



Digital Toolkit

Network of Care Massachusetts launched the Culturally Responsive Behavioral Health Resource Hub in March 2021 to help connect individuals in BIPOC communities with groups that are providing care that affirms their lived experiences and speaks to their cultural, social, and linguistic needs. We would love your help in making these resources known across the Commonwealth by sharing about it on your social media using messaging appropriate for your audiences and the hashtag #NetworkofCareMA. We've included a few suggested messages and accompanying images below, but we encourage you to customize! If you have any questions, please contact Stefani Karr at stefanikarr@mamh.org.

Sample Social Posts

For Twitter:

- “The Culturally Responsive Behavioral Health Resource Hub on #NetworkofCareMA can help connect BIPOC communities with organizations providing care that affirms lived experiences and speaks to cultural and linguistic needs.
<https://massachusetts.networkofcare.org/mh/content.aspx?cid=10611>”

- **THREAD:**
“For historically marginalized communities, traditional systems of care may overlook cultural and historical factors that are important in addressing BIPOC mental health.

@MentalHealth_MA and #NetworkofCareMA launched the Culturally Responsive Behavioral Health Resource Hub to help connect BIPOC communities with organizations providing care that affirms their lived experiences and speaks to their cultural and linguistic needs.

Browse the Hub to take the first step in connecting with support at
<https://massachusetts.networkofcare.org/mh/content.aspx?cid=10611>
#BIPOCMentalHealthMonth #NetworkofCareMA”



- **THREAD:**
“For historically marginalized communities, traditional systems of care may overlook cultural and historical factors that are important in addressing BIPOC mental health.

The Culturally Responsive Behavioral Health Resource Hub on #NetworkofCareMA can help connect BIPOC community members with organizations providing care that affirms lived experiences and speaks to cultural and linguistic needs.

Take the first step in connecting with support at
<https://massachusetts.networkofcare.org/mh/content.aspx?cid=10611>
#BIPOCMentalHealthMonth #NetworkofCareMA”

For Facebook or LinkedIn:

- “For historically marginalized communities, traditional systems of care may overlook cultural and historical factors that are important in addressing BIPOC mental health.
@MentalHealth_MA and #NetworkofCareMA launched the Culturally Responsive Behavioral Health Resource Hub to help connect Black, Latinx, and Asian American individuals with organizations providing care that affirms their lived experiences and speaks to their social, cultural, and linguistic needs. Find resources near you and take the first step at <https://massachusetts.networkofcare.org/mh/content.aspx?cid=10611> #mentalhealth #behavioralhealth #NetworkofCareMA”
- “Traditional systems of care may overlook cultural and historical factors that affect BIPOC mental health and resiliency. The Culturally Responsive Behavioral Health Resource Hub on #NetworkofCareMA is designed to help connect BIPOC community members with organizations providing care that affirms their lived experiences and speaks to their cultural, social, and linguistic needs.

Browse the Hub to take the first step in connecting with support at
<https://massachusetts.networkofcare.org/mh/content.aspx?cid=10611>
#BIPOCMentalHealthMonth #NetworkofCareMA”



Newsletter Blurbs

- “For historically marginalized communities, traditional systems of care may overlook cultural and historical factors that affect BIPOC mental health and resiliency. Network of Care MA, a free online directory that includes over 5,200 listings for behavioral health and related social services across Massachusetts, compiled a [Culturally Responsive Behavioral Health Resource Hub](#) to acknowledge and begin to address this. This tool is designed to help support Black, Latinx, and Asian American individuals by making it easier to connect with groups that are providing care that affirms their lived experiences and speaks to their social, cultural, and linguistic needs.”
- “For historically marginalized communities, traditional systems of care may overlook cultural and historical factors that affect mental health and resiliency. The Culturally Responsive Behavioral Health Resource Hub on Network of Care MA is designed to help connect BIPOC community members with groups providing care that affirms their lived experiences and speaks to their cultural, social, and linguistic needs. Take the first step in connecting with support at <https://massachusetts.networkofcare.org/mh/content.aspx?cid=10611>”

MAMH Social Accounts

- **Twitter:** [@MentalHealth_MA](#)
- **Facebook:** [@MentalHealthMA](#)

About NoC MA:

Network of Care MA, accessed by nearly 38,000 individuals in its first year, is a free tool to provide residents with an online directory, searchable by zip code, with over 5,200 mental health, substance use, and social service listings across the Commonwealth. The website also includes an extensive library of health information with more than 30,000 high-quality articles, fact sheets, and interactive tools written by leading experts and organizations in their fields.



Images:

For Twitter

The Culturally Responsive Behavioral Health Resource Hub can be the first step in connecting with support.



For Facebook

