

44,947

INDIVIDUALS ENCOUNTERED

21,774

INDIVIDUALS REACHED

TRAININGS:

738

STAFF AND PARTNERS TRAINED IN 2023

124


COMMUNITY MEMBERS TRAINED IN ADULT MENTAL HEALTH FIRST AID

FULL SERVICE PARTNERSHIP PROGRAMS HAVE LED TO SIGNIFICANT DECREASES:


46% DECREASE IN ACTIVE SUBSTANCE USE

71% DECREASE IN HOMELESSNESS


63% DECREASE IN ARRESTS



MHS
MENTAL HEALTH SERVICES ACT





SAN MATEO COUNTY HEALTH
BEHAVIORAL HEALTH & RECOVERY SERVICES



LEARN MORE AT [myMHSA.COM](https://myMHSA.com)
*DATA FROM FISCAL YEAR 2022-23 MHSA-FUNDED PROGRAMS

Sample Social Media Posts

PLATFORMS	IMAGE	COPY SUGGESTION	LINK
<p>Instagram, Facebook</p>	<p>A blue graphic with white and yellow text. The top text reads "My Journey, My MHS.A." with a small logo for Behavioral Health & Recovery Services. Below the text is a photo of two hands shaking. At the bottom, a purple rounded rectangle contains the text "LET'S CREATE A HEALTHIER COMMUNITY TOGETHER!"</p>	<p>My Journey, My MHS.A. Thanks to MHS.A funding, our programs are transforming lives in San Mateo County. Your support is what keeps us going. Let's create a healthier community together! 🌈 #MHS.AImpact #YourMHS.AYourJourney</p>	<p>Link</p>
<p>Instagram, Facebook</p>	<p>A photograph of an older man and a woman embracing. The man is wearing a grey jacket and glasses, and the woman is wearing a black jacket and sunglasses. The hashtag "#MYMHS.A" is overlaid in large yellow letters at the bottom.</p>	<p>Meet [Name], a great example of how MHS.A-funded programs can transform lives. Their journey to well-being inspires us all. Swipe left to read more about their story. Have your own story to share? Comment below! 🙌 #MHS.AInspiration #YourMHS.AYourStory</p>	<p>Link</p>
<p>Instagram, Facebook</p>	<p>A blue graphic with white text that reads "WHAT DOES MENTAL HEALTH MEAN TO YOU?". There are faint geometric shapes in the background and a small logo for Behavioral Health & Recovery Services at the bottom right.</p>	<p>🗣️ What does mental health mean to you? Share your thoughts in the comments below! At [Organization's Name], we're committed to fostering mental well-being in San Mateo with the support of MHS.A funding. Let's start a conversation! 💬 #MHS.AConversations #JoinTheDiscussion</p>	<p>Link</p>
<p>Instagram, Facebook</p>	<p>A blue graphic with white text that reads "PROGRAMS FUNDED BY MHS.A" and "SHARE A TESTIMONIAL IN THE COMMENTS." Below the text is a circular photo of a woman wearing a headset and talking on a phone. There are large yellow quotation marks to the left of the photo. A small logo for Behavioral Health & Recovery Services is at the bottom right.</p>	<p>🌟 Have you participated in our Mental Health Services Act-funded programs? We'd love to hear about your experience! Share a testimonial in the comments or DM us. Your story could inspire others on their journey to well-being. 💚 #MHS.AImpact #YourMHS.AYourStory</p>	<p>Link</p>

PLATFORMS	IMAGE	COPY SUGGESTION	LINK
<p>Instagram, Facebook</p>	 <p>The graphic features a blue background with a colorful geometric pattern of triangles. A white box in the center contains the text: 'COMMUNITY FEEDBACK', five yellow stars, '[INSERT QUOTE]', and a sample quote. At the bottom is the logo for San Mateo County Health Behavioral Health & Recovery Services.</p>	<p>♥ Our community is at the heart of everything we do! Your engagement and support fuel the success of MHSA-funded programs in San Mateo County. [Insert call to action. Example: List an upcoming event you want people to attend, a volunteer opportunity, etc] Let's continue creating positive impacts together. #MHSAImpact #TogetherWeThrive</p>	<p>Link</p>
<p>Instagram, Facebook</p>	 <p>The infographic has a blue background with yellow and white text. It reads: 'Mental Health Services Act (MHSA) Wellness Statistics', 'PEOPLE & FAMILIES SERVED: OVER 500', and 'INDIVIDUALS BENEFITED FROM INDIRECT TREATMENT PROGRAMS'. It includes an icon of a family and the logo for San Mateo County Health Behavioral Health & Recovery Services.</p> <p>Carousel Post—3 images included</p>	<p>📊 Numbers speak volumes! Check out our latest infographic highlighting the impact of MHSA funding on the well-being of individuals in San Mateo County. Together, we're making a difference! #MHSAImpact #CommunityWellness</p>	<p>Link</p>

Customizable Media Release

Share the positive impact of your programs with local media using this press release template. To share your press release, identify relevant news outlets, compile contacts by searching sites for emails, and send a concise email or pitch highlighting your success stories. Copy and paste your supporting materials, including this press release into the email as additional information, and follow up to ensure coverage.

Leverage social media to amplify the reach of your stories. Help your community hear about the impact your programs are making by getting featured in local media outlets.

FOR IMMEDIATE RELEASE

[Organization Name] transforms lives in San Mateo County through Mental Health Services Act (MHSA)-funded programs.

[City, Date] – We are faced with an unprecedented mental health crisis in our community, but **[Organization Name]** stands as a beacon of support and hope in San Mateo County. Today, we share real stories of hope and resilience from those directly benefiting from these Mental Health Services Act (MHSA)-funded programs.

The **[Insert name of program]** offered by **[Organization Name]** provides **[insert description of service offered]** which enables **[insert outcome of participation in program]**. The impact of this program is best demonstrated by the story of **[insert participant name]**.

[Insert Personal Story 1]

Thanks to MHSA funding, **[Organization Name]** has positively impacted the lives of **[Number]** individuals in San Mateo County. These programs have been instrumental in fostering a healthier, more resilient community. To learn more about services offered by **[insert organization name]** visit **[organization website]**. To learn more about MHSA-funded programs and services in your community visit www.MyMHSA.com

About **[Organization Name]**

[Organization Name] is a **[City]**-based community organization dedicated to **[insert organization mission statement here]**. We are proud to highlight the transformative impact of MHSA funding and its role in creating a healthier San Mateo County community.

[Download full media release template to customize for your organization here.](#)