

Office of Behavioral Health Promotion and Prevention

Presenters

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Agenda

- 1. Overview of OBHPP**
- 2. Campaign Highlights**
- 3. Other Initiatives –Our RFA for Community Behavioral Health Promotion and Prevention Grants**

Overview of the Office of Behavioral Health Promotion & Prevention

Establishment of the Office

OBHPP is a newly established Office within the Massachusetts Department of Mental Health (DMH) under the Executive Office of Health and Human Services (EOHHS). OBHPP works in partnership with the Community Behavioral Health Promotion and Prevention Commission and is dedicated to creating and supporting positive population-level impacts via upstream behavioral health promotion and prevention initiatives.

Legislative Mandate

OBHPP has been tasked with the coordination of all executive office, state agency, independent agency, and state commission activities that promote behavioral health and wellness.



Interagency Work

The office is responsible for setting internal goals for the promotion of programming for behavioral health and substance use conditions, integrating health equity principles, and applying a health equity framework to all its duties and obligations.



Evaluation & Reporting

The office is required to evaluate the effectiveness of initiatives and report annually on its progress and the Commonwealth's overall progress in 1) promoting behavioral health, 2) preventing substance use, 3) prevention of violence, and 4) using quantifiable measures and comparative benchmarks.

Mission, Vision & Health Equity Statement

Mission

Our mission is to promote behavioral health and wellness among the Commonwealth's residents. We are committed to statewide coordination and implementation of innovative, evidence-informed, data-driven, and trauma-informed strategies to advance the promotion of behavioral health and the prevention of mental health conditions, including substance use disorders; we aim to eliminate stigma, racial discrimination, and social inequities to strengthen the Commonwealth's residents' overall quality of life.

Vision

Our vision is a thriving and resilient Commonwealth where behavioral health promotion and prevention are fully integrated into every aspect of community well-being, fostering a culture of health equity and empowerment where all can engage fully in life.

Health Equity Statement

We are committed to ensuring fair and just pathways for behavioral health promotion and prevention initiatives for all, centering those with historically marginalized identities, including people who identify as Black, Indigenous, and people of color (BIPOC), people with disabilities, people who are incarcerated, veterans, LGBTQ+, and non-English speaking individuals. We prioritize accessibility, timeliness, affordability, cultural sensitivity, high-quality initiatives, and eliminating inequities through community engagement, trauma-informed initiatives, and data-driven approaches. We advocate for policies that support behavioral health equity for all.

Objectives for Social Impact

Core Values

Collaboration | Equity | Innovation | Competence | Resilience | Accountability

Mission Outcomes

Resilient & Responsive Commonwealth

Healthy and Safe Communities

Improve Individual Well-Being

Objectives for Social Impact

- **Improve Mental Health Wellbeing**
- **Reduce Stigma and Discrimination**
- **Advance Behavioral Health Equity**
- **Prevent Suicide**
- **Prevent Violence**
- **Prevent Substance Use Disorders**
- **Promote Positive Childhood & Youth Experiences**

