



California Department of Public Health Youth Co-Designed Behavioral Health Campaigns to Reduce Stigma and Increase Help Seeking

California Department of Public Health (CDPH) is developing public education and change campaigns that are co-designed for and by youth in order to raise behavioral health literacy for youth, caregivers, and their communities.

CDPH is creating the public education and change campaigns with these values in mind: advancing equity, designing for youth by youth, centering children and youth, empowering caregivers and communities, and reducing stigma. CDPH aims to increase the behavioral health literacy of ALL Californians and reduce overall health disparities with special attention to these five communities: African Americans/Black, Native Americans, Asians and Pacific Islanders, Latinos, and Lesbian, Gay, Bisexual, Transgender, Queer and Questioning communities with special consideration for transitional-age youth, persons with disabilities, justice and foster care involved youth and those living in rural areas.

CDPH is partnering with a culturally congruent and multicultural marketing agency and community-based organizations to develop and enhance culturally, linguistically, and age-appropriate campaigns aimed at reducing stigma and discrimination, and connect individuals, families, and caregivers to the appropriate resources they need around mental, emotional, and behavioral (MEB) health promotion, including substance use disorders, as well as promote prevention, treatment, maintenance, and wellness.

Three phases of the Public Education and Change Campaigns development, campaign design and implementation, and campaign monitoring and support.

- 1. Campaign Development 2021 – 2023:** CDPH engaged with community members, partners, and subject matter experts who provided expertise on wellness, mental, emotional and behavioral health, and substance use. This expertise informed our

expectations and goals for whoever is awarded the RFP. This expertise told us to create local, micro campaigns in addition to the statewide campaigns.

2. Two types of Campaign Design and Implementation 2022 - 2024:

- a. **Statewide macro campaigns**, created and delivered through a media firm who will consult with CDPH and youth advisory groups, caregivers, and community partners as they design and deliver the campaigns.
- b. **Local micro campaigns**, created and delivered through community-based organizations (CBO's) will work directly with CDPH. These local campaigns will be led by CBO's designed for and by our five priority populations: African Americans/Black, Native Americans, Asians and Pacific Islanders, Latinos, and Lesbian, Gay, Bisexual, Transgender, Queer and Questioning communities, with special considerations made to transition-age youth, persons with disabilities, and those living in rural areas. adjust priority population to match webpage

3. Campaign Monitoring and Support 2023 – 2024: will occur through ongoing campaign quality improvement and evaluation that will be conducted on annual basis.

Centering Youth Voices

To ensure that youth voices are centered throughout the process and communities are empowered to identify their own health needs and lead their own efforts, CDPH engaged youth, caregivers, and community partners prior to submitting their Request for Proposal (RFP).

By engaging with youth and community stakeholders both before and during the RFP process, CDPH is co-creating public health education and change campaigns for youth, by youth.

CDPH: Centering Youth Voices

- Consulted with internal CDPH Subject Matter Experts.
- Monthly meetings with an external panel of subject matter experts, The Brain Trust.
- Consulted with 80 community members.
- Ongoing partnerships with impacted communities and community partners.