

Office of Behavioral Health Promotion and Prevention

Update for the Community Behavioral Health Promotion and Prevention Commission

July 9, 2026



Agenda

1. RFA Announcement – **Awards & Milestones**
2. Active Workforce Campaign – **Overview & Website**
3. Looking Ahead – **Into FY27**
4. Advancing Prevention & Promotion Across the Commonwealth – **Group Discussion**

RFA Announcement

Award Announcement

We are extremely proud to announce that we have selected 23 organizations who will receive grants from our inaugural behavioral health promotion and prevention community grants program.

Thank you to the legislators, staff, and Commission members who have worked so hard to get us to this milestone where we can provide \$4.5M in funding to new and expanded programs across the Commonwealth.

Press release link:

[Healey-Driscoll Administration Announces \\$4.5M in Annual Grants for Community-Based Behavioral Health Programs | Mass.gov](#)

The Commonwealth of Massachusetts
Executive Office of Health and Human Services
Department of Mental Health

OBHPP GRANT AWARD NOTICE

COMMBUYS RFA Number: BD-26-1022-DMH08-8210C-121383

The Office of Behavioral Health Promotion and Prevention (OBHPP) is pleased to announce the presumptive selection list of the following organizations as Apparent Successful Bidders under DMH RFA Number 2026-DMH-3052-01.

Tier	Vendor Name
A	City of Woburn
	Olga's List Inc
	Aurora Springs Inc
	Berkshire Regional Planning Commission
	TCFWC - The Child and Family Wellness Center
	Enlace de Familias de Holyoke
	Immigrant Family Services Institute
B	Perspectives Health Services, LLC
	Treehouse Foundation
	Fathers' Uplift
	Healing Abuse, Working for Change, Inc.
	Lowell Community Health Center
	Southeast Asian Coalition of Central MA
	Martin Luther King Jr. Family Services, Inc.
	Resilience Center of Franklin County
	Riverside Community Care Inc
C	ReUnited Inc
	Town of Medway
	Boston Senior Home Care
	Raw Art Works
	Sharing Kindness, Inc.
	The Shine Initiative
	Haitian Mental Health Network

This presumptive list of awardees is subject to the execution of contracts acceptable to DMH and completion of all required pre-contracting steps.

Prospective Grantees (contingent on contracting)

TIER A

City of Woburn
Olga's List Inc
Aurora Springs Inc
Berkshire Regional Planning Commission
TCFWC - The Child and Family Wellness Center
Enlace de Familias de Holyoke
Immigrant Family Services Institute

TIER B

Perspectives Health Services, LLC
Treehouse Foundation
Fathers' Uplift
Healing Abuse, Working for Change, Inc.
Lowell Community Health Center
Southeast Asian Coalition of Central MA
Martin Luther King Jr. Family Services, Inc.
Resilience Center of Franklin County
Riverside Community Care Inc
ReUnited Inc

TIER C

Town of Medway
Boston Senior Home Care
Raw Art Works
Sharing Kindness, Inc.
The Shine Initiative
Haitian Mental Health Network

Prospective Grantees (contingent on contracting)

Region	Greater Boston	7
	North Shore	6
	South Shore & Cape	6
	Central MA	5
	Western MA	5
Focus Area	Loneliness and social isolation	3
	Family stress and caregiver wellbeing	3
	Infant, early childhood, and maternal mh	4
	Psychological distress in immigrants	3
	Early intervention with youth and young adults	3
	Family and intimate partner violence	3
	Population wellbeing - education, training, and skills development	6

Note: counts are greater than 23 because many grantees serve multiple regions or cover multiple focus areas

Pre-Contracting Program Spotlights (to be confirmed)

Program 1:

A culturally responsive behavioral health promotion program serving Vietnamese older adults in the Boston area. The program is designed to reduce loneliness, strengthen social connection, and promote emotional well-being through structured group activities delivered in a welcoming, non-clinical environment. Activities include storytelling, memory and cognitive engagement exercises, culturally relevant discussions, emotional regulation strategies, and intergenerational engagement with trained youth companions.

