

Office of Behavioral Health Promotion and Prevention

Update for the Community Behavioral Health Promotion and Prevention Commission

February 5, 2026



Agenda

- 1. Campaign Updates – Second Flight Complete!**
- 2. RFA Updates – Review Underway!**
- 3. Looking Ahead – Grant Evaluation & Data Infrastructure**

Campaign Update – Second Flight Complete

Summary

Live from October 2025 through March 2026, the *What's on your mind?* campaign uses a cross-channel approach to reach our general population and caregiver audiences statewide to:

1

To promote psychological wellbeing, reduce stigma and social isolation

2

Build a culture of acceptance and support

3

Advance health equity by focusing on AHEM communities most impacted by health inequities



Activity

Flight	Channel	Dates	Languages	Messages
Flight 1 10/23 - 1/22	Outdoor & Transit	11/8 - 1/15	English, Spanish	Promoting Psychological Wellbeing(General Adult) Promoting Psychological Wellbeing (Youth/College)
	Facebook and Instagram	10/23 - 12/12	English, Spanish, Brazilian Portuguese, Vietnamese, Arabic	
	Snapchat	10/30 - 12/7	English Spanish, Brazilian Portuguese	
Flight 2 12/8 - 1/29	Outdoor & Transit	12/5 - 1/5	English, Spanish	Promoting Psychological Wellbeing (Youth/College) Social Isolation Stigma
	Facebook and Instagram	12/12 - 1/12	English, Spanish, Brazilian Portuguese, Vietnamese, Arabic	
	Snapchat	12/12 - 1/12	English Spanish, Brazilian Portuguese	

Social media and radio flight focusing on Social Isolation and Stigma to run February - March 2026.

