

SAN MATEO COUNTY
WELLNESS
for all

**2022-2023 CAMPAIGN
PARTNER TOOLKIT**

SAN MATEO COUNTY BEHAVIORAL
HEALTH AND RECOVERY SERVICES



MAY 2022

Uptown Studios

WELCOME PARTNERS!

Welcome to the “Wellness For All” Campaign Partner Toolkit presented by the San Mateo County, Behavioral Health and Recovery Services (BHRS). This toolkit has been created to help organizations promote the BHRS’ newest Mental Health Service Act (MHSA) Innovation program, Help@Hand. San Mateo County BHRS has partnered with the Help@Hand statewide effort to improve the wellbeing of Californians by using promising technology solutions, such as the Wysa app. Wysa provides guided meditation, sleep aid, goal management, and focus-assistance via a chatbot that is available 24x7. With your help in spreading the word, each and every person in San Mateo County can kick-start their self-care journey as soon as they download the app!

As trusted organizations that provide services to our youth and older adult populations, your help is our next step in bringing the gift of free self-care to San Mateo County. With your help, people who live, work, and go to school in San Mateo County can begin to create their own lasting wellness habits to take them through the pandemic and beyond.

Within this Partner Toolkit, you will find the following resources to educate and encourage community members to download the apps and take the first step towards much-needed self-care:

- + The who, what, where, when, and why of the “Wellness For All” campaign
- + 8.5 x 11 printable flyers
- + Social media posts and graphics
- + Eblast content for emails and e-newsletters



Sleep and Meditation Stories



AI Chatbot Message System



Mental Wellness Resources



Healthy Conversation Tools



Mindfulness Exercises



Activity Reports



Self-care Kits



Journal

WHAT IS THE WELLNESS FOR ALL CAMPAIGN PARTNER TOOLKIT?

When the COVID-19 Pandemic hit, the Bay Area responded by taking steps to keep everyone as safe as possible – making it difficult to access the connections and routines many had come to know and love. BHRS wanted to find a way to help all who live, work or go to school in San Mateo County navigate a self-care approach that is as unique as they are, with a customizable experience for each person. The “Wellness For All” campaign was born out of this desire to support each person in San Mateo County and create lasting change while navigating this ever-changing world we live in. This specific toolkit is geared towards youth and older adults that you serve, and to provide a general understanding of the campaign to these audiences.

Better self-care isn't a want, it's a need! This campaign promotes to all who live, work, or go to school to create better self-care habits by using the Wysa mental wellness app. The Wysa app is centered around easy guided meditations, but also provides ways to get your body moving each day, help to focus when things get hectic, and myriad options to help you fall asleep and stay asleep.

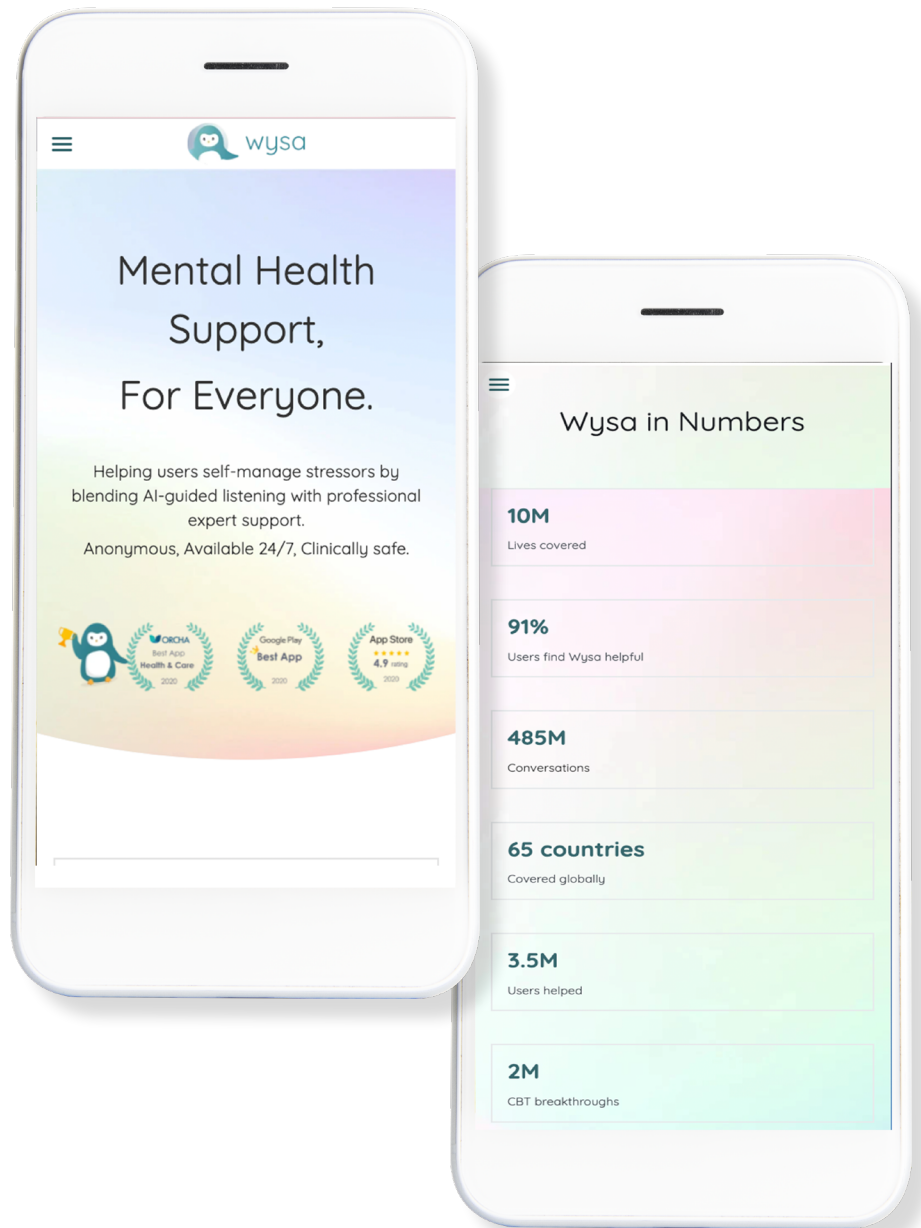
WHAT IS WYSA?

