

# Statewide Workforce Initiatives

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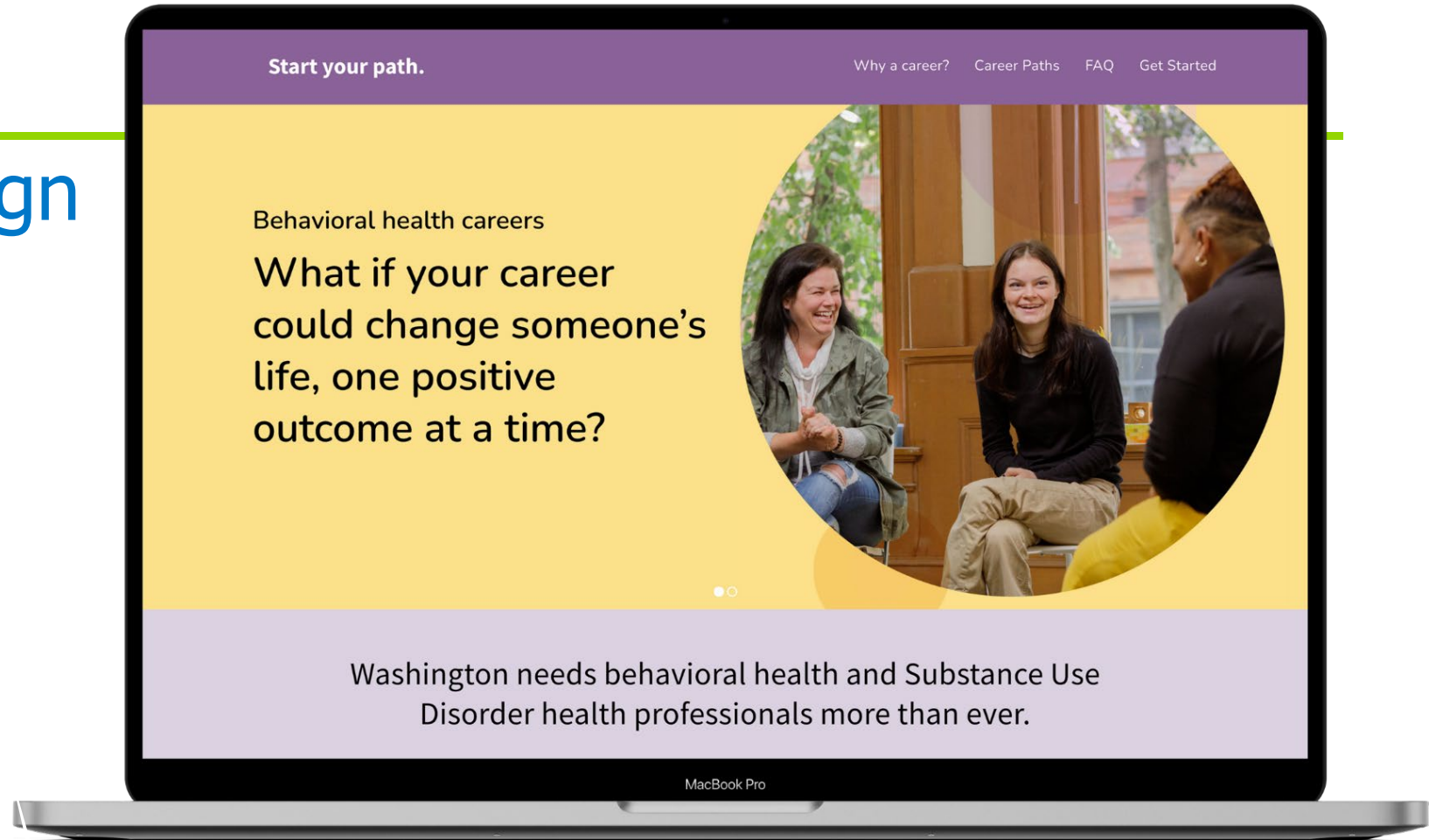
- ▶ Recruitment and Retention Toolkit
  - ▶ Work with the Harborview Behavioral Health Institute
- ▶ SUD scholarships
  - ▶ Opioid Abatement \$377K
  - ▶ Flexible – scholarships, completion aid, support services
- ▶ Behavioral health career campaign updates
  - ▶ New video testimonials
  - ▶ Provider customizable recruitment toolkit
  - ▶ Phase 4

# Behavioral Health Career Marketing Campaign

Increase awareness of and  
interest in behavioral health  
careers

Join us at

[Startyourpath.org](http://Startyourpath.org)



# Total Campaign Metrics to Date

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## ▶ 144,209,092 Impressions

- ▶ What it is: The total number of times the content was displayed
- ▶ What it tells us: The number of instances our ad has been displayed

## ▶ 27,582,977 Video Completes

- ▶ What it is: The total of viewers who watched an entire video as without skipping
- ▶ What it tells us: The viewer was engaged and interested with the video

## ▶ 271,071 Qualified Traffic/ Landing Page Sessions

- ▶ What it is: The number of times a user is directed to a campaign site and engaged
- ▶ What it tells us: That a user saw an ad and decided to get more information on our campaign website

- Year-To-Date Metrics, 9.13.2021 – 10.22.2023