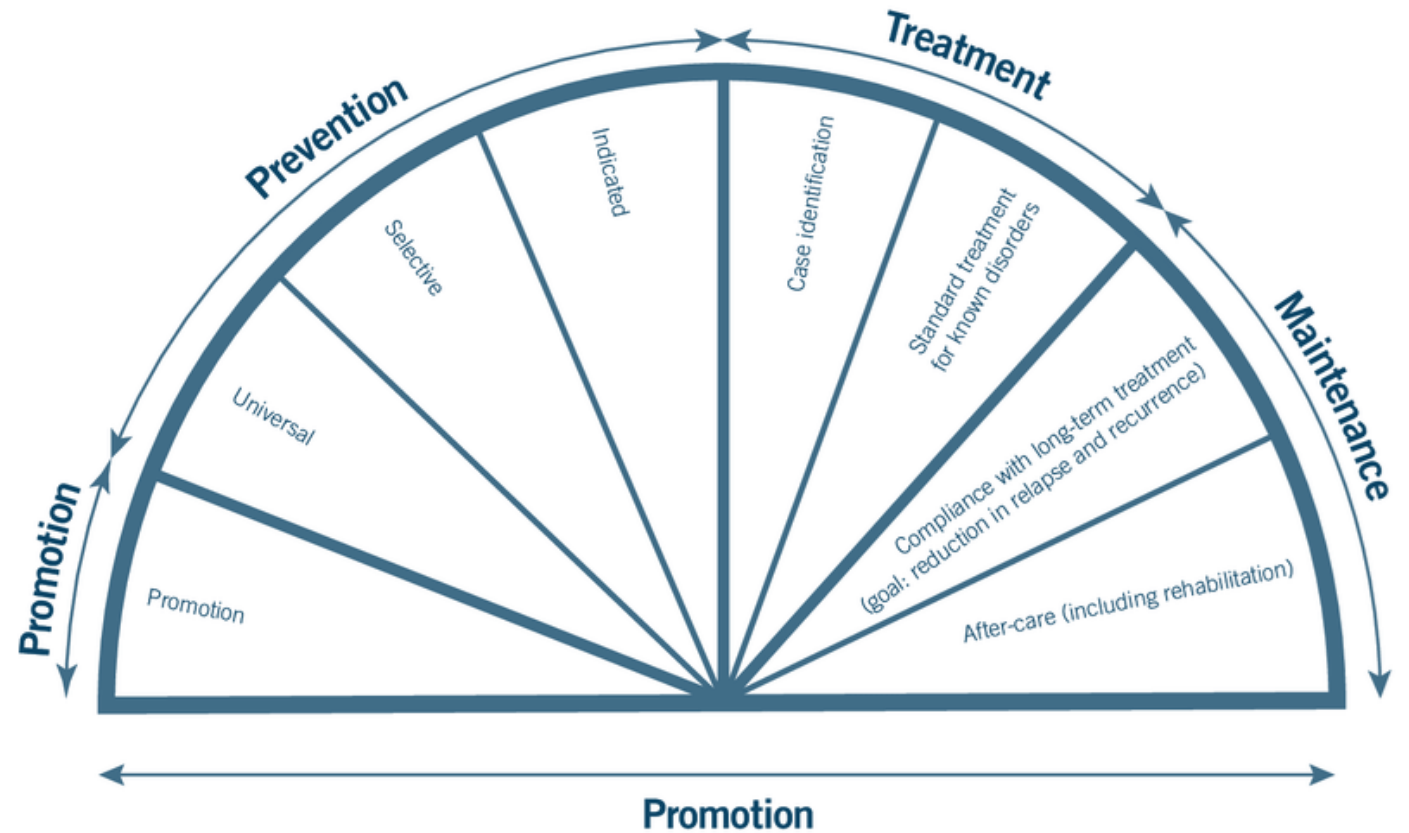
Defining Behavioral Health Promotion & Prevention

Promotion

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.

Prevention

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.