Wysa is a wellness app that helps users become more mentally resilient. The app includes an AI chatbot, available 24x7, that leverages evidence-based cognitive-behavioral techniques (CBT) to respond to the emotions that you express. With a 4.9 star rating on the App store, Wysa was ranked the number one health and care app of 2020. With Wysa, you can access over 150+ self-care tools that cater to different areas of mental wellness to and can help you navigate your thoughts and feelings during difficult times.

The app is centered around easy guided meditations, but also provides ways to get your body moving each day, help to focus when things get hectic, and myriad options to help you fall asleep and stay asleep.

Within the Wysa app, you will gain access to the following resources for **FREE** with the codes San Mateo County has to offer anyone who lives, works, or goes to school in San Mateo:

- + Sleep and Meditation Stories
- + AI Chatbot Message System
- + Healthy Conversation Tools
- + Mindfulness Exercises
- + Activity Reports
- + Self-care Kits
- + Journal
- + Mental Wellness Resources



[Download Apps Here](#)

WHY PARTNER WITH US?

Whether they are a self-care beginner, a meditation master, or don't know where to start, the "Wellness For All" campaign seeks to offer a hand to any and all in San Mateo County. No minimum. No maximum. Just a free self-care app that can help calm, maintain, move, sleep, focus, and tackle whatever life throws your way.

If you partner with us, you will see the benefits unfold for both your organization and your customers:

- + Users get free access to the app and all of its contents
- + You can offer new services and resources for your clients
- + Gain better mental clarity through meditation, or other guided programs

In addition, you will receive access to the following tools to help improve the lives of anyone who lives, works, or goes to school in San Mateo County:

- + Flyers with information about the app subscription
- + Sample social media posts and graphics for you to use on your organization's channels
- + Sample E-newsletter content to share with your newsletter subscribers

TALKING POINTS

Everyone could use a little wellness.

YOUR WELLNESS MATTERS.

You need help prioritizing your mental wellness, but don't know where to begin. The Wysa app prioritizes your well-being through access to a variety of wellness tools.

WE ALL NEED A REFRESH SOMETIMES.

One in five adults experiences serious mental health issues in 2020. Life in the pandemic hasn't been easy. We could all use a little self-care and a reset for the next chapter.

WELLNESS FOR ALL IS AS UNIQUE AS YOU ARE.

Whether privacy is your top priority or your inner circle isn't big on self-care, Wellness for All is both private and customizable. If meditation isn't your thing, try using Wysa's sleep casts for better sleep.



