

Carter Center Georgia Mental Health Parity Partner Communications Toolkit

A Resource from The Carter Center Mental Health Program
May 2025



A Message to Our Partners

Dear Community Partner,

Happy Mental Health Awareness Month! Thank you for helping us spread the word about Georgians' rights to equal insurance coverage for mental health care.

Enclosed, we are sharing a toolkit and resources to help us educate people in Atlanta about their rights to access mental health care. This campaign, generously funded by the Arthur M. Blank Family Foundation through The Carter Center, aims to help metro Atlantans – particularly those least likely to access mental health services, such as women of color - learn about their insurance coverage rights and to encourage them to seek mental health treatment when needed.

This toolkit includes:

- [Sample messaging for newsletters, emails, and in-person conversations;](#)
- [Examples of ads you may see online, in doctors' offices, or at the pharmacy;](#)
- [Social media posts you can share or adapt;](#)
- [Frequently asked questions \(FAQs\);](#)

We ask that you:

- Please share the social media messages on your channels ASAP:
- Please share the toolkit in your networks!

The campaign directs consumers to visit georgiamentalhealth.com to learn about the Georgia Mental Health Parity Act of 2022 (Georgia House Bill 1013) and what to do if your insurance company denies your mental health care claim.

Together, we can help our communities – especially women who are disproportionately affected by lack of access to mental health care – take a powerful step toward a healthier life.

Thank you for being part of this effort. We are grateful for your partnership and commitment to mental well-being in our community.

If you have any questions, please contact Aashna Panjwani, mhppublicpolicy@cartercenter.org or Lily Fleenor, lfleenor@jacksonspalding.com.

Warm regards,
The Carter Center Mental Health Program

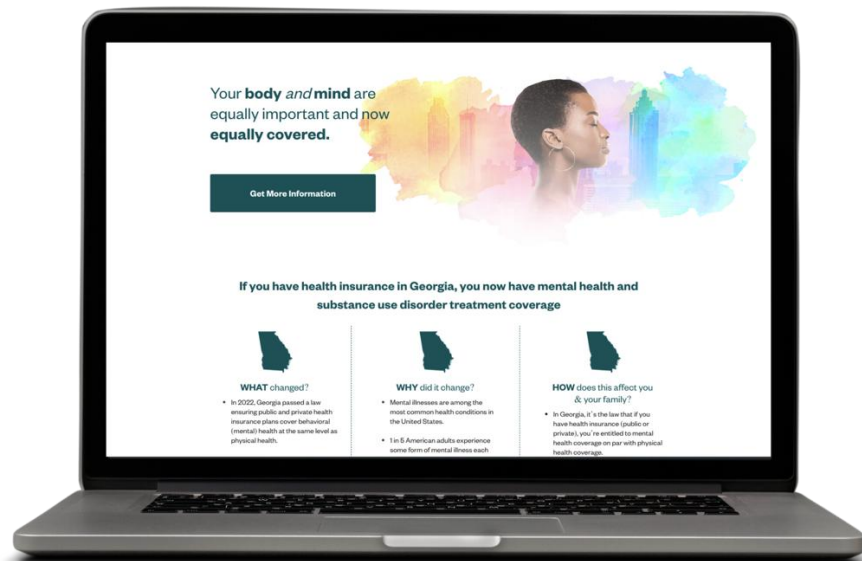
Background

According to the National Institutes of Health, more than one in five adults in the U.S. [have at least one mental illness](#), with no significant difference in prevalence among racial groups. However, research increasingly points to the disproportionate impact untreated mental illness has on the well-being of women of color. For example, a 2023 article from [Psychiatric Times](#) notes that women of color may be less likely to have the financial means to afford copays for mental health treatment.

This campaign attempts to close the gap and inspire all Georgians to learn more about their insurance coverage for mental healthcare and seek treatment if they need it.

