

Office of Behavioral Health Promotion and Prevention

Update for the Community Behavioral Health Promotion and Prevention Commission

October 9 2025

DRAFT & CONFIDENTIAL; FOR POLICY DEVELOPMENT PURPOSES ONLY



Commonwealth of Massachusetts
Executive Office of Health and
Human Services



Agenda

OBHPP Updates

Procurement Update & Grant Priority Areas

Public Awareness Campaign Update

OBHPP Updates

OBHPP Major Updates Since August


- 1 Procurement:** We have posted our Request for Applications for our grant program.
- 2 Campaigns:** We have finalized our media plan from October through January.

Procurement Updates

Overview of Request for Applications

We have posted our Request for Applications on COMMBUYS:

- OBHPP is launching a new multi-year grant opportunity;
- OBHPP is issuing a procurement; intends to award approximately \$3M annually in grants (as funding is available);
- Grant funding will support CBOs statewide to develop new programs or expand existing programs across key focus areas.



Bid Solicitation: BD-26-1022-DMH08-8210C-121383

Responses Due in 42 Days, 0 Hours, 1 Minutes

Header Information

Bid Number:	BD-26-1022-DMH08-8210C-121383	Description:	Request For Application (RFA) for a Grant for Behavioral Health Promotion and Prevention	Bid Opening Date:	11/17/2025 03:00:00 PM
Purchaser:	KELSEY SANTOS	Organization:	Department of Mental Health		
Department:	DMH08 - STATEWIDE	Location:	8210C - STATEWIDE NON POS	Allow Electronic Quote:	Yes
Fiscal Year:	26	Type Code:	NS - Non-Statewide Solicitation	Available Date :	10/03/2025 04:04:42 PM
Alternate Id:	2026-DMH-3052-01	Required Date:		Informal Bid Flag:	Yes
Info Contact:	Funmi Aguocho DMH-OBHPP@mass.gov	Bid Type:	OPEN		
Purchase Method:	Open Market				

Pre Bid Conference:

A Virtual Applicants Conference is being held on October 17, 1pm EST to give prospective Applicants general Bid information and to answer attendees questions about the procurement. Attendance is optional.

Bulletin Desc:

This bid solicitation replaces Bid Solicitation: BD-26-1022-DMH08-8210C-118664. OBHPP is issuing this Request For Applications to solicit Grant proposals from Community-Based Organizations across the Commonwealth to develop, implement and evaluate new behavioral health promotion or prevention programs, or expand existing behavioral health promotion or prevention programs, aligned with OBHPP's mission and vision.

Ship-to Address:

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Print Format:

File Attachments:

[OBHPP RFA](#)
[1 Commonwealth Standard Contract Instructions Contractor Certifications Terms.pdf](#)
[2 Contractor Authorized Signatory Listing.pdf](#)
[3 DMH Environmental Preferable Products Checklist .docx](#)
[4 DMH Standard Contract Requirements 2024.docx](#)

OBHPP Opportunity Information

Projects must address 1 or 2 of the following Priority Areas:

- Reducing loneliness and social isolation.
- Reducing family stress and supporting caregiver wellbeing.
- Promoting infant, early childhood, and maternal mental health.
- Reducing psychological distress in immigrant populations.
- Promoting early intervention with youth and young adults.
- Reducing family and intimate partner violence.
- Promoting population wellbeing through education, training, and skills development.

Grantee Eligibility:

- Open to Massachusetts-based or serving organizations.
- Must have experience implementing behavioral health promotion and/or prevention initiatives.
- Have experience collecting evaluation and/or reporting data and creating reports.
- Experience incorporating health equity and implementing initiatives to reduce social and structural barriers to mental wellbeing.
- Additional preference: AHEM communities and partnerships between large and small organizations.

OBHPP Opportunity Information

Grant Structure: Three Tiers, each with different funding amounts

Tier A: Design and development support for emerging programs [100,000 -150,000/year]

Tier B: Implementation support to launch or scale ready-to-implement programs [150,000 - 250,000/year]

Tier C: Scaling and sustainability support for established programs. [250,000 - 350,000/year]

Important Dates:

- RFA posted - October 3, 3pm
- Bidder's Conference - October 17, 1pm (virtual)
- Deadline to submit questions - October 24, 3pm
- Deadline for posting applications – November 17, 3pm
- Anticipated review period (TBC) – November 24 – December 5
- Anticipated start of grants – January 1, 2026

Opportunities for Commission Involvements

1

General Feedback: We welcome general feedback and input throughout the process - can email OBHPP with feedback or questions

2

Review Committee: We are interested in including a small number of Commission members in our review committee - please email us if this is something you're interested in.