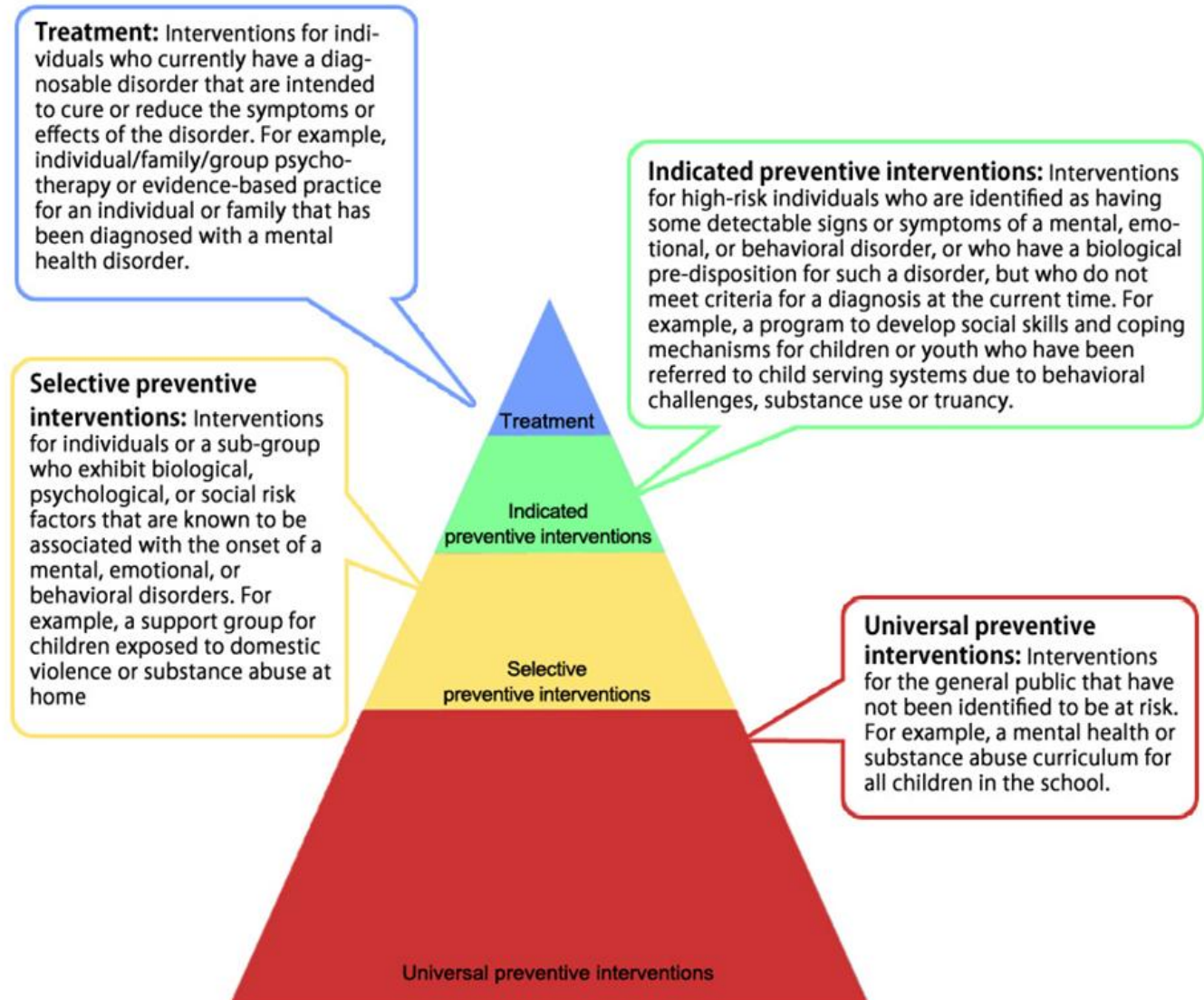


Multi-Level Approach to Behavioral Health Prevention

Behavioral Health Intervention Continuum

There are also multiple levels within prevention interventions (see figure).

OBHPP follows this tiered approach with a specific focus on **promotion** efforts and upstream prevention that targets **universal**, **selective**, and **indicated** prevention interventions.



OBHPP's Data Driven Approach

In its first year of operations, OBHPP led a statewide assessment to explore current behavioral health promotion and prevention initiatives. This environmental scan used a three-pronged approach to identify gaps across activities and uncover opportunities for collaboration. This included 3 data collection efforts:

Landscape Analysis

A comprehensive landscape analysis of current state agency programs, initiatives, and funding related to behavioral health promotion and prevention, included key informant interviews with **12 government agencies and departments**, highlighting gaps and duplication across state agencies.

Request for Information

A public RFI generated **51 responses** from behavioral health providers, community-based organizations, peer networks, advocates, and individuals from across the Commonwealth. The RFI asked respondents to reflect on current prevention efforts, challenges in accessing public funding, community strengths, evaluation needs, and collaboration opportunities.

Community Engagement Sessions

5 community listening sessions representing youth, parents and caregivers, immigrant community leaders, peer support workers, and grassroots organizations explored the same five thematic areas as the RFI.

Applying Learnings Moving Forward

Many BHPP areas that are underfunded and/or underrepresented in state-wide initiatives. These included:

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

Many organizations, particularly small, community-based, and culturally specific providers, reported capacity challenges that limit their ability to collect data, evaluate programs, and meet traditional reporting requirements.

Recommendations for OBHPP FY26-28:

- Prioritize these areas in grant programs, funding new BHPP programs that fill existing gaps;
- Fund diverse initiatives across the lifespan - community, family, and school-based programs.
- Embed technical assistance into OBHPP grant programs by providing training, shared measurement tools, and evaluation planning support for grantees.

