

## ACBH Has Launched the #ByYourSide Campaign for Substance Use Continuum

## Public Information Campaign

As a follow-up to the #By Your Side announcement last week, we are pleased to share the campaign officially kicked-off on social media on Thursday, April 15th! The 8-week campaign, running from April 15th – June 10<sup>th</sup>, will be an integrated approach leveraging multiple marketing channels and includes the following components:

**Digital Ads:** April 15th-June 10<sup>th</sup> In zip codes: 94606, 94610, 94501, 94602, 94601, 94603, 94577, 94578, 94545, 94587, 94542, 94544

**Transit (Bus Tail Ads)**: May 1 – July 1 Hayward, Richmond, Dublin, Union City, Pleasanton, Livermore, East Oakland

ACBH Website banner <a href="http://www.acbhcs.org/">http://www.acbhcs.org/</a> and <a href="http://www.acbhcs.org/substance-use-treatment/">http://www.acbhcs.org/</a> substance-use-treatment/

**Digital Ads:** video testimonials from former and current clients May 17th-June 10<sup>th</sup>

## Alameda County (C. Normal) Behavioral Health Care Services

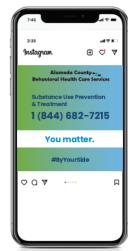
MENTAL HEALTH & SUBSTANCE USE SERVICES

**#ByYourSide** 

## Postcards | Flyers

May 1- June 10th

The campaign will expand increase visibility for resources available—to those seeking treatment or prevention services.





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