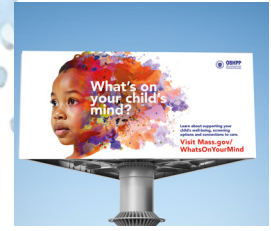




What's on your mind?



Overview:

The Office of Behavioral Health Promotion and Prevention (OBHPP) has launched What's On Your Mind? - a multilingual, multimedia, and population level campaign promoting mental wellbeing and supporting upstream prevention across the Commonwealth. What's On Your Mind? encourages residents to take simple, proactive steps to care for their mental wellbeing, reduce stigma, and connect with each other.

Duration: October 2025 - January 2026.

Goals:

- Promote behavioral and mental health as key to overall wellness.
- Reduce stigma and build a culture of acceptance and support.
- Advance health equity by focusing on AHM communities.
- Increase social connection.

Audience:

The campaign seeks to engage the general population across all ages and demographics, including communities most impacted by health inequities, as identified by the [AHM initiative](#), and caregivers.

Channels:

The campaign uses multiple channels - paid, earned, owned, and community engagement - to reach our audiences statewide and build awareness and trust.

- **Web page:** mass.gov/whats-on-your-mind anchors the campaign with tips and resources for residents to care for their mental well-being and support the people around them.

• Aug '25 - Dec '26 | Community Engagement Campaign

Campaign feedback collection, events, and partnerships with schools and community-based organizations for community outreach.

• Oct '25 - Jan '26 | Paid Advertising

Billboards, transit, print & digital, social media, streaming, terrestrial & digital radio, influencer and community leader partnerships.

• Nov '25 - Jan '26 | Unpaid Communication

Press, speaking engagements, and organic social media.

- **Languages:** English, Spanish, Brazilian Portuguese, Vietnamese, Arabic, Haitian Creole, Russian, Simplified Chinese