Campaign Highlights

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



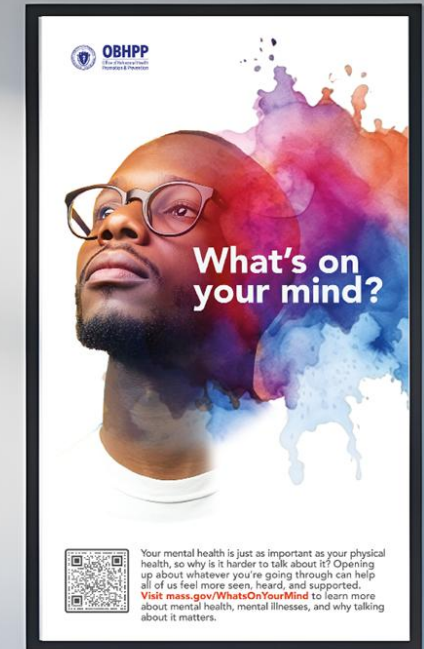
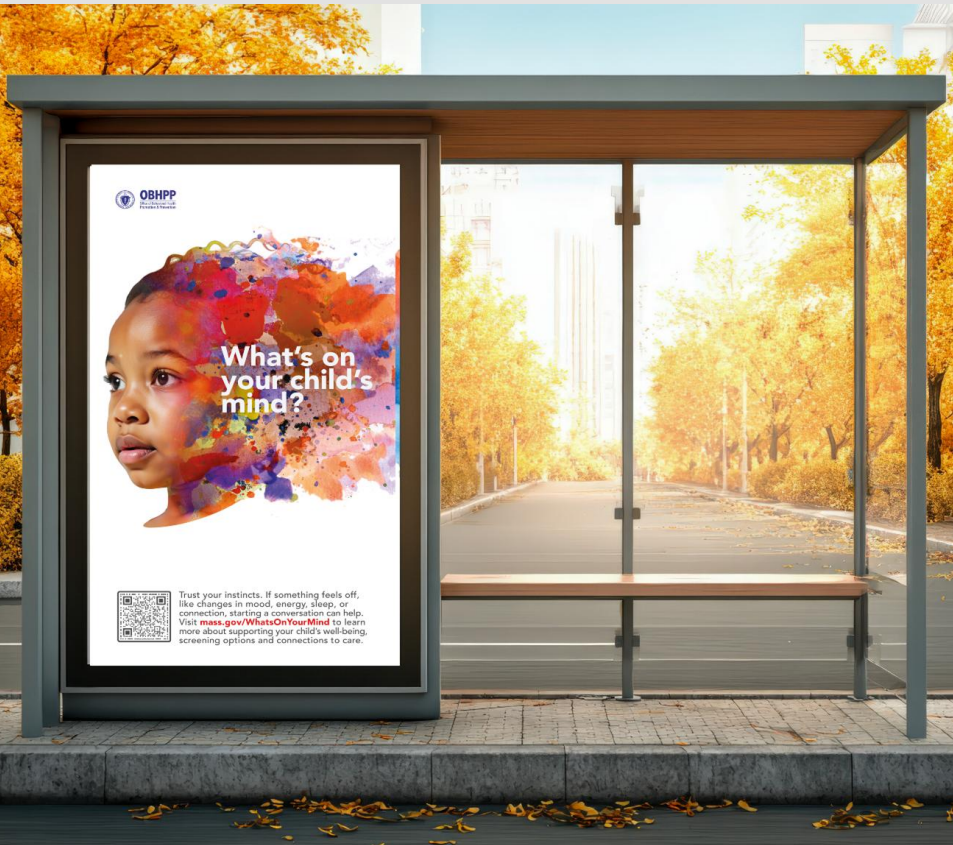
Campaign Messages

Promoting Psychological Wellbeing (Youth)

Stigma Reduction (General Adult)

Social Isolation (General Adult)

Promoting Psychological Wellbeing (General Adult)



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.

