



ASSOCIATION
FOR BEHAVIORAL
HEALTHCARE

CASE STUDY: **PUBLIC POLICY**

Association of Behavioral Health

CHALLENGE

Media coverage of mental health and substance use disorder issues can be distorted, sensational and damaging to the consideration of public policy choices. It is critically important for experienced, informed voices to be heard, so that policy-makers can choose to make investments in essential services for the tens of thousands of individuals and families affected.

OUTCOME

Slowey/McManus continues to position the statewide association for providers of mental health and substance use disorder treatment as the go-to resource for media coverage of statewide policy issues.

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