

"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



“ 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



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

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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

SAN MATEO COUNTY HEALTH
BEHAVIORAL HEALTH & RECOVERY SERVICES

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

Uncover more mental health stories at myMHSA.org

SAN MATEO COUNTY HEALTH
BEHAVIORAL HEALTH & RECOVERY SERVICES



MHSA: THE IMPACT IS REAL.

Mental health. Well being. Life-changing care.

Learn more at myMHSA.org

SAN MATEO COUNTY HEALTH
BEHAVIORAL HEALTH & RECOVERY SERVICES

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

Uncover more mental health stories at myMHSA.org

SAN MATEO COUNTY HEALTH
BEHAVIORAL HEALTH & RECOVERY SERVICES

MENTAL HEALTH SERVICES ACT

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

Learn more at myMHSA.org

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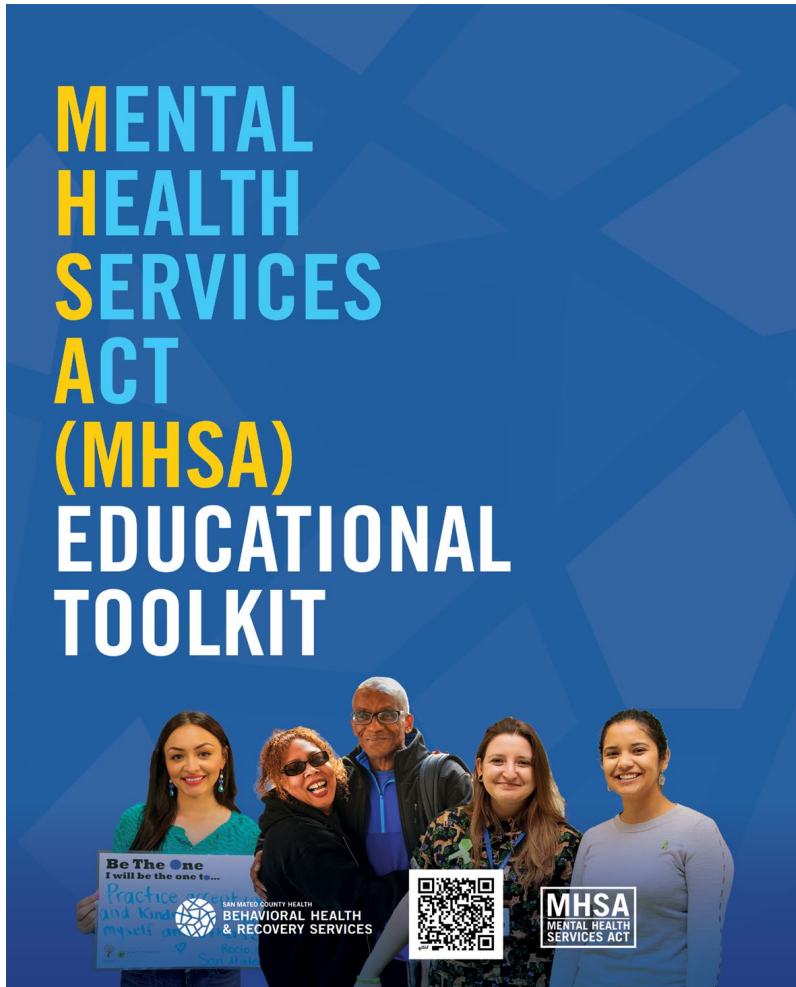
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SAN MATEO COUNTY HEALTH
BEHAVIORAL HEALTH & RECOVERY SERVICES



MHSA Toolkit + Infographic

To help us share the campaign!



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.