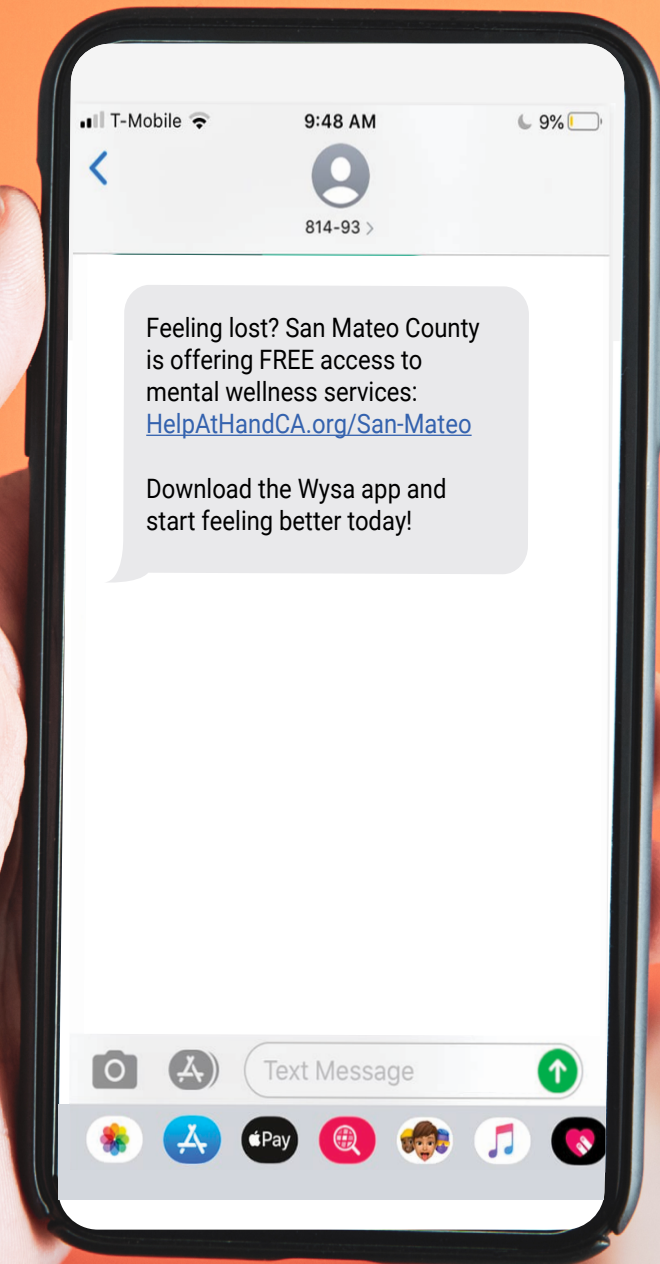
TEXTING OUTREACH

Did you know over 95% of Americans own a mobile device?

Texting is a quick and simple solution to notifying community members. This section provides different texting options available and guidance on best practices.

Best Practices

- + Get permission
 - Be compliant
- + Do not send text after 9:00 pm EST
- + Make it easy to opt-out
- + Be clever, engaging, and brief
 - Provide an offer they can't refuse
 - Infographic with short text is best approach
- + Don't end message with a link
- + Bitly and dates sometimes get flagged
- + Don't send text longer than 140 characters
- + Can only send a video that is 1 MB or less (which is very small), so don't recommend sending a video
- + SMS is best for rural areas because there is a lack of access to internet in those areas
- + Always provide a Call-to-Action (CTA) with first text
- + Use the S.H.A.F.T method
 - No sex
 - No hate
 - No alcohol
 - No firearms
 - No tobacco or marijuana





TEXTING OUTREACH

Here are the do's and don'ts that you should follow when texting:

Do

- + Keep it brief
 - Tops out at 160 characters
- + Use URL shorteners
- + Use mainstream shorthand when necessary
 - OK, THX, etc.
- + Announce your business name in the text
- + Add personalized data fields
 - Ex: name
- + Use a conversational tone
- + Include a CTA

Don't

- + Send wordy or ambiguous messages
- + Send long links
- + Use unprofessional texting lingo
- + Add too many irrelevant information about your business
- + Have a complex CTA that involves multiple steps
- + Leave out details they need to complete the desired action
- + Use ambiguous words

TEXTING OUTREACH

Here are the options for you to use when texting potential participants.

