
Enhancing Community Awareness: Behavioral Health Services (BHS) Communication and Outreach Strategies

MHSA Steering Committee Presentation

February 20, 2025

Jane Ann Zakhary

BHS Division Manager
New Initiatives, Planning and
Outcomes

Andrea Crook

BHS Health Program Manager
MHSA

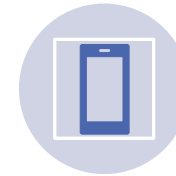
Communication and Outreach Strategies



Traditional Media



Communication Team



Digital Media



Role of Boards and
Committees



Community
Partnerships



Culturally Responsive
Outreach



Access & Navigation



Sample Marketing
Material

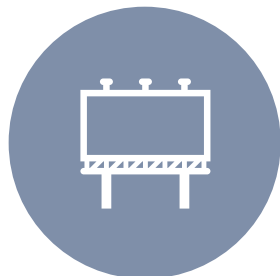
Traditional Media



Newspaper Ads



Radio and Television PSAs



Print Media (billboards, buses
etc. throughout the county)

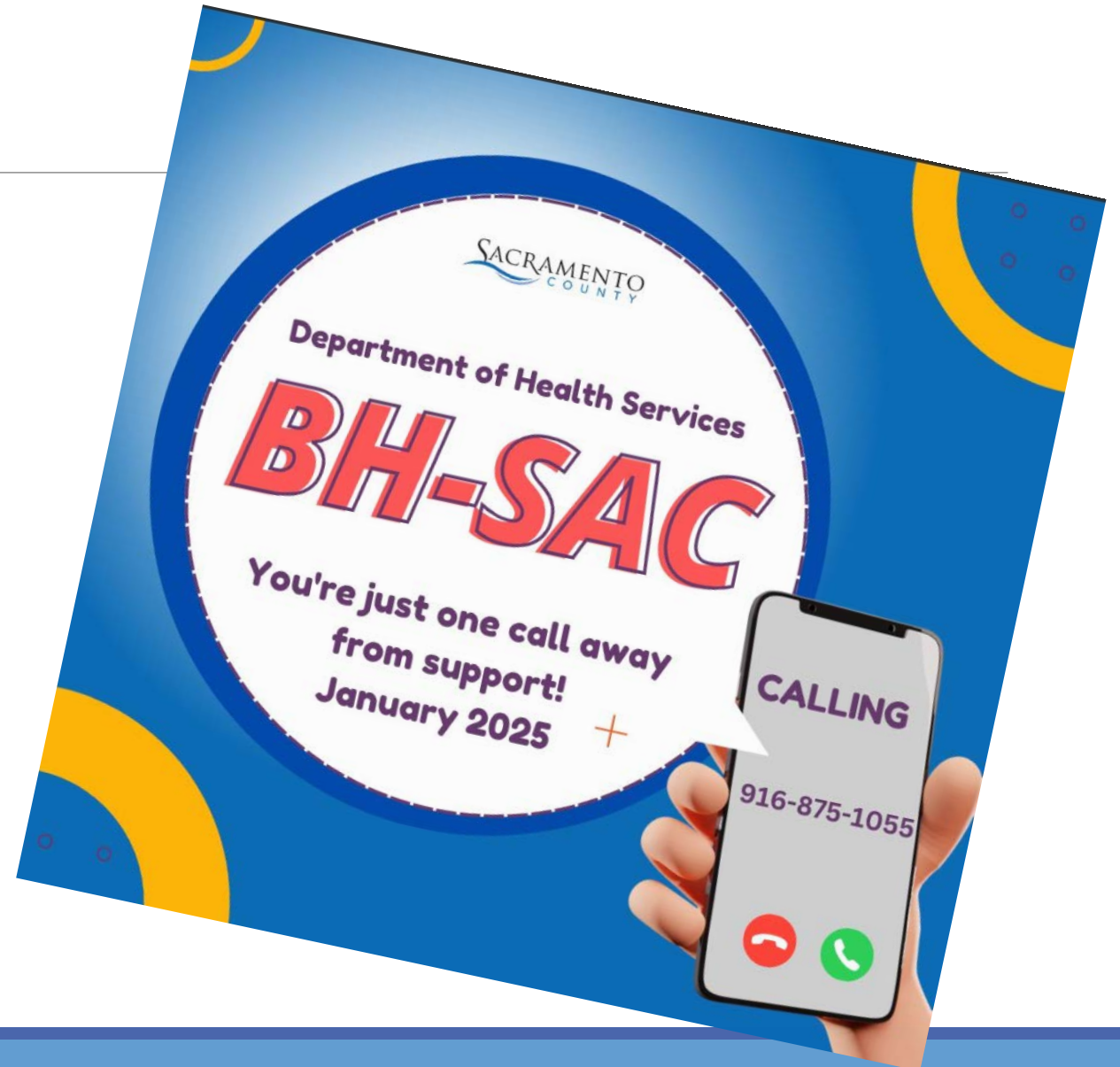


Flyers and brochures distributed
in strategic locations (e.g.
libraries, community centers,
schools, provider sites)