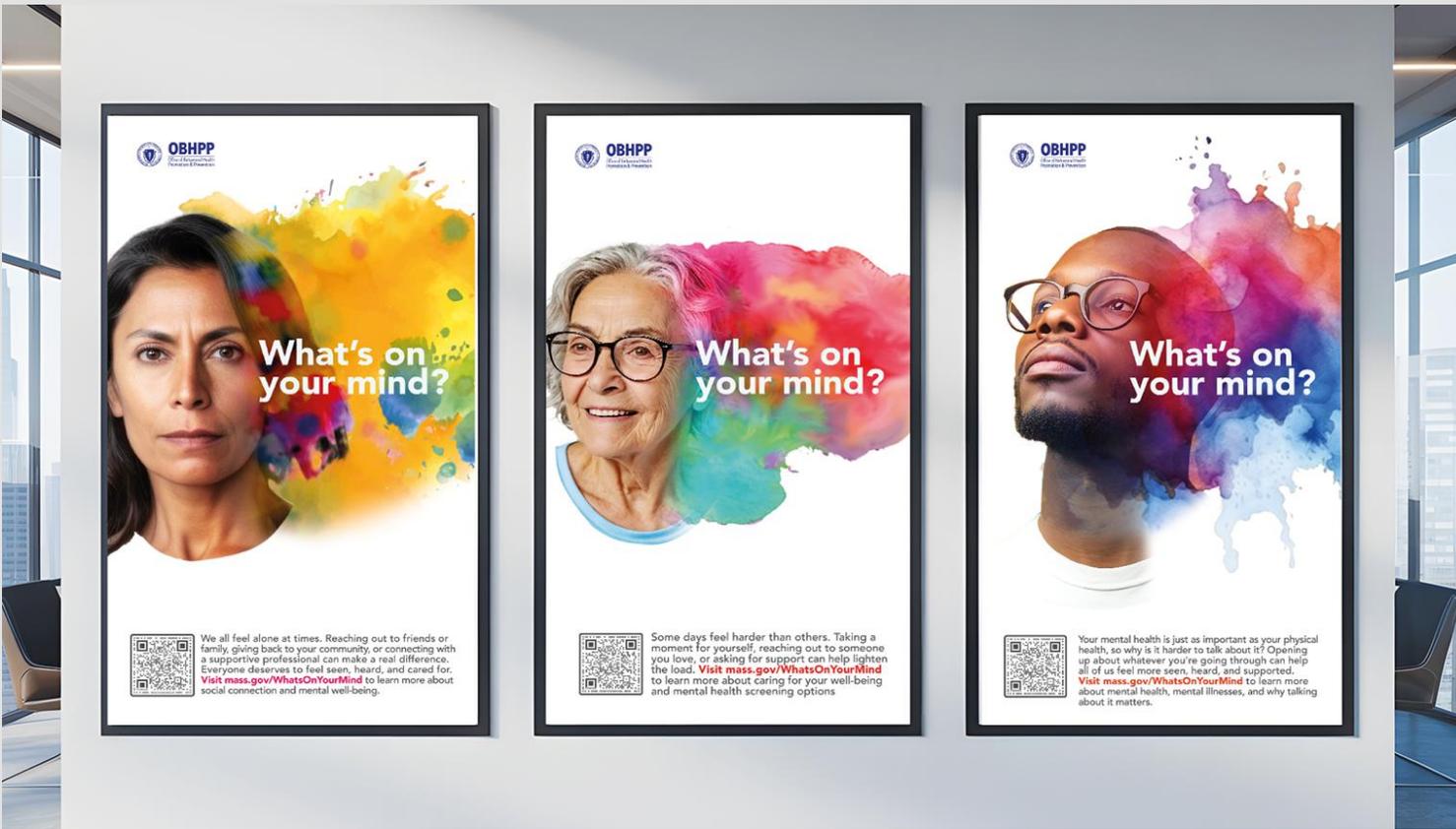
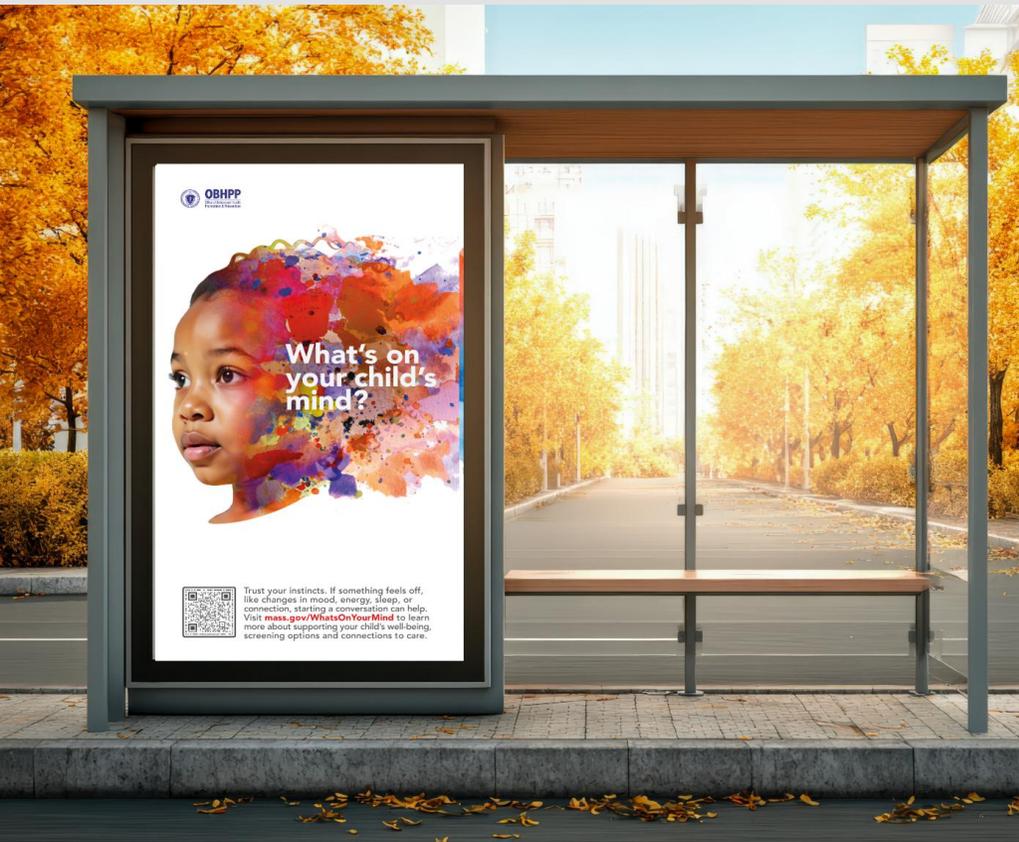
Campaign Messages

