

Community Partner Toolkit | Social Media Guide

Background: The Community Planning Process is the process every California county must take to create its Behavioral Health Services Act (BHSA) Integrated Plan. Counties experienced a change in their behavioral health Community Planning Process when Proposition 1 was passed in March of 2024, transitioning the 2004 Mental Health Services Act to the BHSA. This updated process puts greater emphasis on the experiences of individuals, families, and community-based organizations directly affected by significant behavioral health challenges.



Website: <https://bhsoac.ca.gov/community-partner-toolkit/>

Suggested Social Media Posts:

Post #1 (Standard Promotion)

You can help shape the behavioral health system in California!

Our partners at the Commission for Behavioral Health (CBH) have just released their Behavioral Health Services Act “Community Partner Toolkit,” a resource to reduce your burden and overwhelm so you can participate in your county’s behavioral health planning process.

Inside the toolkit, you’ll find easy-to-understand information about:

- ✓ What is the community planning process?
- ✓ Where does the money come from?
- ✓ Who can participate in the community planning process?
- ✓ Why is it important to participate in the planning process?
- ✓ When does the community planning process happen?
- ✓ How you can participate in the process

Access CBH’s toolkit here: <https://bhsoac.ca.gov/community-partner-toolkit/>

Post #2 (What is the Community Planning Process?)

You can impact how your community receives behavioral health services!

Our partners at the Commission for Behavioral Health created a Behavioral Health Services Act “Community Partner Toolkit” to help you feel prepared to participate in your county’s behavioral health planning process!

California requires counties to work closely with community members with significant behavioral health challenges to plan behavioral health spending. This is called the Community Planning Process.

To ensure your voice is heard, counties must partner with community-based organizations, make services culturally responsive and language-accessible, and hold meetings, focus groups, and surveys to gather input.

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Post #3 (Why is it Important to Participate in the Community Planning Process?)

Your voice can help shape the behavioral health services in your community!

Our partners at the Commission for Behavioral Health recently released their Behavioral Health Services Act “Community Partner Toolkit” to better equip you to participate in your county’s Community Planning Process.

Why does your voice matter?

- ✓ YOUR story has power
- ✓ YOUR input guides decisions
- ✓ It’s YOUR right
- ✓ YOU drive system change
- ✓ Advocacy takes time, but it is effective
- ✓ YOU join a community

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Post #4 (How Do I Participate?)

Your unique experiences can impact your community’s behavioral health services!

Participating in your county’s Behavioral Health Services Act Community Planning Process is less complicated with the Commission for Behavioral Health’s (CBH) “Community Partner Toolkit,” designed to help turn your advocacy into real change.

The toolkit highlights many ways you can contribute to the Community Planning Process, from simply staying informed to applying to serve on a Local Behavioral Health Board.

Access CBH’s toolkit here: <https://bhsoac.ca.gov/community-partner-toolkit/>

Post #5 (Materials)

You can drive change to your community's behavioral health services!

The Commission for Behavioral Health's (CBH) Behavioral Health Services Act "Community Partner Toolkit" provides materials to prepare you to advocate on behalf of your community.

The toolkit features an acronym guide to help you understand common behavioral health terms, plus worksheets that will prepare you to speak in meetings, a language guide to help you communicate with care and compassion, and a myths and facts sheet designed to clear up common misconceptions about participating in the Community Planning Process.

Access CBH's toolkit here: <https://bhsoac.ca.gov/community-partner-toolkit/>


Post #6 (Important Dates)

The Commission for Behavioral Health's Community Partner Toolkit helps you take part in your county's Community Planning Process.

Every three years, counties update their Behavioral Health Services Act (BHSA) Integrated Plans shaped in part by your feedback.

Two important dates in 2026:

 March 31 – Final day for counties to submit Integrated Plan drafts.

 June 30 – Integrated Plans are finalized by counties, approved by Board of Supervisors, and sent to the state for review.

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Images (can be found in attached zipped file)

Post #1 Image (Standard Promotion)



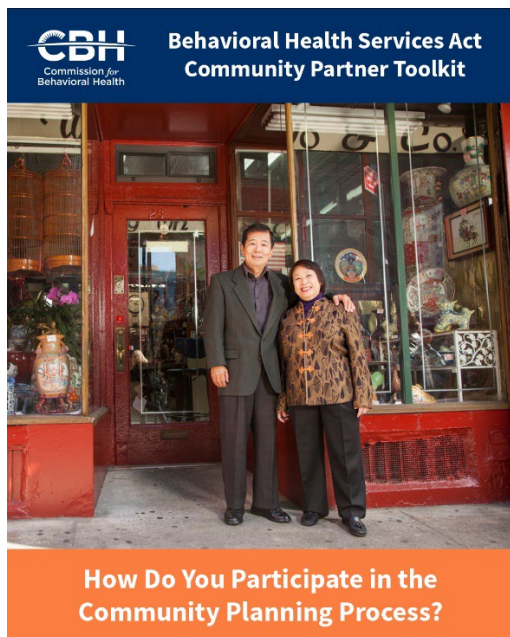
Post #2 Image (What is the Community Planning Process?)



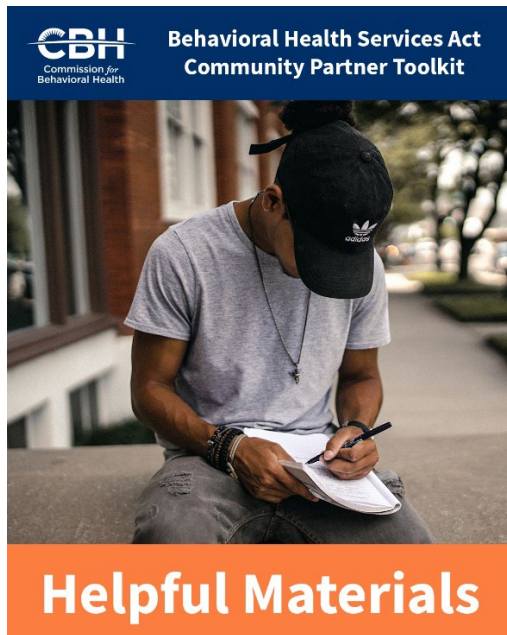
Post #3 Image (Why is it Important to Participate in the Community Planning Process?)



Post #4 Image (How Do I Participate?)



Post #5 Image (Materials)



Post #6 Image (Important Dates)

