MAY 2024

Washington State Health Care Authority

HCA Behavioral Health Careers Recruitment

Partner Toolkit

The Washington State Health Care Authority continues to expand our statewide campaign to recruit behavioral health providers at all levels.

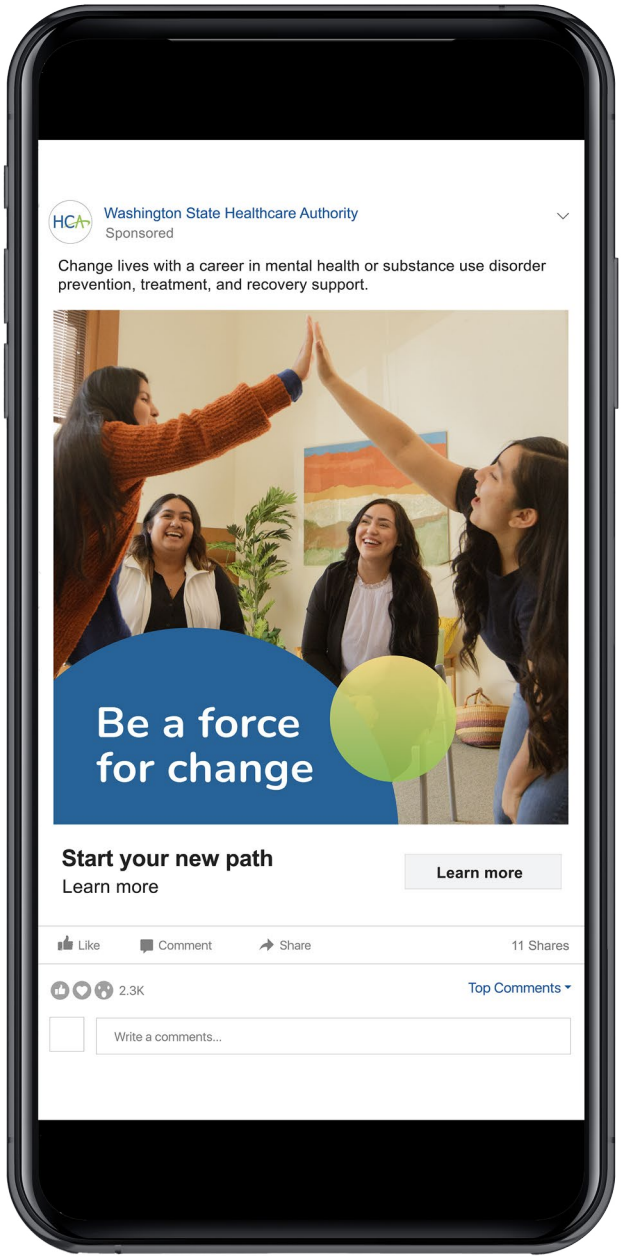
As a valued partner, you're a key part of more broadly sharing the benefits of behavioral health careers with your community. If you're interested, this toolkit walks you through how to download and share the campaign's social media and owned content on your own media channels.

We appreciate your time and support in spreading the word about this important work!

Contents

You will find links to download and share visual content, as well as sample posts that can accompany it. There are assets available in both English and Spanish. Please feel free to customize the copy for your social channels.

1. Social media graphics
2. Testimonial videos
3. Social messaging options
4. Newsletter/owned messaging options



Social media graphics

HOW TO SHARE

Download pre-set graphics and post on your social accounts.

Simply download the graphics via Dropbox and post to your social media account. This toolkit includes language you can copy and paste for your social posts to accompany the visual.

Download pre-set graphics in English ▸

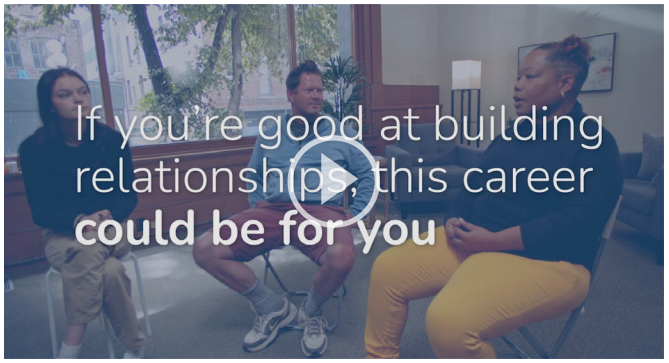
Download pre-set graphics in Spanish ▸

Phase 2 testimonial videos

HOW TO SHARE

Download testimonial videos and post on your social accounts.

Find the video links below and post to your page.



ENGLISH VIDEOS

- :15 SUD professional
- :15 Peer counselor
- :15 SUD professional
- :30 SUD professional
- :30 SUD professional
- :30 SUD professional
- :90 SUD careers

SPANISH VIDEOS

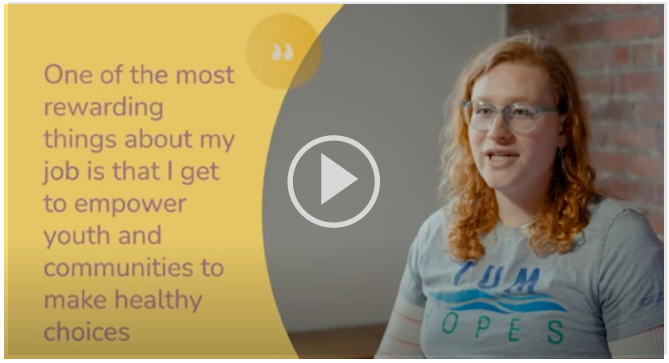
- :15 Profesional de los trastornos por consume de sustancias
- :15 Consejero entre pares
- :15 Profesional de los trastornos por consume de sustancias
- :30 Profesional de los trastornos por consume de sustancias
- :30 Profesional de los trastornos por consume de sustancias
- :30 Profesional de los trastornos por consume de sustancias
- :90 Carreras en trastornos por consume de sustancias

Phase 3 testimonial videos

HOW TO SHARE

Download testimonial videos and post on your social accounts.