Texting Content Options

- + Feeling lost? San Mateo County is offering FREE access to mental wellness services: HelpAtHandCA.org/San-Mateo
Download the Wysa app and start feeling better today!
- + San Mateo County is partnering with the Wysa app to offer FREE access to mental wellness services to all San Mateo County!
HelpAtHandCA.org/San-Mateo
Download the app and get started now!
- + Mental well being is just as important as your physical health. That's why San Mateo County is offering FREE access to the Wysa app for all who live, work, or go to school in the county.
HelpAtHandCA.org/San-Mateo Prioritize yourself, prioritize your health. Download the app and get started!
- + San Mateo County partnered with Wysa to offer you FREE access to mental wellness services. HelpAtHandCA.org/San-Mateo
Start using your free license today!
- + San Mateo County recently developed a library of resources the county offers for older adults like you! HelpAtHandCA.org/San-Mateo
Visit our website to access these resources
- + San Mateo County wants to help you. We are now offering FREE access to a mental wellness app as well as a list of resources available for older adults in the county: HelpAtHandCA.org/San-Mateo
Visit our website to learn more and start using these FREE resources!



CAMPAIGN SOCIAL MEDIA LINKS

Please use the following information when posting about the campaign on social media to help us keep a consistent message and look. Make sure to tag your posts with our hashtag!

CAMPAIGN HASHTAGS

#WellnessForAllSanMateoCounty

#WellnessForAll

#SanMateoCounty

CAMPAIGN URL

HelpAtHandCA.org/San-Mateo

CAMPAIGN FACEBOOK

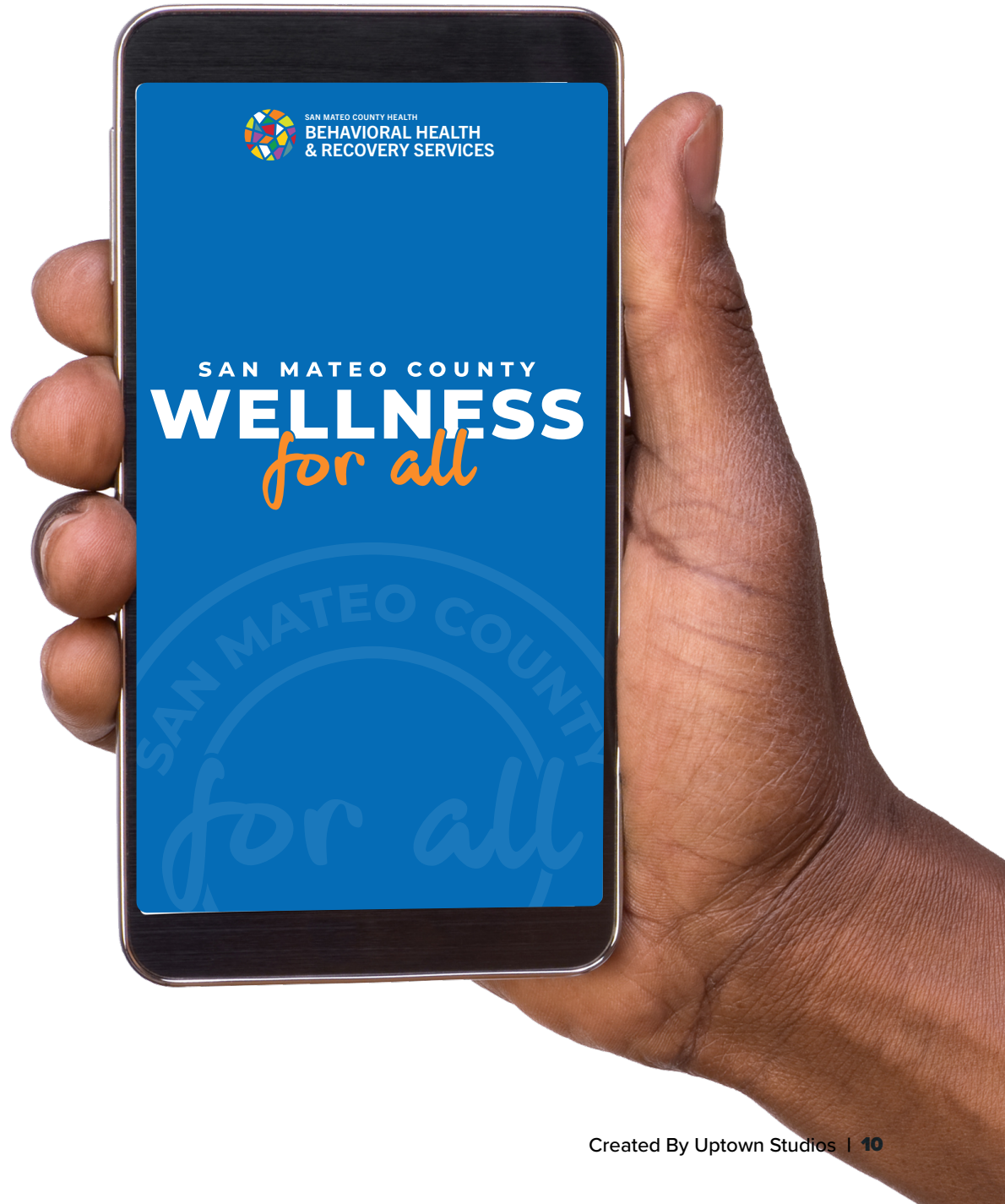
[/SMCHealth](https://www.facebook.com/SMCHealth)