GeorgiaMentalHealth.com

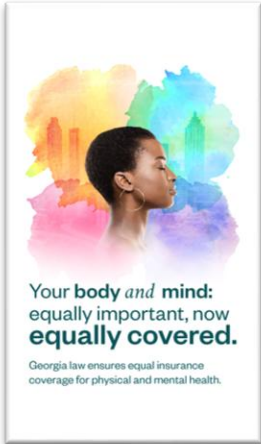
GeorgiaMentalHealth.com offers information about the 2022 Georgia Mental Health Parity Act and how people can protect their rights under the law, including what to do if an insurance claim for mental health treatment is denied. The site is also available in Spanish at georgiamentalhealth.com/Spanish



Social Media Posts

You can use these social media posts to share with your network. Please tag The Carter Center in your posts (either @TheCarterCenter or @cartercenter) and use the hashtag #mentalhealthmonth.

Posts are available for download at: <https://georgiamentalhealth.com/files>.

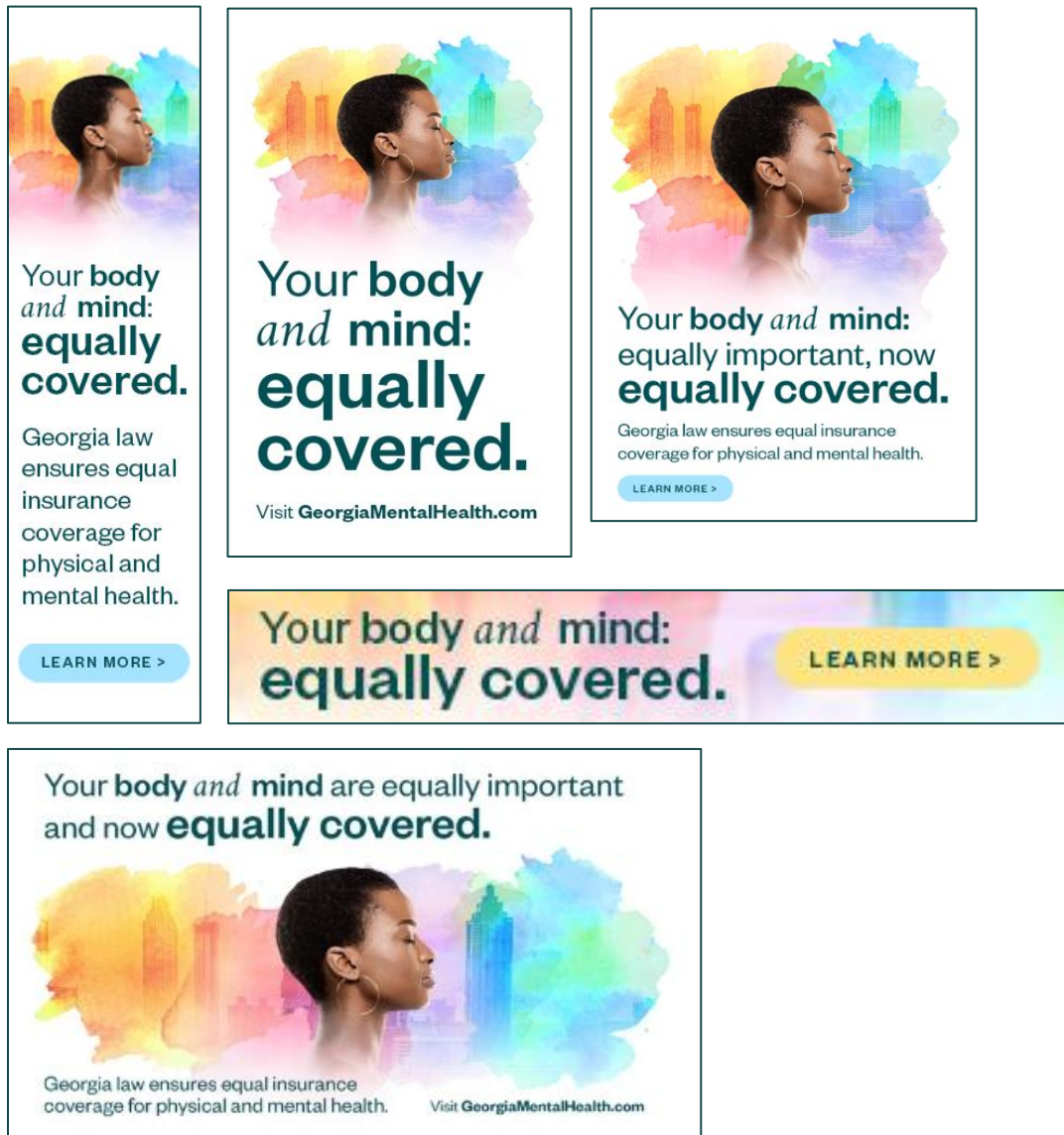
Platform	Image	Caption
Facebook/LinkedIn		Your mind and body are equally important, and now, equally covered. Under Georgia's Mental Health Parity Act, mental health must be covered at the same rate as physical health by insurers (including Medicaid!) Learn more about your rights at georgiamentalhealth.com
Instagram		Your mental well-being is just as important as your physical health and now, under Georgia law, your insurance must treat it that way. Thanks to Georgia's Mental Health Parity Act, mental health services like therapy, counseling, and substance use treatment are covered the same as a doctor's visit. Learn more at georgiamentalhealth.com
Stories (Facebook or Instagram)		NONE