Promoting Psychological Wellbeing (Youth)

Stigma Reduction (General Adult)

Social Isolation (General Adult)

Promoting Psychological Wellbeing (General Adult)



Community Engagement Activities

4 methods of community engagement,
with an estimated reach of over

65,000 people statewide



**Initial campaign feedback
from 7 community
organizations**



**In-person outreach and
materials distribution at hubs
in all 26 gateway cities**



**6 community organization
partnerships to spread the
campaign message**



**10 events across communities
with over 4.5K campaign
materials distributed**

Paid Media Overview



154 advertising assets



Across **22** outlets



in **5** marketing channels



and **7** different languages

Languages include:
English, Spanish, Brazilian Portuguese, Vietnamese, Arabic, Haitian Creole, Simplified Chinese



Paid Media Overview

2,582

digital & broadcast
radio spots

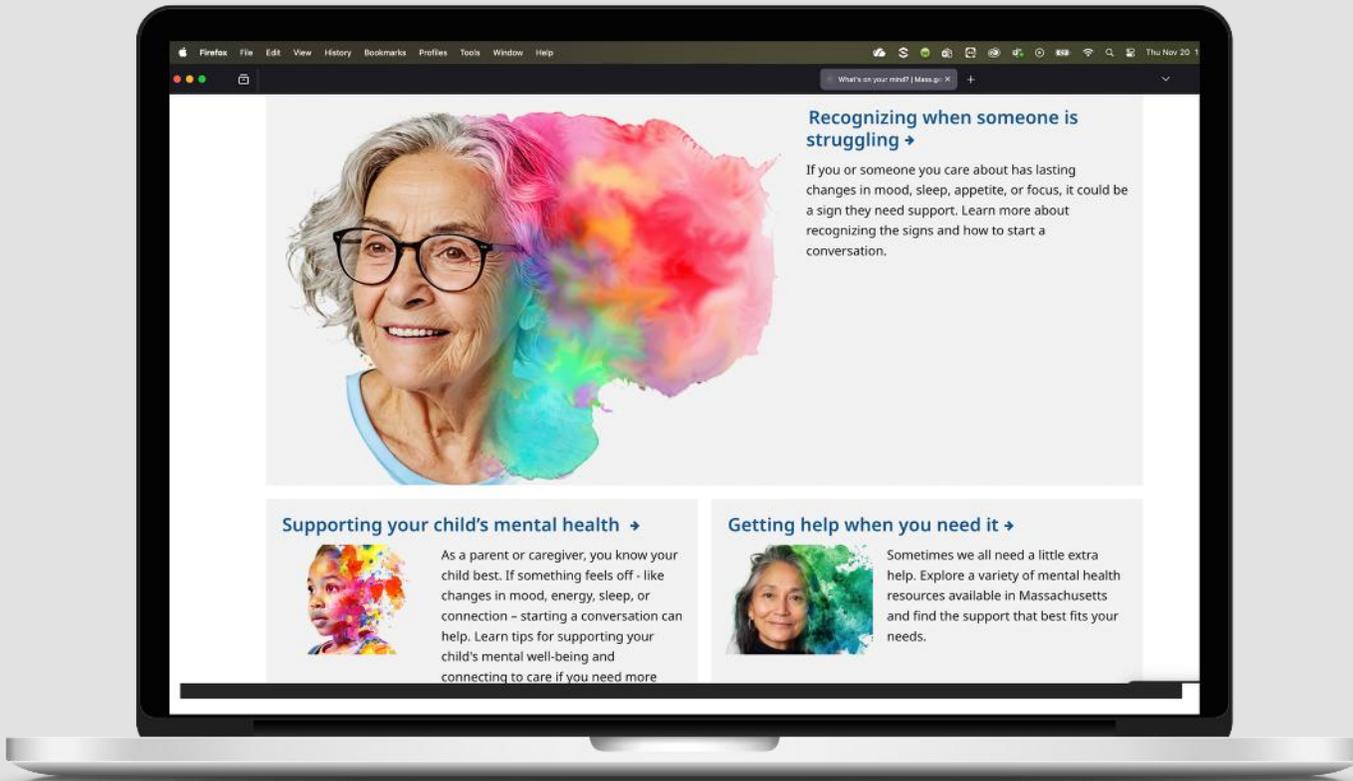


Languages include English, Spanish,
Brazilian Portuguese, Vietnamese, Arabic,
Haitian Creole, Simplified Chinese