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

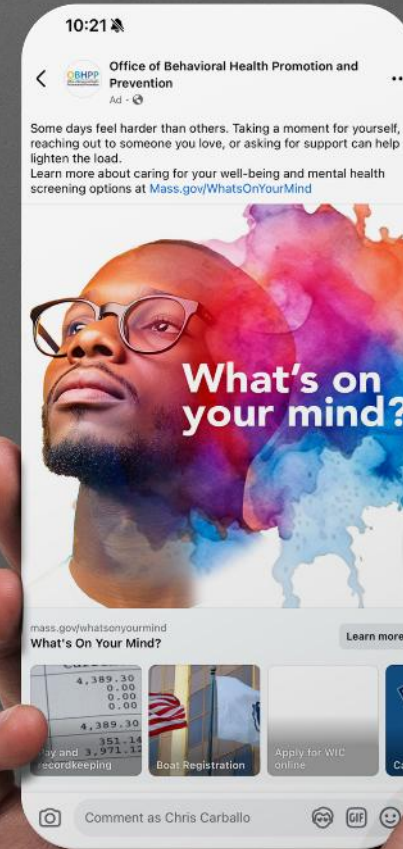


in **5** marketing channels



and **7** different languages

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



Paid Media Overview

3,152
digital & broadcast
radio spots

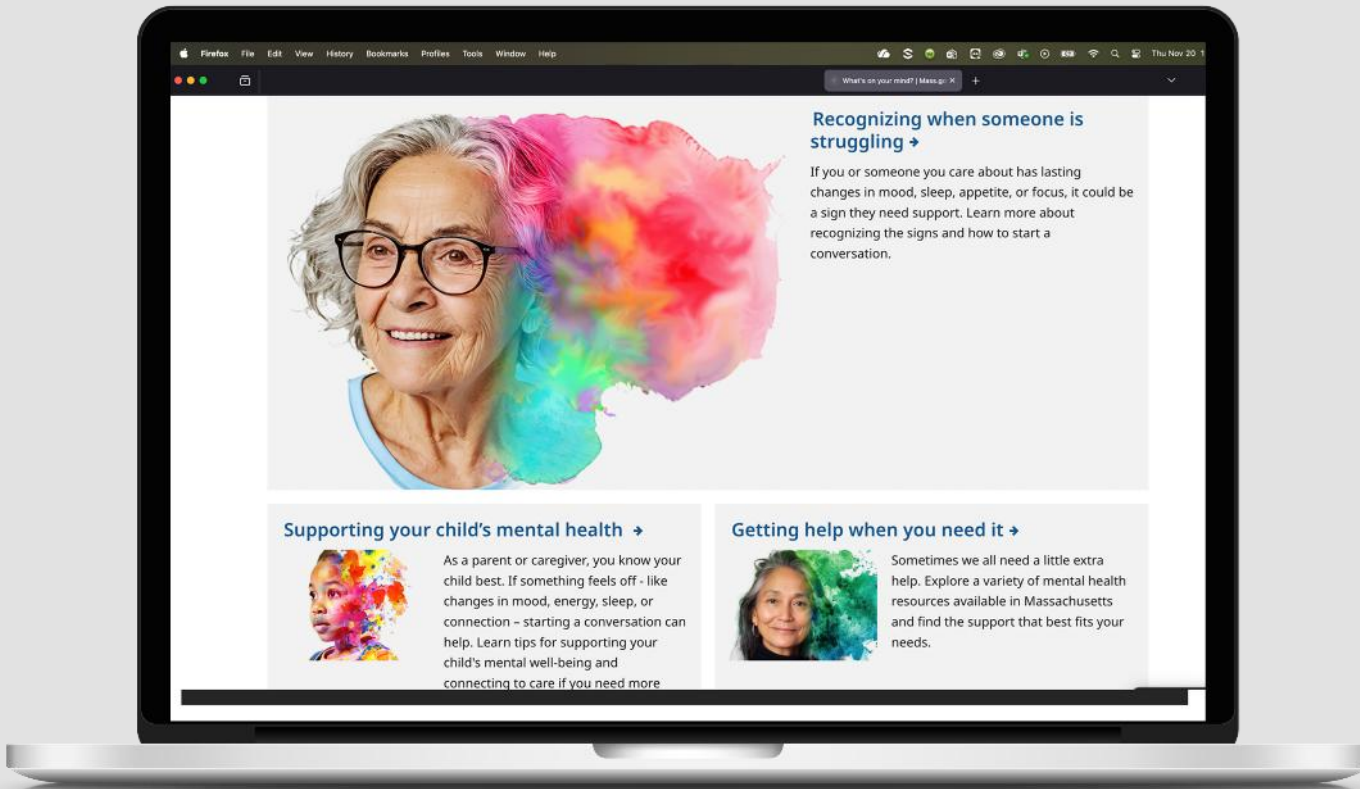


Languages include English, Spanish, Brazilian Portuguese, Vietnamese, Arabic, Haitian Creole, Simplified Chinese



