

Colorado Office of Behavioral Health

Marketing and Outreach Campaigns

The Colorado Department of Human Services, Office of Behavioral Health (OBH) runs several public awareness and stigma reduction campaigns that encourage Coloradans to get lifesaving support through OBH-funded treatment and programs. Learn about the programs and how you can get involved.

Anti-Stigma Campaigns

LIFT THE LABEL

About: [Lift The Label](#) strives to remove damaging labels and stigma that prevent those with substance use addiction from seeking effective treatment.

Get Involved: Colorado partners may use their own funds to run ads in their communities, co-brand digital ads and print materials, recruit and produce stories for Lift The Label to represent your community, and boost pre-made Lift The Label social media posts on your own channels. OBH can sometimes cover administrative costs to buy and manage media and report on results. [Order free materials and access social media toolkits.](#)

Contact: charlotte.whitney@state.co.us

RECOVERY CARDS PROJECT

BY LIFT THE LABEL

About: A collaboration between the Lift The Label campaign, people in recovery and artists in Colorado and nationwide, the [Recovery Cards Project](#) offers free greeting cards that celebrate recovery, provide encouragement to those who need it and express gratitude to those who support others in their recovery.

Get Involved: Order free cards on the [Recovery Cards Project](#) website. Organizations that serve people experiencing substance use disorder may [order a free kit](#) and purchase cards in bulk to distribute in the community.

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Crisis Services Campaigns



About: [Colorado Crisis Services](#) (CCS) is the statewide behavioral health crisis response system offering residents mental health, substance use or emotional crisis help, information and referrals. This campaign aims to increase awareness and utilization of this vital service.

Get Involved: Counties and community partners may use their own funds to pay for CCS ads in your communities. OBH can sometimes cover administrative costs to buy and manage media and report on results.

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SOMETIMES ANXIETY

lies just below the surface.

About: [Below the Surface](#) aims to help teens connect to and get support from the Colorado Crisis Services (CCS) text line. This text line allows anyone to text 24/7 with a trained counselor on a personal, free, confidential line.

Get Involved: Counties and community partners may use their own funds to pay for Below the Surface ads in your communities. OBH can sometimes cover administrative costs to buy and manage media and report on results.

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Children, Youth and Family Campaigns



About: [Forward Together](#) aims to help youth feel more connected—to their peers, their parents and other trusted adults in their lives—because when they feel connected, they are healthier and more resilient.

Get Involved: Colorado partners may use their own funds to run ads in their communities or co-brand print materials for free.

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About: [Tough as a Mother](#) is a statewide campaign that aims to reduce stigma and connect Colorado mothers with substance use disorder treatment services in their communities. The campaign acknowledges the incredible pressures of motherhood and the intrinsic strength of mothers to overcome challenges, including substance use disorder.

Get Involved: Download [campaign materials](#), sign up for our quarterly newsletter, [The Mother Lode](#), and encourage mothers in recovery to [share their story](#). Follow us on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

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About: [COACT Colorado](#) builds a system of services and supports for children with serious behavioral health challenges and their families.

Get Involved: Visit the [COACT Colorado website](#) to find wraparound services in your area. Visit [Youth Move Colorado](#) to connect with Colorado youth who are sharing their experiences and amplifying the youth voice.

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About: [I Matter](#) provides up to three free therapy sessions for Colorado youth 18 years of age or younger or 21 years of age or younger if receiving special education services. Therapy is provided by licensed clinicians in Colorado.

Get Involved: Access the [digital toolkit](#) that includes blog posts, email signature images, and social media posts. You can also request an I Matter speaker to share about the program at your next meeting or event.

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For more information, visit:

LiftTheLabel.org
RecoveryCardsProject.com
ColoradoCrisisServices.org

BelowTheSurfaceCO.com
ForwardTogetherCO.com
ToughAsaMother.org

COACTColorado.org
IMatterColorado.org
cdhs.colorado.gov