642 billboards & transit
ad placements

Paid Media Data Points to Date



Digital streaming: "Stigma Reduction"

5,908,666

social media image and video impressions, leading to

33,541 clicks to site

2,721,710

OTT streaming video impressions

Campaign Geographic Reach

OBHPP Geographic Campaign Focus

Community Engagement Locations

Terrestrial Radio Broadcast Areas

Outfront/MBTA Bus Routes

Outfront/MBTA Commuter Rail Stations

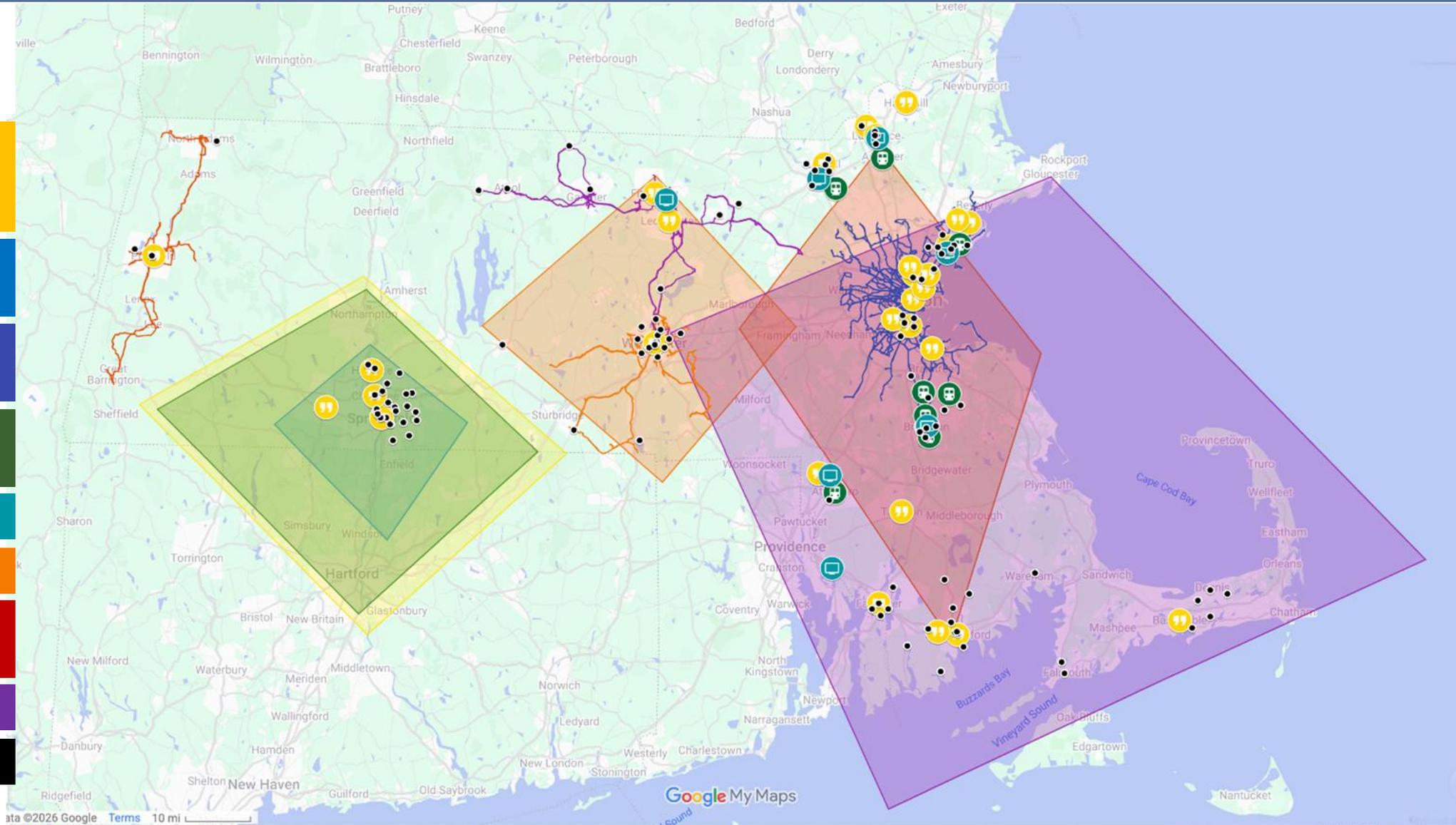
Outfront Billboards

WRTA Bus Routes

GoGraphix/BRTA Bus Routes

MART Bus Routes

AHEM Zip Codes



What the Community Is Saying

“

**This is such
important work,**

I didn't know Massachusetts
was doing this!”



“

The sun going
down at 4 p.m.
is really hard
for me...

**I'm glad people
like you are doing
this work.”**

What the Community Is Saying

“

**I like that you used
different men of color**

in your campaign; they're often left out of the conversation, but they are one of the most impacted groups.”



“

**The visuals are
a ‘huge step up’**

from typical mental
health media”



What the Community Is Saying



Because of your sponsorship at our [Market on Brussels] Holiday Market,