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

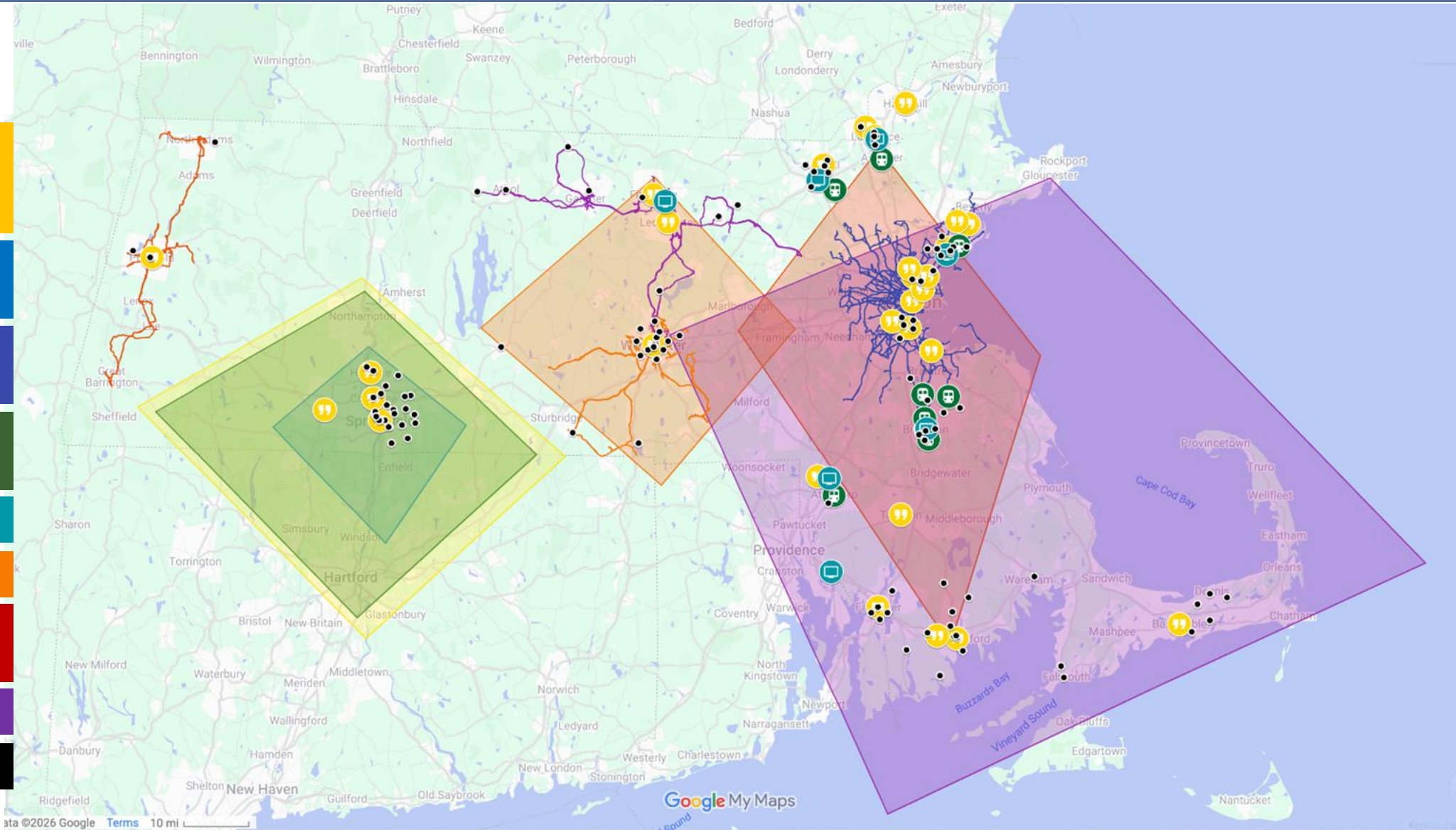
Outfront Billboards

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!!”