CAMPAIGN INSTAGRAM

[@SMCHealth](https://www.instagram.com/SMCHealth)

CAMPAIGN TWITTER

[@SMCHealth](https://twitter.com/SMCHealth)



SOCIAL MEDIA CONTENT

Encourage others to spread the message about the importance of mental wellness and self care. Share the following posts on your social media channels to promote the San Mateo County's Wellness For All Campaign.

[Download Social Media](#)

Facebook | LinkedIn | Twitter



Instagram



These are trying times! We can all use some help finding a bit of chill. Anyone who lives, works, goes to school in San Mateo County can get that help through FREE subscriptions to the Wysa app!

Find your chill, for FREE at HelpAtHandCA.org/San-Mateo/
#WellnessForAll #SanMateoCounty #Self Care



Love your community? Tell your friends about FREE subscriptions to the Wysa app, now available to anyone living, working, or going to school in San Mateo County.

Get access now at HelpAtHandCA.org/San-Mateo/
#WellnessForAll #SanMateoCounty #Self Care

SOCIAL MEDIA CONTENT

Encourage others to spread the message about the importance of mental wellness and self care. Share the following posts on your social media channels to promote the San Mateo County's Wellness For All Campaign.

[Download Social Media](#)

Facebook | LinkedIn | Twitter



Instagram



Open to trying something new? Work on self care, with Wysa, a wellness app for your phone or tablet, now available FREE to anyone living, working, or going to school in San Mateo County.

Get it for FREE here: HelpAtHandCA.org/San-Mateo/
#WellnessForAll #SanMateoCounty #Self Care

PRINTABLE CAMPAIGN FLYERS

Download and use the printable flyers to educate older adults and youth of the San Mateo County community on the importance of their mental wellness, and how to download this free application provided by the County of San Mateo.

Download Flyers Here



Restart and rebuild today with **FREE** self-care!

Over the past few years, we have all faced many challenges. Life got a little overwhelming, now it's time to restart.

GET FREE ACCESS TO SELF-CARE TODAY

San Mateo County, Behavioral Health & Recovery Services (BHRS) has partnered with Help@Hand to offer a FREE subscription to the Wysa app for anyone who lives, works, or goes to school in San Mateo County.

With this subscription, you will have access to the following resources:

- Message System
- Tools That Build Healthy Conversations
- Mindfulness Exercises
- Activity Reports



It's Okay To Not Be Okay.
To download the app, scan the QR code or visit this link:
HelpAtHandCA.org/San-Mateo



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- Tools That Build Healthy Conversations
- Mindfulness Exercises
- Activity Reports
- Self-care Kit
- Journal
- Stories To Help You Sleep And Meditate



It's Okay To Not Be Okay.
To download the app, scan the QR code or visit this link:
HelpAtHandCA.org/San-Mateo



EMAIL BLAST OUTREACH CONTENT

Download and use the eblast content and graphic to educate San Mateo County community on the importance of their mental wellness, and how to download the Wysa app provided by San Mateo County.

Email Content

Access Community Resources and a Free Subscription

The San Mateo County Behavioral Health and Recovery Services has partnered with Help-at-Hand to offer a free subscription to the Wysa app for anyone who lives, works, or goes to school in San Mateo County.

With this subscription, you will have access to the following resources:

- + Message system
- + Tools that build healthy conversations
- + Mindfulness exercises
- + Activity reports
- + Self-care kit
- + Journal
- + Stories and tools to help you sleep and meditate

Visit our [website](#) to receive step-by-step instructions and to access a one stop shop of community resources for older adults in the area.

Download the Wysa app and start your journey towards better mental wellness, today!



[Download Graphic Here](#)

CONTACT INFORMATION

For more information regarding the Wellness For All San Mateo County 2022-2023 mental wellness campaign for San Mateo County, Behavioral Health and Recovery Services (BHRS) please use these contacts below.

Website

HelpAtHandCA.org/San-Mateo

Questions?

SAN MATEO COUNTY
Behavioral Health and Recovery Services

MHSA@smcgov.org



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