

## BLOG POST GUIDE

In addition to the newsletter article above, we encourage you to write a blog post to highlight our collaborative efforts and celebrate this milestone with your social network. Below are some content suggestions and key messages to include in your post, as well as resources to consult when drafting a post.

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### Content suggestions:

- Describe ways that your organization conveys the message that behavioral health is essential to health.
- Provide examples of specific collaborations with SAMHSA, such as joint events or initiatives.
- Include a quote from your Executive Director or President about your partnership with SAMHSA.
- Elaborate on the impact that your organization has had on your local community throughout the past 20 years.
- Share some of the major milestones in the behavioral health community in the past 20 years.
- Highlight SAMSHA grants that your organization has been awarded and how they have helped the community.
- Include SAMHSA's social media sites, which will highlight our community's progress throughout the year:
  - [SAMHSA's Facebook Page](#)
  - [SAMHSA's Twitter Page](#)
  - [SAMHSA'S YouTube Channel](#)

### Key messages:

- Behavioral health is a critical public health issue, both in terms of individuals and families affected by mental health and substance use disorders, and the costs incurred from these conditions.
  - By 2020, mental and substance use disorders will surpass all physical diseases as a major cause of disability worldwide.
  - The estimated total cost of substance abuse in the United States is \$510.8 billion each year.

- The costs of mental, emotional, and behavioral disorders among youth are around \$247 billion annually.
- SAMHSA collaborates with Federal, State, and local government organizations, as well as NGOs to provide prevention, treatment, and recovery services. These collaborations helped to establish the following initiatives:
  - The Substance Abuse Prevention and Treatment Block Grant Program and the Mental Health Services Block Grant Program.
  - The annual **Recovery Month** campaign.
  - The National Suicide Prevention Lifeline.
- SAMHSA has identified Eight Strategic Initiatives to help guide the Agency's response to emerging mental health and substance use challenges, including:
  - Prevention of Substance Abuse and Mental Illness.
  - Health Information Technology.
  - Recovery Support.
  - Public Awareness and Support.

**Resources:**

- [SAMHSA Milestones](#) (included in this document)
- [SAMHSA Stakeholder Feedback Forum](#)
- [SAMHSA's Strategic Initiatives](#)
- [SAMHSA Data and Research](#)