

Grant Announcement PR Toolkit

Overview

This toolkit for new CCBHCs provides template communications materials to promote that you have just been awarded a Certified Community Behavioral Health Clinic (CCBHC) grant 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 promote your critical work! 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.

To coordinate, please reach out to:

[Connor McKay](#), Senior Manager, Communications and PR

[Brett Beckerson](#), Director, Public Policy and Advocacy

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NATIONAL
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Template Press Release

FOR IMMEDIATE RELEASE

[date]

Contact

[contact]

[email]

[phone]

[insert clinic logo]

[Clinic name] Receives Grant to Support Expanded Mental Health and Substance Use Treatment Services

Federal grant money awarded to [clinic name], 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 a grant to [name of clinic] this week, allowing them to implement the Certified Community Behavioral Health Clinic (CCBHC) model for care delivery.

With this new funding, [name of clinic] now has the chance to expand services to 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]

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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](#).



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Template Local Media Pitch

Good [morning/afternoon],

My name is [insert name] and I'm reaching out on behalf of [insert clinic name]. I wanted to share the news that we were just awarded a grant 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 the grant, what it means for [insert name of community] 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 clinic if 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, we will be able to offer expanded #mentalhealth and #SUD services in our community. #CCBHCsSaveLives @NationalCouncil [Link to your press release if uploaded to your website].

Option Two:

More people in [insert community] 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].

