



## Campaign Partnership Packet

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### Campaign Overview

People Like Us is a community-wide campaign led by Volunteers of America Chesapeake & Carolinas (VOACC) to give hope, break the stigma and support recovery around mental health and substance use for underserved community members in Prince George's and Baltimore Counties in Maryland. As a campaign partner, you'll be joining local community leaders dedicated to breaking down barriers that hinder access to behavioral health services.

This campaign serves as an opportunity to help youth, seniors, non-native speakers of English, healthcare workers, those who have experienced homelessness, veterans and active military, and other underserved populations overcome barriers to care. The campaign is also designed to promote awareness and educate the community on mental health issues that disproportionately impact those populations.

At VOACC, we have been providing the underinsured and uninsured access to high-quality behavioral health services since 1991. Our VOA Hope Center located in Prince George's and Baltimore Counties is one of only five Certified Community Behavioral Health Centers (CCBHC) in Maryland that offers integrated behavioral health and primary care services to men, women and children living with a mental health, substance use disorder or co-occurring condition. To learn more about the VOA Hope Center, visit [www.voachesapeake.org/voa-hope-center](http://www.voachesapeake.org/voa-hope-center).

To learn more about People Like Us, visit [www.voa-plus.org](http://www.voa-plus.org).

### Our Current Campaign Partners



To view our full list of partners, visit [www.voa-plus.org](http://www.voa-plus.org).

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### How Our Partners Help Shape the Campaign

As a People Like Us partner, there are a variety of ways you can get involved and make an impact. The goal of each partnership is to help expand the reach of the campaign to community members, particularly veterans, youth, seniors, first responders, those who have experienced homelessness, Spanish speakers and other populations disproportionately affected by mental health and barriers to support.

We encourage campaign partners to participate in at least one of the following (see next page):

## Co-Host a Webinar

As part of People Like Us, VOACC is hosting a series of online webinars in partnership with knowledge experts in the community on important topics related to mental health and substance use. These FREE monthly webinars are open to the public and serve as an opportunity to educate the community and promote discussion.

If your organization is interested in co-hosting a webinar, please contact us at [contactus@voaches.org](mailto:contactus@voaches.org). To view our current listing of webinars, visit [www.voachesapeake.org/plus-webinars](http://www.voachesapeake.org/plus-webinars).

## Share About Webinars

Campaign partners are encouraged to share about upcoming public webinars with their constituents, especially those from underserved communities. These webinars are designed for all interested in learning more about important mental health topics.

## Help Spread the Word

The success of the People Like Us campaign relies on community outreach. As a campaign partner, we encourage you to help VOACC share about People Like Us with your networks and preferred channels. Campaign updates are sent via email to those who register for the webinars and subscribe to the People Like Us mailing list. To subscribe to the mailing list, visit [www.voachesapeake.org/plus-mailing-list](http://www.voachesapeake.org/plus-mailing-list).

The campaign is also being marketed through VOACC's social media channels (Facebook, Instagram and LinkedIn). To join the People Like Us Facebook group, visit [www.facebook.com/groups/plushavehope](http://www.facebook.com/groups/plushavehope).

## Other

VOACC is always looking for innovative ways to promote awareness around People Like Us and important mental health related issues. Partners may consider inviting VOACC to their location to present about the campaign and/or include information about People Like Us on their website or in an e-newsletter.

If you have any specific recommendations or ways your organization would like to get involved other than what was already mentioned, contact us at [contactus@voaches.org](mailto:contactus@voaches.org).

## Partnership Incentives

VOACC is offering the following incentives to campaign partners who help to promote People Like Us:

- Partner logo added to the People Like Us website, campaign emails, promotional materials and shared on social media.
- Opportunities to submit content related to mental health and substance use to the People Like Us newsletter.
- Opportunities to participate in joint media opportunities about the campaign

To become a campaign partner, please complete our sign-up form at [www.voachesapeake.org/plus-partner-form](http://www.voachesapeake.org/plus-partner-form).

For questions, please contact us at [contactus@voaches.org](mailto:contactus@voaches.org).