it saved someone's life.

One of our customers said they were in a dark place. They said they saw your card. It had pretty colors on it so they read it. After going to your website while doomscrolling one night, they decided to check into a hospital instead of Google “how to kill yourself”. They were inpatient over Christmas, but they are better now with medication and therapy. They said it still isn't easy, but they actually want to be alive now.

Thank you for being there!!”

RFA Update – Applications Review

RFA Overview – Quick Refresh

Grant Opportunity

- OBHPP has launched a new multi-year grant opportunity to award ~\$3M annually in grants (as funding is available).
 - Grant funding will support CBOs statewide to develop new, or expand existing, programs across key focus areas.
- Grant funding is structured across 3 Tiers ranging from \$150,000 – 350,000/year.

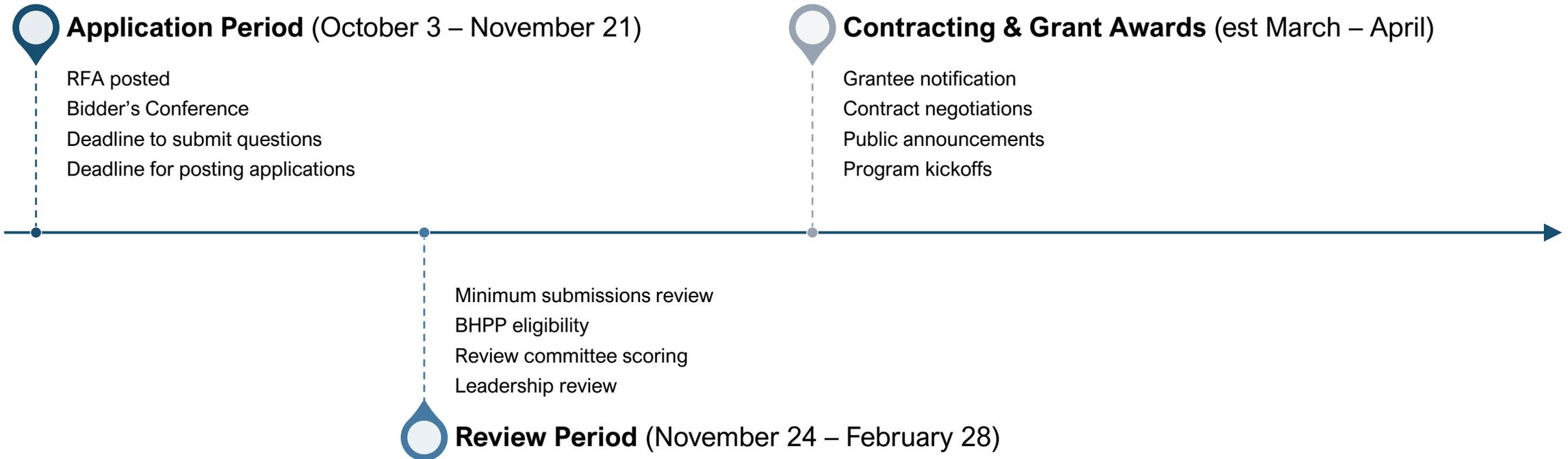
Projects must address 1 or 2 of the following Priority Areas:

- 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/structural barriers to wellbeing.
- Additional preference: AHEM communities and partnerships between large and small organizations.

