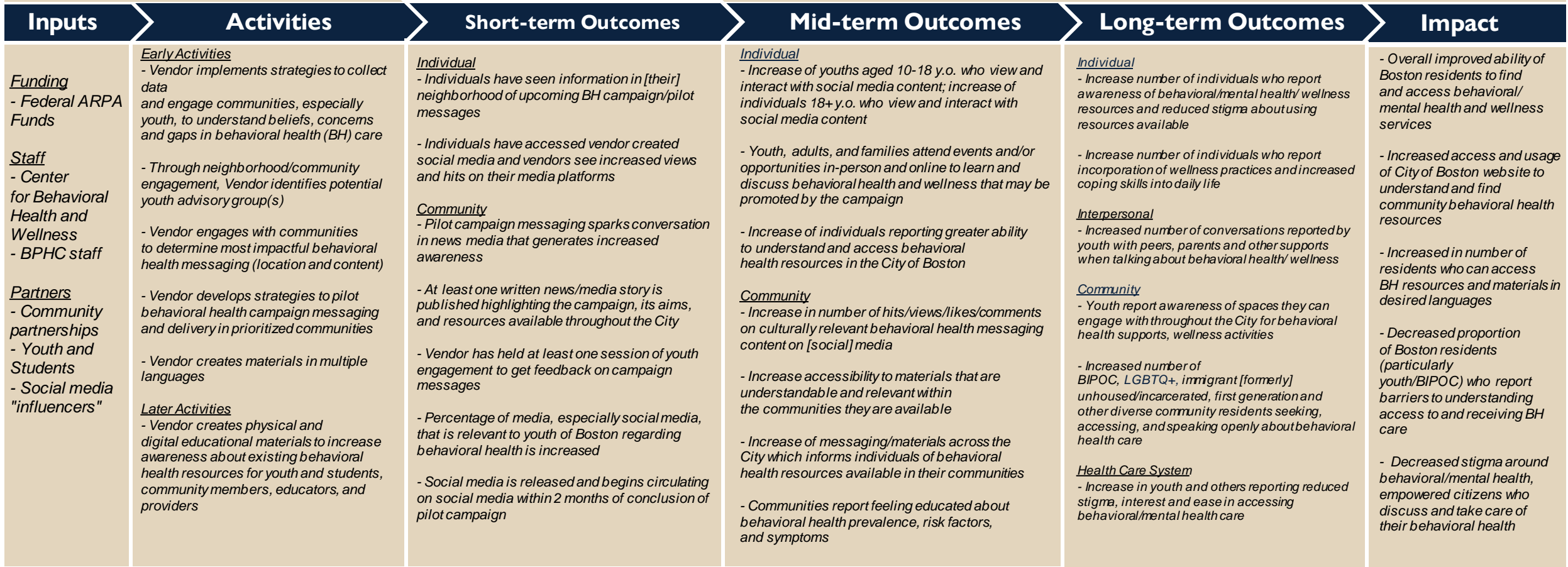



Behavioral Health Communications Campaign Logic Model

Need

Create and develop a multifaceted citywide public health campaign centered on wellness and behavioral health that addresses stigma, offers skills in addressing behavioral health issues, and acknowledges historic and ongoing barriers to care, with an initial primary focus on youth behavioral health. This campaign must also prioritize the needs of youth who reside in BIPOC (Black, Indigenous, and People of Color) neighborhoods, and/or identify as part of other marginalized groups (unhoused, immigrant, LGBTQ+, disability) that often face barriers to accessing behavioral health resources. The campaign must be evidence-informed regarding stigma, gather lived-experience perspectives from youth, and understand the availability (or lack of) of resources among target audience(s).





Assumptions

Applicants/Vendors have extensive knowledge and experience in working with Boston's diverse communities to co-develop a culturally competent, racially just and linguistically appropriate multi-faceted, public health behavioral health and wellness awareness campaign. Vendors will have the ability to engage and effectively reach Boston's youth and other key audiences (parents, educators, health care providers, justice system officials, policymakers, faith-based organizations, and community organizations).