SACRAMENTO COUNTY

DEPARTMENT OF HEALTH SERVICES

Behavioral Health



Social Media – Facebook, X (twitter) and Instagram



Billboards

**NEED HELP?
CALL 988.**

**THE COMMUNITY WELLNESS RESPONSE TEAM
IS HERE TO HELP YOU IN YOUR CRISIS 24/7!**



CARE ACT

STARTS DECEMBER 1

 CARE-ACT.ORG



*You're just one call away
from mental health
and substance use
treatment support!*



Community Assistance Recovery and Empowerment (CARE) Court

A rectangular card with a light beige background and a dark green border. At the top left is the Sacramento County logo. The text describes the CARE Court program, its voluntary nature, and its launch date. At the bottom is a black button with the website "care-act.org" in white. A small black circle with a white 'x' is in the top right corner.

SACRAMENTO COUNTY

CARE Court is a state-funded program which helps people with untreated schizophrenia or other associated psychotic disorders receive treatment and services for their recovery and well-being. Participants can receive many kinds of support, such as counseling, medication, housing options, social services, and more.

The program is strictly voluntary. Eligible individuals are not required to participate and can opt out of various services at any time.

The program will launch in Sacramento County Dec. 1, 2024

care-act.org

SACCOUNTY NEWS

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PHOTO / VIDEO ▾

Watt Ave Safe Stay Community Campus Breaks Ground

📅 1/23/2025

📍 Homelessness



SACCOUNTY
NEWS

County Conversations: Sac County Podcast

SAC COUNTY NEWS

MORE NEWS ▾

EVENTS ▾

PHOTO / VIDEO ▾

County Podcast Features Behavioral Health Director

📅 11/14/2024

📍 Health & Social Services



**Sacramento County
Podcast with
Behavioral Health
Director**





CBS News: Sacramento County Helped Hundreds off the Streets in the first half of 2024

KCRA 3: BHS Partnering with Local News Outlets

New site opens near downtown Sacramento with services for unhoused people

Share



Updated: 6:25 PM PDT Oct 5,

Infinite Scroll Enabled



Lysée Mitri   

Investigative Reporter



DR. RYAN QUIST

SACRAMENTO COUNTY BEHAVIORAL HEALTH DIRECTOR



KCRA

County of Sacramento
1.79K subscribers

Subscribe Crisis Support Team

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7:10 / 7:21

CC YouTube

Learn About the Sacramento County Mobile Crisis Support Team

YouTube | County of Sacramento | 703 views | Oct 5, 2022

YouTube: Learn About the Sacramento County Mobile Crisis Support Team



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Sacramento County funds 88 new units of permanent housing for those at risk of homelessness

 [Gerardo Zavala](#)

Wednesday, February 19, 2025 | Sacramento, CA





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HOME SOLVING SACRAMENTO HOUSING

Sacramento County behavioral health manager Sheri Green on bridging the housing gap



Sheri Green is a division manager for Sacramento County Behavioral Health Services. (Photo by Fred Greaves)