RFA Timeline



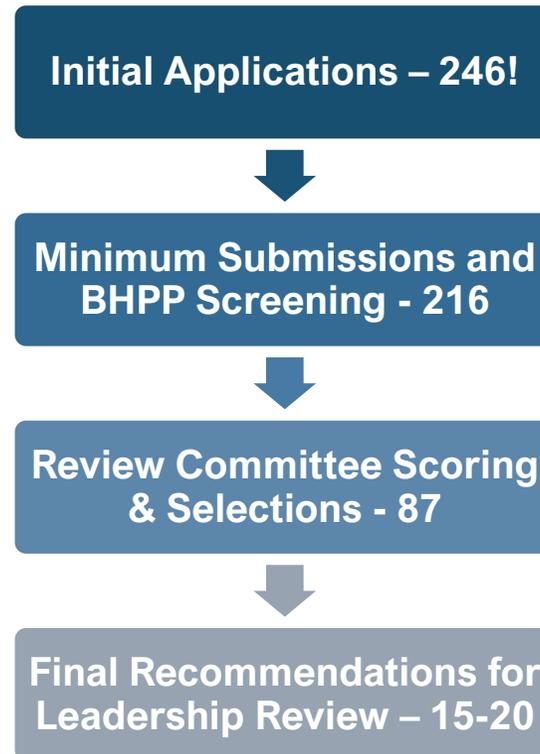
Summary of Review Process

Internal Review Process – Preparing for Review

- We received a record number of bids – **246!**
- We have completed all internal review steps and are in final deliberation stages between Dr. Funmi Aguocho (awarding authority), and EHS.

Review Committees

- Our Review Committees were made up of 36 members from across DPH, DMH, EOVS, and the Commission
 - *Special thanks to our Commission members who volunteered for this role – Thank you!*
- We also had 6 notetaker volunteers and 7 Review Committee members who agreed to help Chair a subset of review meetings.



Application Summary – Rough Counts

	Location	Focus Area
Tier A	Western - 15 Central - 15 Northeast - 18 Southeast - 15 Metro Boston - 32	Social isolation / loneliness- 8 Family stress / caregiver - 7 Infant/early childhood/maternal - 5 Immigrant populations - 7 Youth early intervention - 11 Family / intimate partner violence – 0* Population-wide skill building / education - 19
Tier B	Western - 23 Central - 24 Northeast - 32 Southeast - 23 Metro Boston - 31	Social isolation / loneliness- 22 Family stress / caregiver - 27 Infant/early childhood/maternal - 12 Immigrant populations -13 Youth early intervention - 15 Family / intimate partner violence -- 6 Population-wide skill building / education - 7
Tier C	Western - 18 Central - 17 Northeast - 15 Southeast - 26 Metro Boston - 34	Social isolation / loneliness- 20 Family stress / caregiver - 12 Infant/early childhood/maternal - 5 Immigrant populations - 8 Youth early intervention - 19 Family / intimate partner violence - 11 Population-wide skill building / education - 5

*while the main focus was not on DV or IPV, many programs discussed trauma or exposure to violence in family or immigrant focused programs

Looking Ahead

Looking Ahead

- 1 Awarding Grants:** We will be beginning contract negotiations and awarding our first grants in March-April 2026.
- 2 Grant Evaluation & Monitoring:** We are building out our framework for monitoring and evaluation to consolidate data across key focus areas, track progress, and demonstrate impact.
- 3 Data Infrastructure:** We have identified relevant MA-wide BHPP data sources with DPH and are building our data infrastructure. We will build grant monitoring data into this as grant programs unfold.

Thank you!