Other Initiatives – OBHPP's RFA

RFA Overview

Grant Opportunity

- OBHPP launched a new multi-year grant opportunity to award ~\$4.5M 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.

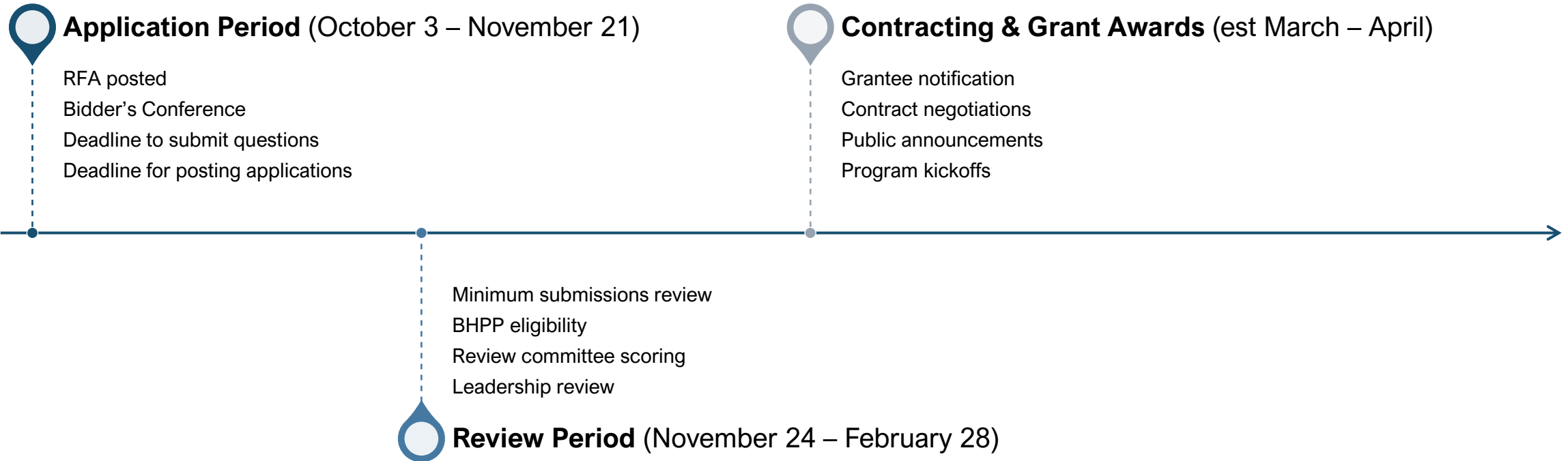
Projects must address 1 or 2 of the following Priority Areas:

- 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



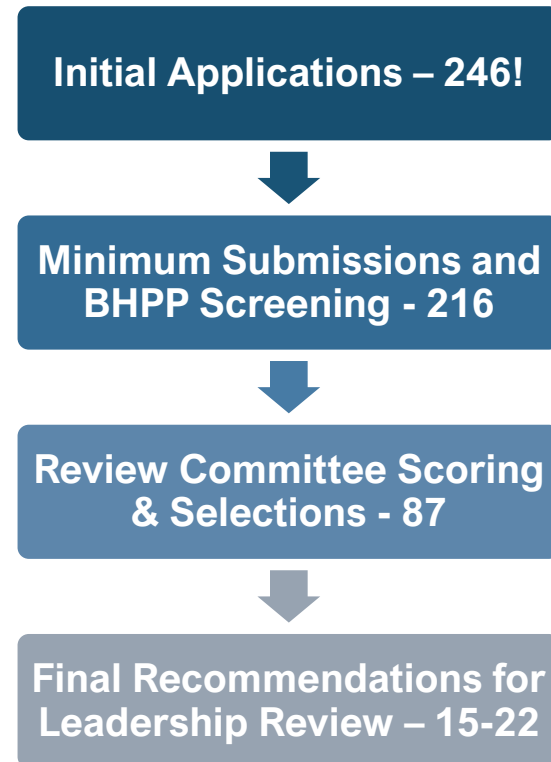
Summary of Review Process

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), DMH and EHS.

Review Committees

- Our Review Committees were made up of 36 members from across DPH, DMH, EOVS, and the Community Behavioral Health Promotion and Prevention Commission



Thank you!
