

Behavioral health marketing campaign

Goal

The goal the Behavioral Health Marketing Campaign is to increased awareness of behavioral health career opportunities by driving audiences to a mobile-friendly landing page with information about behavioral health career opportunities, education programs, and financial aid resources.

The combination of Washington’s efforts to integrate physical and behavioral healthcare amidst the COVID-19 pandemic, and opioid and stimulant epidemics, have exacerbated behavioral health workforce shortages. And while the significant influx of state and federal investments over the past two years have increase resources, they have also driven up the demand for workers and intensified competition between providers for the limited supply of qualified workers. These conditions have contributed to lengthy wait times, downsizing and business closures. With an insufficient supply of people coming into the field and limited training pipelines to fill shortages, workforce shortages can be expected to continue into the foreseeable future.

The Health Care Authority’s marketing campaign was designed in collaborations with behavioral health providers, education partners, professional associations, and loan forgiveness programs. Stakeholders were asked to identify individuals who could be reached easily and motivated to ack quickly. The audience for this campaign are individuals 18 to 34 years of age (Generation Z+).

Objectives

- Promote the benefits of careers in behavioral health including the ability to make a positive impact in a person’s life, flexibility, benefits and training.
- Expand knowledge of training resources and educational pathways.

- Inspire audiences to be a part of the positive change in society and the community.

Timeline

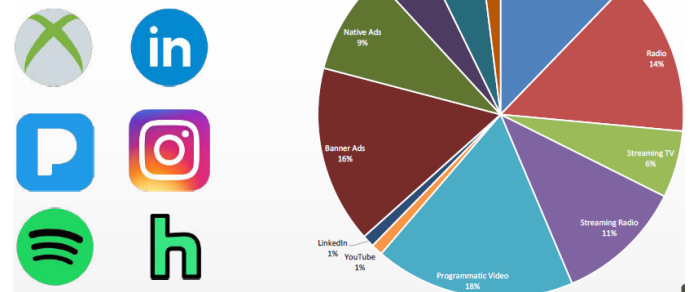
Phase 1: September 2021 – November 2021

Phase 2: December 2021 – June 2022

Paid marketing objectives

- Target mix of urban and rural communities and diverse audiences
- Use media insights to target personas through media usage data
- Optimize campaign performance weekly based on audience behaviors

CHANNEL STRATEGY



Phase I results

- 95,663,136 impressions
- 191,494 website sessions
- 2,455,000 completed video views

Marketing Campaign Links

Landing Page: <https://www.startyourpath.org/>

YouTube 30 sec Ad: [Start your path: Explore behavioral health careers \(30 sec. video\) - YouTube](#)



Funding

FFY 2021 - \$1,000,000 and FFY 2022 - \$1,000,000

Questions?

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