Grant Announcement PR Toolkit

**Overview**

This toolkit for state association executives provides template communications materials to promote your member clinics that have just been awarded Certified Community Behavioral Health Clinic (CCBHC) grants from the Substance Abuse and Mental Health Services Administration (SAMHSA). Earned media and social media have proven effective at raising policymakers’ awareness of the CCBHC program and increasing support for sustainability efforts at the state and federal level – and, of course, they are a great way to celebrate your members! Please feel free to use all or any of these resources as you see fit. We ask that if you plan to send a press release, pitch local media or post on social media, let us know so we can help coordinate and cross-promote to amplify your impact. We’re also happy to assist you curate a list of local news outlets or troubleshoot any social media challenges.

To coordinate, please reach out to:

**Connor McKay****, Senior Manager, Communications and PR**

**Brett Beckerson****, Director, Public Policy and Advocacy**

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# Template Press Release

FOR IMMEDIATE RELEASE

[date]

**Contact**

[contact]

[email]

[phone]

[insert state org logo ]



**[State] Receives Grants to Support Expanded Mental Health and Substance Use Treatment Services**

*Federal grant money awarded to [number] clinics in [state], enabling them to adopt the innovative Certified Community Behavioral Health Clinic (CCBHC) model*

[CITY, STATE (date)] – The Substance Abuse and Mental Health Services Administration (SAMHSA) awarded grants to [number] mental health and substance use treatment clinics in [state] this week, allowing them to implement the Certified Community Behavioral Health Clinic (CCBHC) model for care delivery.

With this new funding, the awarded clinics now can serve as a “one-stop shop” for mental health, substance use treatment and other health care services in their communities. The CCBHC model ensures access to 24/7/365 crisis care, care coordination with hospitals, law enforcement and schools and access to high-quality services, including medication-assisted treatment (MAT) to help stop the overdose crisis, among other capabilities.

[Insert quote from your org’s leadership]

[insert quote from National Council, to be shared as needed]

**List of [state] clinics receiving new CCBHC grants:**

* [clinic(s) name(s)]

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To learn more about how the innovative CCBHC model increases access to mental health and substance use treatment, and how the National Council for Mental Wellbeing is leading the charge to ensure sustained funding for CCBHCs, visit the National Council’s [CCBHC Success Center](https://www.thenationalcouncil.org/ccbhc-success-center/ccbhcta-overview/).

# Template Local Media Pitch

Good [morning/afternoon],

My name is [insert name] and I’m reaching out on behalf of [insert org name]. I wanted to share the news that [insert number of clinics] in [insert state] were just awarded grants from the federal government to help transform our state’s ability to deliver mental health and substance use care.

We just published a press release on the significance of the grant announcement, which I copied in full below my signature [paste your press release below your signature]. **Would you be interested in connecting for a brief conversation about how these grants, what they mean for [insert state] and why it is crucial we continue expanding the Certified Community Behavioral Health Clinic (CCBHC) model at the state and federal levels?**

Let me know if you are interested and I’ll be happy to connect you with [insert head of state association and a clinic director if applicable/possible].

Best regards,

[name]
[title]
[org]

# Template Social Media Post

***Option One:***

We are proud to support the #CCBHC model. With today’s announcement from @samhsagov, [insert number of clinics] new clinics in [insert state] will be able to offer expanded #mentalhealth and #SUD services in their communities. #CCBHCsSaveLives @NationalCouncil [add individual clinics if they have a social media account] [Link to your press release if uploaded to your website].

***Option Two:***

More people in [insert state] than ever before will now have access to expanded #MentalHealth and #SUD services through the #CCBHC model. We’re proud to work alongside @NationalCouncil to show how #CCBHCsSaveLives. [Link to your press release if uploaded to your website].