



# Proposition 1 Toolkit

## EMAIL FOR YOUR NETWORKS

We are experiencing a historic moment for mental health as our state leaders are prioritizing the modernization of California's behavioral health system.

NAMI California is proud to support Proposition 1 as a meaningful and much-needed investment in mental health. Proposition 1 reforms and strengthens the Mental Health Services Act (MHSA), providing funding for services and resources to those living with the most severe mental illness, while also significantly increasing treatment beds, providing much-needed resources for mental health care. NAMI California proudly collaborated with the legislature and Governor Newsom to ensure that the needs of those experiencing serious mental illness and their families were included in the modernization efforts and that enhanced state oversight is prioritized.

### 6 Reasons NAMI California supports Proposition 1:

1. Makes necessary updates to the MHSA, providing funding for services and resources to those living with the most severe mental illness.
2. Enhances state oversight of counties, guaranteeing they are accountable for investments generated through the bond and that voter approval is required for any future amendments.
3. Cements critical resources within the legislative framework to ensure the original MHSA intent remains intact, including funding prioritized for outreach and engagement and stigma reduction and prevention.
4. Increases funding in the Behavioral Health Supports and Services funding bucket, while also funding supportive services such as family engagement and psychoeducation.
5. Provides additional resources for housing, including both community and acute care settings, which address the unique challenges faced by veterans grappling with behavioral health issues.
6. Significantly increases treatment beds, providing funding for 11,000 behavioral health beds and 27,000 outpatient beds to meet the needs of those experiencing severe mental illness.

NAMI California aligns with Governor Newsom's Administration, partner agencies and stakeholders in our support for county oversight and accountability to guarantee investments are fulfilling the MHSA's original intent. We also support Proposition 1 requirements for voter approval of amendments to the MHSA, increased funding in the Behavioral Health Supports and Services Funding bucket, and the inclusion of supportive services like family engagement and psychoeducation.

We hope that you will spread the word on why Prop. 1 is essential to ensure that individuals living with the most serious mental illnesses are receiving the resources and support they need to succeed and that families are supported.

For more information, please visit [treatmentnottents.com](http://treatmentnottents.com) or [namica.org/proposition-1](http://namica.org/proposition-1).

## SOCIAL POSTS

### HOW TO USE THIS TOOLKIT

- 1: Copy the caption of the post
- 2: Open the social platform of your choice, and paste it into a draft post.
- 3: Click on the graphic to download and add to your post
- 4: Post your post!

### Instagram Post

This March, Californians will have the opportunity to vote on Proposition 1, a critical measure that will modernize our state's behavioral health system and provide funding for services and resources to those living with the most severe mental illnesses.

For more information, please visit [www.treatmentnottents.com](http://www.treatmentnottents.com) or [www.namica.org/proposition-1](http://www.namica.org/proposition-1) for more updates. #YesonProp1 #TreatmentNotTents

### Graphic



### Twitter Post

Proposition 1 is a critical measure that will modernize CA's behavioral health system and provide funding for resources to those impacted by severe mental illnesses.

Learn more: [www.treatmentnottents.com](http://www.treatmentnottents.com)  
[www.namica.org/proposition-1](http://www.namica.org/proposition-1)

#YesonProp1 #TreatmentNotTents

### Graphic



## ONE PAGER FOR DOWNLOAD



Proposition 1 One-Page Information Sheet

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