Anticipated Impact:

~300-400 community members via 35 activities

Program 3:

A behavioral health promotion and prevention initiative designed to serve youth ages 10–22 across Greater Boston, including Quincy, Brockton, Randolph, Dorchester, Roxbury, Mattapan, and Norwood. The program integrates sports-based youth engagement, social-emotional learning (SEL), wellness coaching, caregiver support, and leadership development to strengthen protective factors, promote mental wellness, and reduce behavioral health disparities among Black, African American, Haitian, Cape Verdean, Afro-Caribbean, Latinx, Brazilian, immigrant, and multilingual youth.

Anticipated Impact:

~500 community members via ~300 activities (including multi-day sessions)

Program 2:

A Berkshire county-wide model integrating Community EMS (CEMS) outreach with community partners to reduce loneliness and improve older adult (60+) wellbeing through preventive in-home visits, coordinated referrals, and community-based education, including development of CEMS program protocols, delivery of CEMS wellness checks and behavioral health referrals, and substance use risk reduction through education sessions and targeted outreach campaigns.

Anticipated Impact:

~600 community members via 700 activities

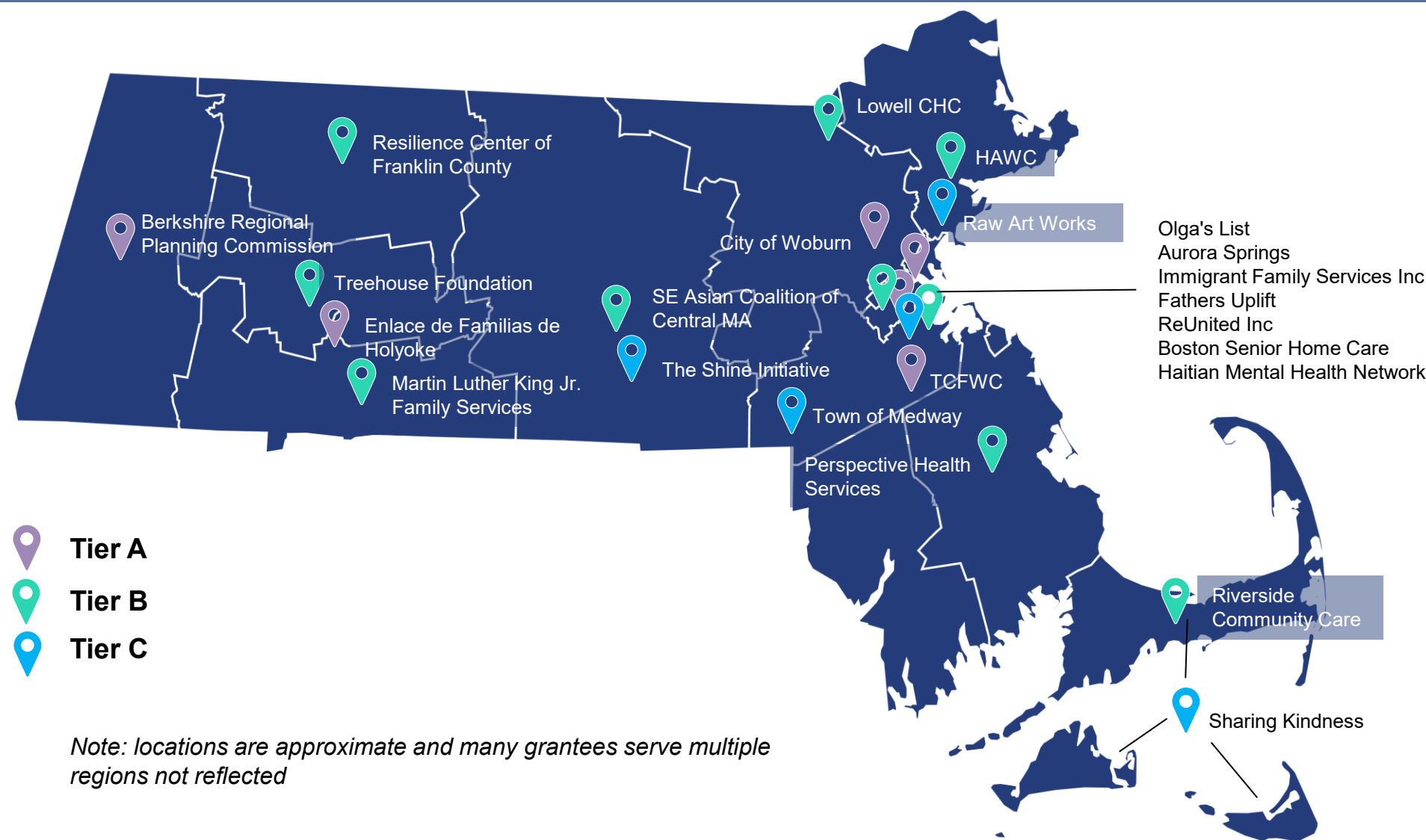
Program 4:

A skills for healthy relationships prevention program in schools across the North Shore. The program aims to prevent intimate partner violence (IPV) by equipping young people, families, and school communities with the knowledge and skills needed to build healthy, respectful relationships. Key program components include interactive workshops, training for educators, caregiver materials, and workshops for families referred through school partners due to risk factors or demonstrated need.

Anticipated Impact:

~6000 community members via 40 workshops and 10 school-wide initiatives.

Geographic Spread of Prospective Grantees



Data Collection & Evaluation Approach

Thank you to the many Commission members who have helped guide our evaluation design process.

Our data collection and evaluation framework is designed to measure progress and impacts on 5 domains:

1. **OBHPP Activities:** Ensure effective administration and monitoring of grant funds and operations.
2. **OBHPP → CBOs:** Strengthening the capacity of community-based organizations (CBOs) to design and deliver effective behavioral health promotion and prevention programming
3. **CBOs → Communities:** Generate community impacts aligned with 7 priority focus areas.
4. **CBOs → Communities:** Promote population mental wellbeing across all grant program activities.
5. **Broad Overarching Impact of the Program:** Advancing behavioral health promotion and prevention across MA.

Data Collection Strategies

- Data is collected via the submission of set deliverables (i.e. track grantee progress), quarterly progress reports (to track grantee progress, capacity, and BHPP advancement), and annual evaluation reports (to report program outcomes, activities, counts);
- Grantees also complete an organizational self-assessment to gauge current capacity needs and growth over time.

Next Steps for the Grant Program

1

Contracting: Currently wrapping up contract negotiations where we finalize budgets, scope of work, program impacts, and other agreements.

2

Onboarding: Planning for onboarding and first welcome calls throughout July. We have prepared a welcome package and training materials re: mandatory reporting and document submissions.

3

First Grantee Activities: In Q1, grantees will be preparing their workplans, completing their organizational self-assessments, and submitting their first quarterly progress reports and invoices.

Active Workforce Campaign

Workforce Campaign Overview



- To promote and increase awareness of behavioral health career pathways in MA to strengthen and grow the workforce.
- Position OBHPP as 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.

Campaign Asset Mock Ups

**Turn your
compassion
into your
career.**



Learn about education
pathways and careers
in behavioral health.

**Visit [Mass.gov/
yourcareer](https://mass.gov/yourcareer)**



**Turn your
compassion
into your
career.**

You're already doing the work – listening, supporting, showing compassion. Now you can take the next step to advance your career. Behavioral health offers a range of opportunities to grow your skills and deepen your impact.



Learn about education pathways and careers in behavioral health. **Visit: [Mass.gov/YourBHCareer](https://mass.gov/yourcareer)**



**Turn your
compassion
into your
career.**

If you're drawn to helping others, behavioral health offers a range of paths to explore. From early intervention to long term support, you can build a career that makes a real impact.



