



Communications Update

Past, Present and Future



WELLNESS • RECOVERY • RESILIENCE

Past

- Radio: Free Your Mind Projects
 - Radio Show -- 15 minute segment
 - Mental Health Moments -- 30 and 60 seconds
 - San Francisco, Los Angeles, Sacramento, Fresno, Bakersfield, and San Diego
- Prop 63 website



Prop 63 Logo



WELLNESS • RECOVERY • RESILIENCE

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MHSOAC Logo



Mental Health Services
Oversight & Accountability Commission

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Past (Cont.)

- Social media: Facebook and Twitter
- News & Review: Two inserts; 2nd insert in English and Spanish
 - “Mental Illness: It Affects Everyone” – January 2013
 - “Hope on the Horizon” – November 2013
- Interstitials on PBS
 - Mental Health Moments – 60 seconds



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Mental Health Moment



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Past (Cont.)

- Crossings TV (PSAs and half hour show)
- Art With Impact (colleges, high schools, theaters)
- Mariel Hemingway -- May Mental Health Month 2013 (LA & Sac)
- Documentary: PEI -- May Mental Health Month 2014 (DVDs/link, ratings)
 - 407,000 views: 22,000 watched the show; 385,000 watched promos leading up to it
 - USF
 - California Channel (Emmy)



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Past (Cont.)

- Op Eds
- Editorial Board
- Phone App
- Press Clippings for Legislators (bi-monthly)



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Present

- Documentary
 - Spanish version & shorter segments for websites, outreach and community forums
- Radio Campaign in Central Valley
 - Education/awareness & anti-stigma
- Evaluation Fact Sheets
- Art With Impact
- Crossings TV



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Daniel Skaya
CROSSINGS TV

Jinky Dolar
CROSSINGS TV



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Cary McQueen

ART WITH IMPACT

- Founder of Art With Impact



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Future

- Continue efforts to convey the work of Prop 63 and the Commission
- Film (Art With Impact)
- TV (Documentary, Crossings)
- Radio (Message spots)
- Print (Op Eds, News & Review)
- Resource Center
- Developing a statewide media plan to disseminate evaluation data



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