

"My Journey, My MHSA" Campaign

www.MyMHSA.org

- MHSA - Mental Health Services Act - is a 1% tax in California on personal income over \$1M.
- It has provided a dedicated source of funding for county behavioral health departments across the state and funds many programs you know, may work in or manage.
- This campaign was a direct request from community partners and stakeholders of MHSA who want to bring awareness about MHSA and the impact it has had on San Mateo County.



Digital Billboards

To reach broad audience driving by and target them with digital ads online. Visible on Highway 101 Southbound in the city of San Carlos!



**My Family.
My Mental Health.
My MHSA.**

Learn more
at myMHSA.org

 SAN MATEO COUNTY HEALTH
BEHAVIORAL HEALTH
& RECOVERY SERVICES

A digital billboard with a green background. On the left, the text 'My Family. My Mental Health. My MHSA.' is written in white. Below it is a white line, followed by the text 'Learn more at myMHSA.org' in yellow. On the right, there is a photograph of a woman with long dark hair wearing sunglasses, hugging a young boy in a green soccer jersey. At the bottom right is the logo for San Mateo County Health Behavioral Health & Recovery Services, which consists of a globe icon and the text 'SAN MATEO COUNTY HEALTH BEHAVIORAL HEALTH & RECOVERY SERVICES'.



**IT'S EASIER WHEN YOU'RE
NOT DOING THIS ALONE.**

Uncover more mental health
stories at myMHSA.org

 SAN MATEO COUNTY HEALTH
BEHAVIORAL HEALTH
& RECOVERY SERVICES

A digital billboard with a blue background featuring a geometric pattern of overlapping shapes. On the left, there are two white arrows pointing right, followed by the text 'IT'S EASIER WHEN YOU'RE NOT DOING THIS ALONE.' in white. Below this is a white horizontal line, followed by the text 'Uncover more mental health stories at myMHSA.org' in yellow. On the right, there is the logo for San Mateo County Health Behavioral Health & Recovery Services, which includes a globe icon and the text 'SAN MATEO COUNTY HEALTH BEHAVIORAL HEALTH & RECOVERY SERVICES'.



**POWERFUL PREVENTION AND
LIFE-CHANGING TREATMENT.
THAT'S THE MHSA EFFECT.**

Learn more at myMHSA.org

 SAN MATEO COUNTY HEALTH
BEHAVIORAL HEALTH
& RECOVERY SERVICES

A digital billboard with a purple background. On the left, the text 'POWERFUL PREVENTION AND LIFE-CHANGING TREATMENT. THAT'S THE MHSA EFFECT.' is written in white. Below it is a white horizontal line, followed by the text 'Learn more at myMHSA.org' in yellow. On the right, there is a photograph of two people at an outdoor event. One person is wearing a blue t-shirt with 'OBT' and 'The Effects of Trauma' on it, and the other is wearing a red shirt and a colorful, multi-colored hat. At the bottom right is the logo for San Mateo County Health Behavioral Health & Recovery Services, which includes a globe icon and the text 'SAN MATEO COUNTY HEALTH BEHAVIORAL HEALTH & RECOVERY SERVICES'.



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A digital billboard with a purple background. On the left, the text 'POWERFUL PREVENTION AND LIFE-CHANGING TREATMENT. THAT'S THE MHSA EFFECT.' is written in white. Below it is a white horizontal line, followed by the text 'Learn more at myMHSA.org' in yellow. On the right, there is a photograph of a woman with glasses speaking into a microphone at an event. She is wearing a white tank top with '5TH ANNUAL SAN MATEO COUNTY' and a rainbow logo. In the background, there are colorful balloons. At the bottom right is the logo for San Mateo County Health Behavioral Health & Recovery Services, which includes a globe icon and the text 'SAN MATEO COUNTY HEALTH BEHAVIORAL HEALTH & RECOVERY SERVICES'.

Digital Ads

To reach a broad audience online, connecting viewers to www.MyMHSA.org - a mechanism to: 1) link to BHRS services; or 2) learn more about MHSA.

THE MHSA EFFECT

Accessible mental health & substance use programs that change lives.

Learn more at myMHSA.org



MHSA: THE IMPACT IS **REAL.**

Mental health. Well being. Life-changing care.

Learn more at myMHSA.org



“ TO GIVE MY DAUGHTER AND ME THE **SUPPORT, HOPE AND UNDERSTANDING** WE NEED IS **INCREDIBLE.**

Uncover more mental health stories at myMHSA.org



“ THANK YOU FOR HELPING ME WHEN NO ONE ELSE WOULD. YOU ALL HAVE **SAVED MY LIFE.**

Uncover more mental health stories at myMHSA.org



MENTAL HEALTH SERVICES ACT

Transforming mental health & substance use services in San Mateo County.

Learn more at myMHSA.org



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MHSA Toolkit + Infographic

To help us share the campaign!

MENTAL HEALTH SERVICES ACT (MHSA) EDUCATIONAL TOOLKIT

The toolkit includes a tagline to use on materials, logos and posts for those of you who manage MHSA-funded programs and to share on social media.

The infographic share overall reach and impact of MHSA in San Mateo County.