BY: SN&R STAFF OCTOBER 16, 2023

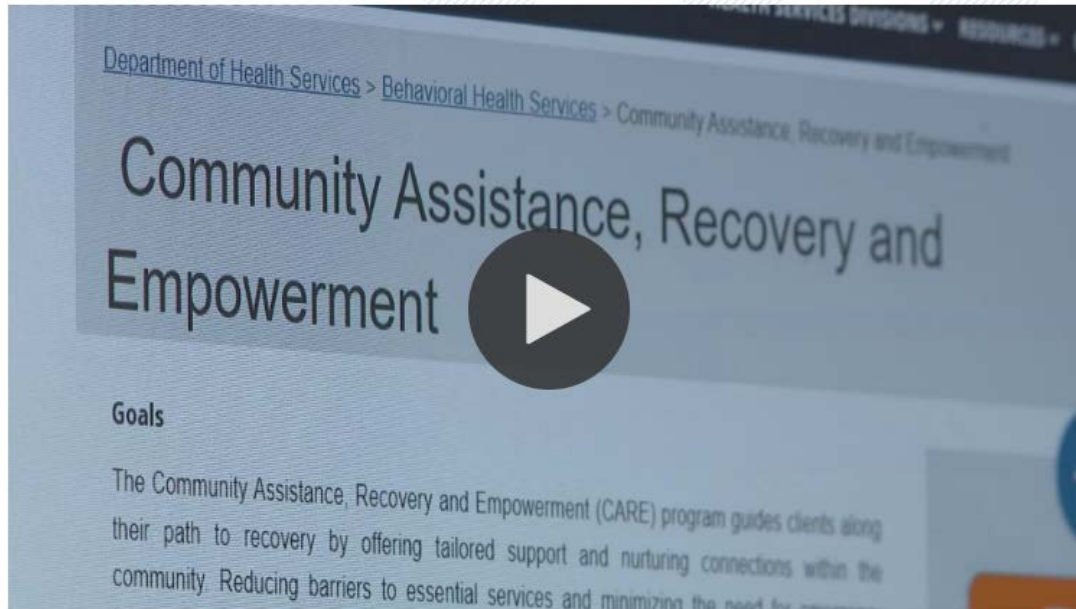
By **Seth Sandronsky**

Sacramento News and Review: Bridging the Housing Gap



Inside Sacramento County Care Court: The first few months in review

Sacramento's Care Court, aimed at aiding mental health treatment, received 8 petitions in its first month.



Author: Devin Trubey
Published: 5:43 PM PST January 20, 2025



ABC 10: Community Assistance Recovery and Empowerment (CARE) Court

Culturally Responsive Outreach

Strategies for reaching diverse communities, considering language, cultural norms, and preferred communication channels.

Translation of materials and interpretation services.

Community outreach workers who are representative of the target populations.


Sacramento Observer's Special Print Edition of Black Men's Wellness

988
SUICIDE
& CRISIS
LIFELINE

If you or someone
you know is
experiencing a
mental health or
substance use
crisis, call or text
988.

SACRAMENTO COUNTY

Sacramento County's **Community Wellness Response Team** provides immediate, confidential, and compassionate in-person response. To learn more visit 988Sacramento.org



Sacramento Observer Special Print Edition of Black Men's Wellness Cont.



SACRAMENTO COUNTY

**SACRAMENTO COUNTY
BEHAVIORAL HEALTH
IS HIRING!**

SCAN TO APPLY ONLINE!





Community Partnerships

- ❖ Collaborating with Community-Based Organizations (CBOs) and at community events and health fairs to reach specific populations
- ❖ Partnering with schools, system partners, healthcare providers, and other agencies to disseminate information
- ❖ Partnering across County Departments, including Department of Human Assistance, Department of Child, Family and Adult Services, Department of Homeless Services and Housing
- ❖ Partnerships with local sports teams

Hey Neighbor Campaign

- *Hey Neighbor* is a partnership with CalMHSa through our PEI Statewide Projects work
- *Hey Neighbor* promotes **behavioral health services** and **employment opportunities** with behavioral health services
- Partnerships with Sacramento Kings, Sacramento Republic FC and Sacramento River Cats



“Mental Illness: It’s not always what you think” Project:

- ❖ **Television Ads:** Television advertisements supporting the campaign messages and branding ran at various times on numerous stations. In total: 439 TV spots ran.
- ❖ **Print Ads:** Print advertising ran in nine local publications Overall, 25 print ads or editorials ran in these publications, featuring real stories, often translated in-language, that shared real experiences and tips.
- ❖ **Online and Mobile Ads:** Digital and mobile advertisements supporting the campaign. Overall, online and mobile ads garnered 21,445,330 impressions (up from 16,250,236 impressions in the previous fiscal year).
- ❖ **Social Media and Microsite:** To support the project’s stakeholder and media outreach efforts and engage with key audiences, the team continually updated the www.StopStigmaSacramento.org microsite, as well as Instagram, Facebook, and Twitter/X pages.





“Mental Illness: It’s not always what you think” Project

“Mental Illness: It’s not always what you think” Project:

The following is a list of the most active stakeholders this past year.

These stakeholders partnered with the project on events and provided valuable feedback and support for media interviews, blogs and social media activations:

- Gender Health Center
- Sacramento Native American Health Center
- Sacramento County Office of Education
- Higher Hope Christian Church
- La Familia Counseling Center
- Afghan Resource Center
- Slavic Assistance Center
- Russian Information & Support Services
- Refugee Enrichment & Development Association (REDA)
- The Adult and Aging Commission
- A Community of Caring Senior Services

Questions?