National Behavioral Health Strategy Advocacy - Sample Language

This sample messaging is intended to support dissemination and viewing of the College for Behavioral Health Leadership’s (CBHL) White Paper entitled “*Response to America’s Behavioral Health Crisis: Recommendations for Addressing Workforce Shortage and Advancing Integrated Care*,” as well as to encourage organizations and/or individuals to join related [advocacy efforts](https://www.leaders4health.org/resources/national-behavioral-health-strategy-advocacy/).

Sample messaging can be used as is or can be customized in any way that works best for your organization/you as an individual.

Newsletter Language

*Newsletter language contains more background information.*

[The College for Behavioral Health Leadership](https://www.leaders4health.org/) (CBHL) recently released a [white paper](https://www.leaders4health.org/wp-content/uploads/2022/11/CBHL-White-Paper_Response-to-Behavioral-Health-Crisis.pdf) in response to President Biden’s [plan](https://www.whitehouse.gov/briefing-room/statements-releases/2022/05/31/fact-sheet-biden-harris-administration-highlights-strategy-to-address-the-national-mental-health-crisis/) to address the behavioral health crisis. This white paper outlines practical recommendations through the lens of addressing the workforce shortage and advancing integrated care.

These recommendations are intended to support advocacy efforts to ensure legislation and funding appropriations consider these critical factors as transformational investments are made in the behavioral health system.

Success of Biden’s plan requires actual legislation -- especially using the lived experience of those working in and experiencing the behavioral health system -- and funding for transformational strategies. Learn more about the specific recommendations and how you can support advocacy efforts [here](https://www.leaders4health.org/resources/national-behavioral-health-strategy-advocacy/).

Social Media Language:

*Shorter blurbs for LinkedIn, Facebook, Twitter, Instagram, etc.*

**Message Option 1:**

The United States is facing an unprecedented behavioral health crisis. [The College for Behavioral Health Leadership](https://www.leaders4health.org/) recently released a set of recommendations developed by members working in and experiencing the behavioral health system. Learn more about these [recommendations](https://www.leaders4health.org/wp-content/uploads/2022/11/CBHL-White-Paper_Response-to-Behavioral-Health-Crisis.pdf) and [join advocacy efforts](https://www.leaders4health.org/resources/national-behavioral-health-strategy-advocacy/).

**Message Option 2:**

There is broad support from the White House and across the aisle from Congress to take on the behavioral health crisis. Together, we can help to ensure that Biden’s plan to address this crisis moves forward and that behavioral health care remains a top priority for the federal government. Join the College for Behavioral Health Leadership’s [advocacy efforts](https://www.leaders4health.org/resources/national-behavioral-health-strategy-advocacy/) and learn about [specific recommendations](https://www.leaders4health.org/wp-content/uploads/2022/11/CBHL-White-Paper_Response-to-Behavioral-Health-Crisis.pdf).

**Hashtags:** #MentalHealth #BehavioralHealth #MentalHealthReform #BehavioralHealthReform

**Shortened links if needed:**

*You can use these links if you are unable to embed links into a post (this will depend on which platform you are using).*

* CBHL Advocacy Landing Page: <http://bit.ly/3hwSfDm>
* CBHL White Paper: <https://bit.ly/3NSCKSj>