Learn about education pathways and careers in behavioral health. **Visit: [Mass.gov/YourBHCareer](https://mass.gov/yourcareer)**





Turn your compassion into your career.

You don't have to have everything figured out.

If you're someone who listens, supports others, and wants to make a difference, there's a path for you.




Visit: [Mass.gov/YourBHCareer](https://mass.gov/YourBHCareer)

QR code and OBHPP logo.



Turn your compassion into your career.

You may already be helping people. Your experience can take you further.

You're already doing the work - listening, supporting, showing compassion. Now you can take the next step to advance your career.




Visit: [Mass.gov/YourBHCareer](https://mass.gov/YourBHCareer)

QR code and OBHPP logo.



Turn your compassion into your career.

Not knowing your path is okay. Behavioral health offers many directions to explore.

There's a growing need for people who support others and want to make a difference.




Visit: [Mass.gov/YourBHCareer](https://mass.gov/YourBHCareer)

QR code and OBHPP logo.



Turn your compassion into your career.

There are many paths into behavioral health, start where you are and grow from there.

There are many paths into behavioral health, start where you are and grow from there.




Visit: [Mass.gov/YourBHCareer](https://mass.gov/YourBHCareer)

QR code and OBHPP logo.

To view infographics in more detail, see the following links:

[No. 1](#)

[No. 2](#)

[No. 3](#)

[No. 4](#)

Campaign Activity Snapshot: June – Sept 2026

(specific dates TBC;
additional vendors may be added)

Status	Channel	Type of ads	Outlet	Audience	Languages
Live	Google Display / DV360	Display ads	Google	Statewide behavioral health audiences	English, Spanish, Portuguese
<i>Mid-July launch</i>	Digital	Display ads	India N.E. News (TBC)	Pan-Indian community	English
Live	Streaming Audio	Audio ad	Spotify	Statewide commuters + working adults	English, Spanish, Portuguese
Live	Streaming Radio	Audio ad	TNT Radio	Vietnamese-speaking audiences	Vietnamese
<i>Mid-July launch</i>	Streaming Radio	Audio ad	Ethnic Vision	Haitian Creole audiences	Haitian Creole
<i>Mid-July launch</i>	Out-of-Home	Digital billboards	Outfront	Statewide commuters + college corridors	English, Spanish
<i>Sept launch</i>	Out-of-Home	Billboards	MassDOT	Statewide commuters	English, Spanish
Live	YouTube (In- Stream + Shorts)	Video ads	Google / YouTube	Statewide youth + early career audiences	English, Spanish
Live	CTV / FIFA (Entravision)	Digital video ads OTT video ads	Entravision	Statewide multicultural audiences	English, Spanish
<i>Mid-July launch</i>	Social Media	Digital Ads	Meta + Chinese TBC	Statewide multicultural audiences	English, Arabic, Simplified Chinese
Active	Community Engagement			Statewide schools, community organizations, and career fairs	All 7 languages

