

IMPORTANT COMMUNITY ANNOUNCEMENT –

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 10th, will be an integrated approach leveraging multiple marketing channels and includes the following components:

Digital Ads: April 15th-June 10th
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 <http://www.acbhcs.org/> and <http://www.acbhcs.org/substance-use-treatment/>

Digital Ads: video testimonials from former and current clients May 17th-June 10th

#ByYourSide

Postcards | Flyers

May 1- June 10th

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