Notes:

- We want to highlight that we must comply with state procurement and COI laws;
- If you are interested in participating in this effort, please let us know via email;
- If you believe that an organization that you are involved with may be interested in submitting a proposal for a grant that will be important for us to know, but there may still be a role for you to play. Let us know, so we can work with you to find that role.

High-Level Procurement Information

Commission Input

OBHPP welcomes Advisory Committee Members input and assistance to help make the proposed procurement successful while maintaining compliance with all applicable procurement laws and regulations.

Confidentiality

OBHPP must ensure that the procurement is fundamentally fair for all potential bidders without any appearance of preference, collusion or other form of unfair advantage for a potential bidder. The procurement “playing field” must be kept level. Advisory Committee Members must not disclose any non-public information about the procurement to anyone outside of OBHPP or the Committee to ensure it does not otherwise get to potential bidders or give any potential bidder an advantage over other bidders in the procurement process .

Review Committee

If any Advisory Committee Member wants to sit on a grant review committee, they will need complete the Department Conflict of Interest process to confirm that that they have no real or potential conflict of interests with any of the bidders that submit grant proposals. The review will be done after grant proposals have been received and before review starts.

Conflict of Interest Law

Advisory Committee Members are reminded that for purpose of the State Conflict of Interest law, they are considered to be Special State Employees and are subject to the State Conflict of Interest Law. M.G. L. c 268A. For more information please see, [the following summary of the published by the State Ethics Commission](#)

Our Upcoming Campaign

Campaign Overview

We are working with marketing agency ASG to design and implement our first statewide behavioral health awareness campaigns in Fall 2025.

Campaign Purpose:

- To promote the importance of behavioral and mental health to overall wellness.
- To reduce the stigma surrounding mental health, contributing to a culture of acceptance and support.
- To increase health equity by focusing campaigns within prioritized communities as identified by the Advancing Health Equity in Massachusetts (AHEM) Initiative. For more information on the AHEM Initiative see Advancing Health Equity in MA | Mass.gov.

Message Focuses:

- Promoting Preventive Behavioral Health Services for members younger than 21 (MassHealth) and up to all the following topics:
- Reducing Stigma
- Reducing Psychological Distress
- Reducing Social Isolation

Campaign Overview – Overarching Concept



Campaign Overview – Multiple Languages



Kisa w ap panse?



Gen kèk jou ki lejè, gen lòt ki pi lou. Estrès, enkyetid, oswa bri lavi a chak jou ka fè w fatige. Kèlkeswa sa w ap pote, ou pa oblije pote l pou kont ou. Yon ti moman pou tcheke tèt ou, yon moman ak yon moun ou renmen, oswa mande èd lè ou pa konnen ki kote pou kòmanse ka ede w rete ak pye w atè, jwenn sipò, epi kenbe kontwòl.

Vizite [Mass.gov/WhatsOnYourMind](https://www.mass.gov/WhatsOnYourMind) pou aprann plis sou kijan pou pran swen byennèt mantal ou, chak jou.



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Campaign Imagery – Variety of Faces and Colors





What's on your mind?

Some days feel light, others feel heavier. Stress, worry, or the constant noise of life can take a toll. Whatever you're holding, you don't have to carry it alone. A simple check-in with yourself, a moment with someone you love, or asking for help when you're not sure where to start can help keep you grounded, supported, and in control.

Visit Mass.gov/WhatsOnYourMind to learn more about caring for your mental well-being, every day.