Find the video links below and post to your page.



ENGLISH VIDEOS

- **:15** SUD Prevention Specialist
- **:30** SUD Prevention Specialist
- **:15** SUD Prevention Specialist
- **:30** SUD Prevention Specialist

SPANISH VIDEOS

- **:15** Especialista en prevención de trastornos por consumo de sustancias
- **:15** Especialista en prevención de trastornos por consumo de sustancias
- **:30** Especialista en prevención de trastornos por consumo de sustancias
- **:30** Especialista en prevención de trastornos por consumo de sustancias

Social messaging options

Use these message examples for posts paired with the images and videos linked on pages 3-5.

ENGLISH

- Learn how a career in behavioral health gives you the chance to make real change in a person's life, including your own. See where a fresh start can take you at startyourpath.org. **#startyourpathWA** [insert video/graphic]

- Want to be a force for community change? Take the 30-second quiz our partners at @WA_Health_Care created! You'll see how to start – or grow – a career in behavioral health. Visit startyourpath.org. **#startyourpathWA** **[insert video/graphic]**

- Make a change that matters: start or grow your career in mental health or substance use disorder prevention, treatment, and recovery support! Learn how at startyourpath.org, created by our partners at @WA_Health_Care. **#startyourpathWA** **[insert video/graphic]**

- Our communities need behavioral health professionals more than ever. Our partners at @WA_Health_Care are spotlighting the behavioral health careers most in demand in WA. Learn about roles and key benefits at startyourpath.org. **#startyourpathWA** **[insert video/graphic]**

- Does a career in behavioral health sound interesting – but you don't know where to start? Take the 30-second quiz our partners at @WA_Health_Care created to see which career paths match up with your interests. Learn more at startyourpath.org. **#startyourpathWA** **[insert video/graphic]**

- Washington behavioral health professionals open up about their rewarding careers! Our partners at @WA_Health_Care share their stories – visit startyourpath.org to check them out and explore how you can start your own path in the field. **#startyourpathWA** **[insert video/graphic]**

Social messaging options

Use these message examples for posts paired with the images and videos linked on pages 3-5.

SPANISH

- Descubre cómo una carrera en salud mental te permite cambiar la vida de una persona, incluso la tuya. Explora a dónde te puede llevar este nuevo comienzo en startyourpath.org/es/ **#comienzatucaminoWA [insert video/graphic]**

- ¿Quieres promover el cambio en tu comunidad? Responde el breve cuestionario de 30 segundos que crearon nuestros aliados de @WA_Health_Care. Descubrirás cómo empezar una carrera en salud mental o ampliar tu formación. Visita startyourpath.org/es/ **#comienzatucaminoWA [insert video/graphic]**

- Haz un cambio que realmente importa: comienza o amplía tu formación en una carrera en salud mental o en la prevención, el tratamiento y el apoyo a la recuperación de trastornos por consumo de sustancias. Descubre cómo en startyourpath.org/es/, creado por nuestros aliados de @WA_Health_Care. **#comienzatucaminoWA [insert video/graphic]**

- Hoy más que nunca nuestras comunidades necesitan profesionales de la salud mental. Nuestros aliados de @WA_Health_Care brindan información sobre las carreras en salud mental de mayor demanda en Washington. Explora las diferentes profesiones y los principales beneficios en startyourpath.org/es/ **#comienzatucaminoWA [insert video/graphic]**

- ¿Te interesa una carrera en salud mental pero no sabes por dónde empezar? Responde el breve cuestionario de 30 segundos que crearon nuestros aliados de @WA_Health_Care para descubrir qué carreras se adaptan a tus intereses. Encuentra más información en startyourpath.org/es/ **#comienzatucaminoWA [insert video/ graphic]**

- ¡Los profesionales de la salud mental de Washington nos cuentan todo sobre sus gratificantes carreras! Nuestros aliados de @WA_Health_Care comparten sus historias: visita startyourpath.org/es/ para escucharlos y explorar cómo puedes comenzar tu propia carrera en el ámbito de la salud mental. **#comienzatucaminoWA [insert video/graphic]**

Newsletter/owned messaging

Use these message examples for your owned channels. You can also use this with the images and videos linked on pages 3-5.

ENGLISH

Our communities need behavioral health professionals more than ever – so we're happy to see the Washington State Health Care Authority putting a spotlight on careers in mental health and substance use disorder prevention, treatment, and recovery support. These career paths offer lots of entry points and opportunities for growth!

Visit startyourpath.org to explore, hear from those making a difference in their communities, and check out the 30-second quiz that makes it quick and easy to see which roles align with personal interests and lived experience.

SPANISH

Hoy más que nunca nuestras comunidades necesitan profesionales de la salud mental. Por eso nos complace ver que la Washington State Health Care Authority brinda información sobre carreras en salud mental y la prevención, el tratamiento y el apoyo a la recuperación de trastornos por consumo de sustancias. ¡Hay muchas formas de comenzar estas carreras y muchas oportunidades para ampliar tu formación!

Visita startyourpath.org/es/ para explorar opciones, escuchar testimonios de aquellos que están marcando la diferencia en sus comunidades y responder un breve cuestionario de 30 segundos para ver sin demora qué carreras se adaptan más a tus intereses personales y a tu experiencia.

Washington State Health Care Authority

Questions?

Please contact HCAHealthWorkforce@hca.wa.gov, if you have any questions.