Share Campaign Ads on Your Website

These are example ads in the campaign being published in print, on digital billboards, in pharmacies, and online. Community partners are encouraged to feature these ads on their website and link back to GeorgiaMentalHealth.com.

These ads are the property of The Carter Center, and we ask that you not alter, add to, or change the ads in any way. If you have a specific question about ad use, please contact us at: lfleenor@jacksonspalding.com.

Ads are available for download at: <https://georgiamentalhealth.com/files>



Sample Newsletter/Website/Email Content

Use this content when communicating online with your audiences via blog, email, or newsletter.

Headline: *Access to Mental Health Care is Your Right in Georgia*

Body:

Are you prioritizing your mental health? If you've put off mental health care because you're not sure if your insurance plan will cover it, a Georgia law may help. The 2022 Georgia Mental Health Parity Act requires equal insurance coverage for mental and physical illnesses.

If you have a mental health concern, call your insurance provider today to learn more about your benefits. They can also help you identify qualified providers in your area.

Visit GeorgiaMentalHealth.com to learn more about Mental Health Parity Law and how you can take charge of your mental wellbeing.

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Talking Points

The following talking points can be used during in-person meetings or while at relevant events to encourage community members to use their mental health coverage as guaranteed under Georgia's 2022 Mental Health Parity Act.

- *Taking care of your mind is just as important as taking care of your body.*
- *Under Georgia law, mental health and physical health must be covered equally by your insurance.*
- *This means your mental health care services, like therapy, may be more affordable now.*
- *Visit GeorgiaMentalHealth.com today to learn more. Or you can reach out to your insurance provider to learn about your coverage options and locate qualified professionals in your network.*

Frequently Asked Questions

What is mental health parity?

Mental health parity means that insurance companies must cover mental health and substance use disorder treatment the same way they cover physical health services.

What does Georgia's Mental Health Parity Act mean for me?

Under Georgia's law, if you have health insurance, it should provide equal coverage for mental health care. So, if your plan helps cover doctor visits, hospital stays, or medication for things like diabetes or heart problems, it also must offer similar support for depression, anxiety, addiction, or other mental health conditions.

Who is covered under this law?

People living in Georgia who have private insurance, Medicaid or PeachCare for Kids® are covered by the Mental Health Parity Act. If you're unsure if the law applies to you, contact your insurance provider or visit GeorgiaMentalHealth.com for more guidance.

What kinds of services can be included under mental health coverage?

Covered services can include:

- Therapy or counseling
- Mental health evaluations
- Medication for mental health conditions
- Inpatient and outpatient mental health treatment
- Substance use treatment and recovery programs

How do I know if my insurance plan is following the law?

If your insurance company denies your mental health care claim, that may be a sign that they are not following the law. Visit GeorgiaMentalHealth.com to learn more about other ways to tell if your insurance plan is not complying with the law.

What should I do if my mental health services are denied or limited?

You can go to GeorgiaMentalHealth.com or:

- Contact your insurance company and ask to file an appeal.
- File a complaint with the [Georgia Office of Insurance and Safety Fire Commissioner](https://GeorgiaOfficeofInsuranceandSafetyFireCommissioner.com).