Copy & Messaging

Messaging in Ad Copy

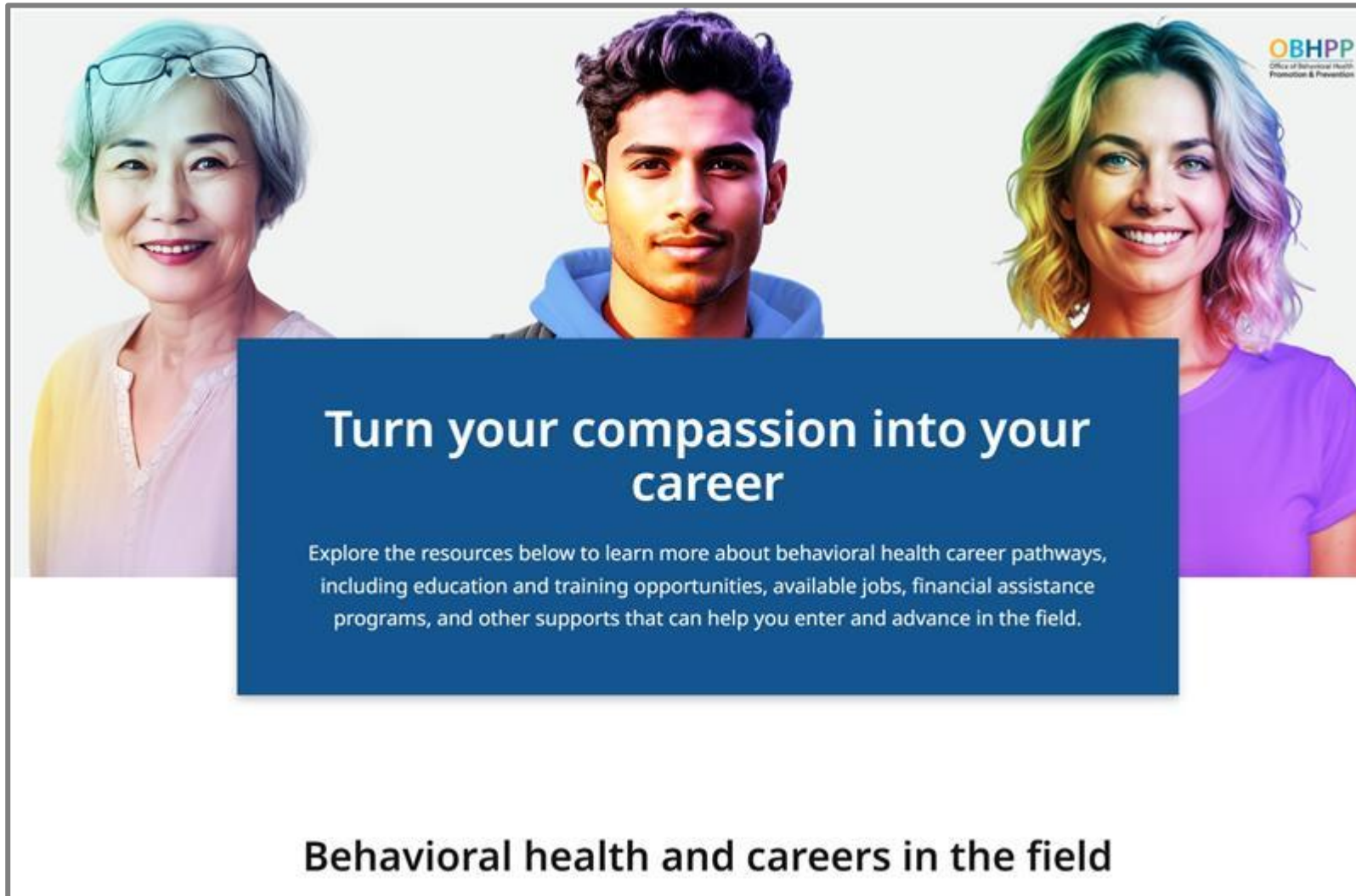
- Copy has been written to appeal to four main audiences: high school students, college students, current professionals looking to change careers, and people with lived experience. An example:

Your experience can help others. If you've navigated challenges, cared for family, or helped people through hard moments, behavioral health could be a path for you. Training, education, certification, and career support can help you take the next step. Learn about education pathways and careers in behavioral health. Visit Mass.gov/yourBHcareer.

Overview of webpage

- As in our previous campaign, all advertisements will direct to a central website with the majority of our information.
- This website is being designed to offer information on: i) schools and programs, ii) opportunities to gain field experience, iii) financial support options for continuing education, and iv) job listings and opportunities
- In addition, career pathways described span a full behavioral health spectrum from promotion/prevention to peer support to clinical pathways.

Campaign Webpage Overview



The campaign webpage features a header with three diverse individuals: an older woman with short grey hair and glasses, a young man with dark curly hair, and a woman with blonde wavy hair. A central blue text box contains the main message. The background is a solid light blue. In the top right corner, the OBHPP logo is visible.