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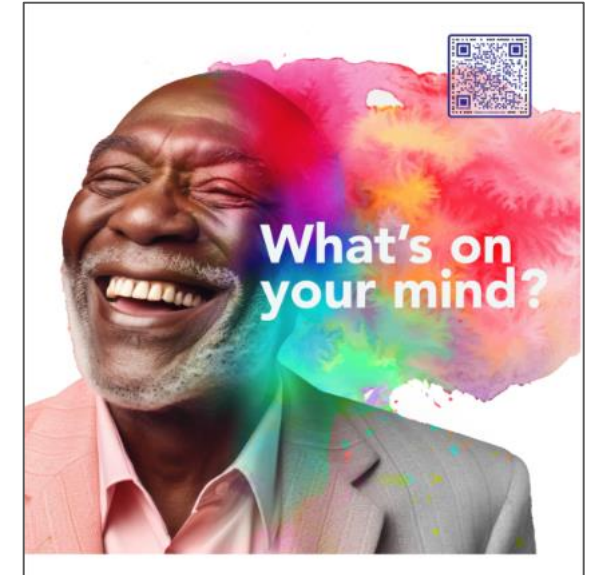
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Campaign Overview – What's on your child's mind?



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Campaign Copy

Psychological Distress

What's on your mind? Some days feel harder than others. Taking a moment for yourself, reaching out to someone you love, or asking for support can help lighten the load. [Learn more about caring for your well-being and mental health screening options at mass.gov/WhatsOnYourMind.](https://mass.gov/WhatsOnYourMind)

Social Isolation

What's on your mind? We all feel alone at times. Reaching out to friends or family, giving back to your community, or connecting with a supportive professional can make a real difference. [Everyone deserves to feel seen, heard, and cared for.](https://mass.gov/WhatsOnYourMind) Learn more about social connection and mental well-being at mass.gov/WhatsOnYourMind.

Stigma Reduction

What's on your mind? [Your mental health is just as important as your physical health, so why is it harder to talk about it?](https://mass.gov/WhatsOnYourMind) Opening up about whatever you're going through can help all of us feel more seen, heard, and supported. Visit mass.gov/WhatsOnYourMind to learn more about mental health, mental illnesses, and why talking about it matters.

What's on your Child's Mind?

What's on your child's mind? Trust your instincts. If something feels off - like changes in mood, energy, sleep, or connection - starting a conversation can help. [Visit mass.gov/WhatsOnYourMind to learn more about supporting your child's well-being, screening options and connections to care.](https://mass.gov/WhatsOnYourMind)

Campaign Media Plan

FALL FLIGHT | 10/20 – 12/7:

Influencer Campaigns

- 3 micro influencers
- 2 posts each: 1 image, 1 video
- Labor included in media spend cost
- Use posts as additional assets throughout campaign

Local Leaders

- 10 local leaders
- Labor included in media spend cost
- Use posts as additional assets throughout campaign

Instagram-focused Meta Ads

- Image-only campaign for first flight
- Promoting influencers and getting early feedback on messaging via advertising

Snapchat Ads

- Image-only campaign for first flight
- Promoting influencers and getting early feedback on messaging via advertising

Transit

- Large-scale multi-touch campaign

Print and Digital

- Running on ethnic print and digital media to reach Russian & Chinese audiences

WINTER FLIGHT | 12/8 – 1/8:

Digital Streaming

- YouTube – Largest streaming site, multi-language content
- Disney+ – Largest media properties, lots of mass-appeal shows, has live sports, interactive creative
- FuboTV – Comparatively large Spanish-language market, focuses on Sports, interactive creative
- Paramount+ – CBS Sports, focus on TV replacement

Terrestrial & Digital Radio

- Working across multiple languages and stations as aligned with CE
- Added Haitian Creole and Vietnamese online stations

Instagram-focused Meta Ads

- Images and videos, cut for IG (tall square)
- Both influencer and produced videos

Snapchat Ads

- Images and videos, cut for Snapchat (vertical)
- Both influencer and produced videos

Transit

- Large-scale multi-touch campaign
- Creative update based on video campaign

Print and Digital

- Running on ethnic print and digital media to reach Russian & Chinese audiences

EXTENSION FLIGHT | 1/2 – 1/28: Revision

Terrestrial & Digital Radio

- Running on four priority stations to extend the flight to priority audiences

Looking Ahead

1

Campaign: You will see our first advertisements online and across the state next month.

2

Data Infrastructure: We have begun identifying relevant MA-wide BHPP data sources with DPH and are building our data infrastructure.

3

Grant Monitoring & Evaluation: We are prepping to align our program reporting and monitoring data so we can evaluate and share insights from OBHPP-funded programs.

Thank you!
