

# Enhancing Community Awareness of MHSA Impacts: A Comprehensive Report & Recommendations





**THE SOCIAL  
CHANGERY**

The Social Changery strives to ensure that all people, regardless of circumstance or background, have equitable opportunities for educational, health and economic success.

We are 100%, unapologetically here to advance the health, dignity and rights of all people.

# Project Overview

San Mateo Behavioral Health & Recovery Services (BHRS) engaged The Social Changery with the goal of enhancing public awareness and understanding of the transformative impact of the San Mateo County Mental Health Services Act (MHSA) on behavioral health services.



# Discovery

A series of focus groups were held to meaningfully engage the community to ensure recommendations would resonate with diverse audiences. Priority was placed on gathering insights from BHRS youth, adult clients, family members, and stakeholders.

Facilitation prioritized a culturally sensitive and inclusive environment and included language-appropriate groups.

**Focus Groups Conducted:** 4

**Languages:**  
English, Spanish, Chinese

**Participants:**  
Over 70 total

**Ages:**  
16 – 60+

# Key Findings

1. Awareness of MHSA Varies among communities.
2. CBOs play a pivotal role as trusted messengers about MHSA.
3. Participants spoke highly of the programs they were aware of but were unaware of connection with MHSA.
4. MHSA awareness is tentative and associated with the state.
5. Connecting MHSA to local, trusted community programs and existing county brand is preferable to reinforcing value.

# Recommendations

1. Generate recognition and understanding of MHSA as partner brand among stakeholders & decision makers.
2. Equip CBOs with resources to educate & inform the communities they serve about the importance of MHSA funding for critical programs.
3. Develop & promote resources that showcase the impact of MHSA funding on individuals and their families.

# Audiences

## Primary Audiences:

- Adults aged 55+
- Diverse populations
- Caregivers of youth

## Secondary Audience:

- Youth

## Goal:

Help community members better understand how the MHSA supports local community programs and has a direct, tangible impact on stakeholders and their families.

# Message Pillars



<b>Trusted Partnership</b>	<b>Resource Awareness</b>	<b>Individual Impact</b>
<ul style="list-style-type: none"><li>● Emphasize the role of MHSA in supporting community programs that stakeholders know &amp; trust.</li><li>● Showcase stories illustrating how the MHSA made specific programs possible.</li><li>● Connect the brand identity of MHSA to local, trusted brands &amp; programs.</li></ul>	<ul style="list-style-type: none"><li>● Raise awareness of resources available to stakeholders &amp; their families funded by MHSA</li><li>● Collaborate with educational institutions, community centers, &amp; local organizations to distribute information.</li><li>● Implement strategies that resonate with individuals from diverse backgrounds.</li></ul>	<ul style="list-style-type: none"><li>● Shift the focus to the direct, tangible effects on lives of stakeholders &amp; their families.</li><li>● Communicate individual success stories &amp; testimonials.</li><li>● Engage spokespeople who embody the diversity of individual experiences.</li></ul>



# Strategies:

1. Build brand recognition through logo and branding
2. Develop a single-page microsite
3. Launch an advertising campaign to promote the microsite
4. Engage in media relations to highlight stories of local MHSA impact.
5. Provide CBOs with materials & guidelines for promoting MHSA-funded programs & services.

# Questions and Discussion