OBHPP
Office of Behavioral Health
Promotion & Prevention

Turn your compassion into your career

Explore the resources below to learn more about behavioral health career pathways, including education and training opportunities, available jobs, financial assistance programs, and other supports that can help you enter and advance in the field.

Behavioral health and careers in the field

Live demo:

[Turn your compassion into your career | Mass.gov](https://www.mass.gov/yourBHcareer)

[Mass.gov/yourBHcareer](https://www.mass.gov/yourBHcareer)

Looking Ahead

Looking Ahead

1

Contract Negotiations with Grantees: Very excited to begin working with our grantees through the contract negotiation phase and announcing our awards in the coming weeks.

2

Kicking Off Grant Programs: Outlining program monitoring, evaluation, and technical assistance processes now. Planning to initiate onboarding and OBHPP support in July.

3

Hiring: We are hiring for a new Project & Administration Manager role. They will help project manage our grantee monitoring and support processes, and our broader portfolio of partner initiatives. We are also hiring a Program Director.

4

Finalizing our Legislative Report: We have synthesized our year of progress in this year's Legislative report and will share it for Commission member review. If you have feedback on this report, we would love to incorporate it.

Discussion: Advancing Promotion & Prevention Across the Commonwealth

Prior Commission Work Group Discussions

In our last meeting, we had a conversation about creating new Work Groups centered around program development, policy/advocacy, and emerging evidence-based practices. Thank you to everyone who volunteered to participate in these groups (see list on following slide).

To tie this to our prior work, in FY26, we held meetings with both a school-based Work Group and an early intervention Work Group. We aligned on foundational concepts and discussed possibilities for future Work Group initiatives regarding identification of evidence-based practices. The groups' work included the refinement of the following definitions:

Behavioral health promotion focuses on helping people acquire the knowledge and skills they need to promote and protect their mental well-being, while simultaneously working to create positive and equitable changes in our shared social environments and systems, where everyone can thrive.

Examples: Public awareness campaigns, Home visits to new parents, New parent support groups, School-based social-emotional learning (SEL), Stigma-reducing language/campaigns, Access to healthy foods, green spaces, and safe neighborhoods, Community spaces for social connection and play for children, Addressing social determinants of health, Positive childhood experiences (including 7 key factors).

Behavioral health prevention is delivered prior to the onset of a condition; these interventions are intended to prevent or reduce the risk of developing a behavioral health problem.

Examples: Skills-based instruction and training, Gun violence prevention initiatives (school-based programs that span promotion & prevention), Public awareness campaigns, Family-based programming, upstream prevention initiatives that focus on universal, selective, and indicated prevention in intervention.

Work Group Sign-Ups Since Prior Meeting

Program Development

Advise the Office on the development promotion and prevention initiatives, including program design, evaluation approaches, and strategic planning.

*Margaret Hannah**
*Noel Sierra**

Policy, System, & Advocacy

Identify policy and systems-level opportunities to advance behavioral health promotion and prevention, and support coordinated advocacy.

Nancy Scannell
Elizabeth Ganz
Jacqueline Hubbard

*Jessica Collins**
*Margaret Hannah**
*Noel Sierra**
*Yaminette Diaz-Linhart**

Emerging Evidence & Research

Identify and review emerging research, data, and evidence-based practices; bring in presenters and learning opportunities for the Commission

Sara Whitcomb
*Jessica Collins**
*Margaret Hannah**
*Yaminette Diaz-Linhart**

**These individuals stated potential interest in multiple groups*

Broader Discussion on Potential Next Steps

Today we would like to open a broader conversation on the bigger picture. Following this discussion, we will be in touch re: next steps, including future Work Groups.

Discussion Questions

1. What are some strategies that the CBHPP Commission, DMH, and EOHHS could pursue together to advance and expand promotion and prevention across the Commonwealth?
2. How can we explore and identify emerging practices in behavioral health promotion and prevention from other states?

Thank you!
