

Community Behavioral Health Promotion and Prevention (CBHPP) Commission

Meeting Minutes

April 2, 2026

3:00 - 4:30 pm

Date of meeting: Thursday, April 2, 2026

Start time: 3:00 pm

End time: 4:30 pm

Location: Virtual Meeting (Zoom)

Commission Members		Present	Vote 1*	Vote 2
1	Amy Rosenthal – Executive Office of Health and Human Services (<i>chair</i>)	x	x	x
2	Nancy Allen Scannell – Mass. Society for the Prevention of Cruelty to Children	x	x	x
3	Gabriel Adams-Keene - Office of Senator John Velis (<i>designee of Sen. Velis</i>)	x	x	x
4	Haley Allbee-Trask - Office of Senator Pavel Payano (<i>designee of Sen. Payano</i>)	x	x	x
5	Lena Asmar – New England Center and Home for Veterans	x	x	x
6	Ruth Blodgett – Department of Public Health (<i>designee of Commissioner Goldstein</i>)	-	-	-
7	Jessica Collins – Public Health Institute of Western Massachusetts	x	x	x
8	Georgia Critsley – Trial Court (<i>designee of Chief Justice Brierley</i>)	x	x	x
9	Yaminette Diaz-Linhart – National Association of Social Workers – Mass.	-	-	-
10	Gwen Bankmann (<i>designee of Chair Mindy Domb</i>) – Mass. House of Representatives	x	a	a
11	Delaney Fisher-Cassiol (<i>designee for Rep. Nguyen</i>)	-	-	-
12	Lynette Gabrila – Executive Office of Veterans Services	-	-	-
13	Elizabeth Ganz – Association for Behavioral Healthcare	x	x	x
14	Margaret Hannah – Freedman Center at William James College	x	x	x
15	Jacqueline Hubbard - National Alliance on Mental Illness - Mass.	x	a	x
16	Sophie Jean-Felix – Mass. Association of Community Health Workers	-	-	-
17	Jessica Larochelle – Mass. Association for Mental Health	-	-	-
18	Danna Mauch – Mass. Association for Mental Health	x	a	-
19	Emma McNamara – CHIA (<i>designee of Executive Director Peters</i>)	x	x	x
20	Noel Sierra – Mass. Organization for Addiction Recovery	-	-	-
21	Stephanie Sladen – Justice Resource Institute (JRI)	-	-	-
22	Sara Whitcomb – Social Emotional Learning Alliance for Mass.	x	x	x
23	Charlene Zuffante – Department of Mental Health	x	x	x

* (x) Voted in favor; (o) Opposed; (a) Abstained from vote; (-) Absent from meeting or during vote

APPROVED

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Proceedings

Amy Rosenthal, Undersecretary of Health at the Executive Office of Health and Human Services (EOHHS), called the meeting to order at 3:02 and reminded everyone that this meeting is subject to Open Meeting Law and all votes will be conducted by roll call.

Vote 1 to approve the 2/5/2026 minutes:

After attendance was taken by roll call, Undersecretary Rosenthal called for a vote to approve the minutes from the Commission's precious meeting on February 5, 2026. Georgia Critsley introduced the motion and Margaret Hannah seconded the motion. Minutes were approved by roll call vote (see detailed record above).

Next, Dr. Funmi Aguocha, Assistant Commissioner for the Office of Behavioral Health Promotion and Prevention (OBHPP) and Sarah Mughal Program Director for OBHPP, shared updates from the OBHPP's ongoing initiatives. Dr. Aguocha began by providing updates to the Community Behavioral Health Grant RFA review process. The applications are currently under leadership review (estimated completion in April) and will with the hope that contracting and awards will take place in April-May.

Dr. Aguocha then provided a final summary on the recently completed statewide "What's On Your Mind" behavioral health awareness campaign that launched in October of 2025 and continued through March 2026. She noted that the first flight (October-December) was primarily featured on social media channels and outdoor advertising (transit, billboards, etc.) and focused on psychological distress. The second flight (December-January) expanded to include digital streaming services and incorporated social isolation and stigma themes in addition to psychological distress. The final flight, (January-March) maintained the same themes and ran on digital streaming platforms as well as radio. Dr. Aguocha had the opportunity to speak at several ethnic radio stations in Massachusetts to organically engage with audiences in real time across the state. She concluded by showing a performance summary which included 6 million social media impressions, 4.5 million streaming video impressions, 65,000 people reached through community engagement, the extent of the geographic imprint, etc.

Members asked questions about some campaign logistics and provided feedback about the campaign success and results.

Dr. Sarah Mughal, OBHPP Program Director, introduced the upcoming Behavioral Health Workforce campaign which will focus on growing the behavioral health workforce through the following means:

- Promote and increase awareness of behavioral health career pathways in MA to strengthen and grow the workforce.
- Position OBHPP as a trusted statewide source of information for students and early-career professionals seeking meaningful, supported careers in behavioral health.
- Identify and partner with healthcare and mental health/behavioral health organizations that advocate for and support workforce development.

Dr. Mughal shared two concepts, "Where will your heart take you?" and "Build a career with purpose." She highlighted several of the creative concepts such as imagery, tag lines, etc. Members of the Commission then provided feedback on the concepts, campaign goals, potential pitfalls (such as over emphasis on therapy), potential partners, etc.

Dr. Aguocha concluded the presentation with a look ahead at upcoming OBHPP activities which include

- Notifying Community Behavioral Health grantees and contract negotiations

- Kicking off Grand Programs
- Hiring for OBHPP's Project & Administration Manager position
- Writing the OBHPP Legislative Report

For additional details, refer to the OBHPP presentation available on the Commission's [Meeting Materials webpage](#).

Undersecretary Rosenthal then raised the subject of the role of Advisory Committees within the context of the Commission. She requested feedback and suggestions from Commission members regarding the idea of creating Advisory Committees and workgroups. Dr. Aguocha indicated that workgroups could help steer the work of the Office of Behavioral Health Promotion and Prevention. Several Commission members discussed the necessity of workgroups, the duration of workgroups, and potential areas in which they may be helpful such as:

- advising on program development
- advising on policy, system and advocacy initiatives,
- and emerging innovation and research on promotion and prevention

OBHPP agreed to follow up with Commission Members about Advisory Committees and workgroups prior to June meeting.

Vote 2 to adjourn: Undersecretary Rosenthal reminded Commission members that the next meeting is June 2nd and called for a vote to adjourn. Nancy Allen Scannell introduced the motion and Jessica Larochelle seconded the motion. The meeting was adjourned at 4:23 pm.

Meeting materials:

1. Draft 2/5/2026 meeting minutes
2. OBHPP presentation