

San Mateo County MHSA Services Awareness Project

Agenda

- Welcome, Orientation
- Workgroup Introductions
- Who is the Changery?
- About the Project (Roadmap)
- Discussion
- Next Steps (Meeting Schedule)
- Questions



Introductions

Please share:

- Your name
- Pronouns
- One small wellness practice


Then:

- Popcorn to another member





What brings you here?

- Why did you join this workgroup?
 - What connection do you have to the Mental Health Services Act?
 - About the Changery and our connection to the MHSA
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Roadmap



1 Kicking off the project! Meeting workgroup members, setting up focus groups, designing questions.



2 Listening and learning. Working with cultural brokers, conducting focus groups, research.



4 Making the plan and the tools. Creating a communications plan. Developing messages. Developing visual assets. Translation/transadaptation.



3 Analyzing what we learn. Strategy development. What are we saying, who are we reaching, where are we reaching them.



5 Implementation. Launching our plan (ex: distributing flyers, posting on social media, buying digital ads).

Discussion

- **Who do you think we most need to inform** about MHSA services?
- **What do you think would “move the needle”** for the audience?
- The focus groups will discuss several topics: What people already know about the MHSA and the services it provides, What services they may have used, Services they would be interested in learning about, and How they like to be reached with messages.
Are there other topics we should include?



Meeting Schedule & Next Steps

