**PEER VIDEO DISTRIBUTION TIP SHEET**

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## Video Summary

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| **Video Title** | How the CARE Act Can Help You Access Support and Treatment: A Peer’s Perspective |
| **Access** | The videos are posted to YouTube and available to access at the following link: <https://bit.ly/CAREpeer>  To request downloadable versions of the videos, please email [info@CARE-Act.org](mailto:info@CARE-Act.org). |
| **Language** | English and Spanish  Note: To turn on closed captions/subtitles in YouTube, click the "CC" button between the speaker button and settings gear button. To turn on captions in another language, pause the video, click the "Settings" icon (gear), then select "Subtitles/CC" and then "Auto-translate." From here you can choose the desired language from the list. |
| **Purpose** | Help individuals, families, and communities understand CARE through a powerful peer story that centers lived experience, recovery, and hope. |

## Why Use This Video?

This short video (~4 minutes) explains the CARE Act from the perspective of someone who is living with schizophrenia and found support through services. This video highlights the voluntary, flexible nature of the CARE Act, ensuring participants have a say in their care. Even if setbacks occur, the focus is on providing a structured, supportive environment for progress.

## How to Share

## Top Use Cases

**Public-Facing Platforms**

* Embed on your CARE Act website / webpage.
* Share on social media or in email newsletters.
* Include in public presentations and community forums.

**Outreach & Engagement**

* Outreach and engagement teams can share with individuals who may be eligible for CARE.
* Use as a conversation starter for families and supporters.
* Share with shelters, hospitals, and justice partners as an engagement tool.

**Education & Training**

* Use in county onboarding or team meetings.
* Use to educate system partners on the CARE Act.
* Show in stakeholder or multi-agency briefings.

## Action Steps: Dissemination in the Community

Consider building the video into your CARE outreach plan. Consider the following:

**Waiting Room Playlists**

* Share the video with local behavioral health clinics, hospitals, and relevant facilities and encourage them to show it on TVs, tablets, phones, or screens in waiting areas.
* Share with emergency departments and inpatient teams for use in discharge conversations.

**Community Partners**

* Share with your local NAMI chapter, peer-run organizations, and family networks, encouraging them to include it in an upcoming newsletter.
* Encourage partners to build it into presentations, emails, and events providing information about the CARE Act.

**Homeless Services & Outreach**

* Provide street outreach teams and shelter staff with the video to use as a low-barrier, trust-building tool.

**Justice System Touchpoints**

* Provide to public defenders, diversion courts, and reentry programs.

## Distribution Tools

### Email to Partners

Dear [Name/Partner],

We’re reaching out from the [County Name] Behavioral Health CARE Act Team to share a new 4-minute video titled How the CARE Act Can Help You Access Support and Treatment: A Peer’s Perspective ([link](https://care-act.org/resource/how-the-care-act-can-help-you-access-support-and-treatment-a-peers-perspective/)). It features a person living with schizophrenia explaining how the CARE Act offers a voluntary, supportive path to treatment, housing, and recovery for eligible individuals. The video is available in English and Spanish.

Please consider sharing this video with clients, families, staff, and partners. [Include if relevant] You can also consider playing the video in waiting areas. It’s a valuable tool for spreading awareness about the CARE Act.

Additional resources include the Petitioning at a Glance Video ([link](https://care-act.org/training-material/community-assistance-recovery-and-empowerment-care-act-petitioning-at-a-glance/)), which is a high-level introduction to the petitioning process for CARE and Completing a CARE Act Petition tutorial ([link](https://care-act.org/training-material/petitioning-for-system-partners/)). These resources and more are available on the CARE Act Resource Center ([link](https://care-act.org/)).

[Consider adding information about where a petition can be filed in your county and if e-filing is an option in your county. Also consider adding where petitioners can find more information/support in your county.]

Let us know if you'd like help integrating it into your materials or outreach.

Best,

[Your Name]

[Title / County Program Name]

[Contact Info]

### Newsletter Entry

**New Video: A Peer’s Perspective on the CARE Act**

The [County Name] Behavioral Health CARE Team is excited to share a new 4-minute video, *How the CARE Act Can Help You Access Support and Treatment: A Peer’s Perspective*.

In this short video, a person living with schizophrenia explains how the CARE Act offers a voluntary, supportive path to recovery—connecting eligible individuals to treatment, housing, and support through a civil court process. The video is available in English and Spanish.

**Watch the video** [here](https://care-act.org/resource/how-the-care-act-can-help-you-access-support-and-treatment-a-peers-perspective/)**.**

This is a great resource for clients, families, community partners, and staff. We encourage you to view and share widely. If your organization is interested in using the video in outreach, waiting areas, or trainings, we’re happy to help.

For more information, contact [Your Name] at [email].

### Social Media

We encourage you to use the [CARE Act Communications Toolkit for Counties](https://care-act.org/resource/care-act-communications-toolkit/) for strategic communication recommendations, best practices, and resources to support your efforts.

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|  | English | Spanish |
| Facebook,  LinkedIn | Recovery is possible — and help is available. Hear directly from someone with lived experience about how the CARE Act connects people to treatment, housing, and support through a voluntary, civil court process. Watch the video and learn more: https://bit.ly/CAREpeer | **La recuperación es posible — y la ayuda está disponible.**  Escuche directamente a una persona con experiencia propia sobre cómo la Ley CARE conecta a las personas con tratamiento, vivienda y apoyo a través de un proceso voluntario y civil en la corte.  **Vea el video y obtenga más información:** <https://bit.ly/CAREpeer> |
| Instagram | What does recovery look like? In this short video, a person with lived experience shares how the CARE Act helps individuals access treatment, housing, and support through a caring, voluntary process. Watch now: https://bit.ly/CAREpeer | **¿Cómo se ve la recuperación?**  En este breve video, una persona con experiencia propia comparte cómo la **Ley CARE** ayuda a las personas a obtener tratamiento, vivienda y apoyo a través de un proceso voluntario y con cuidado.  Vea el video ahora: <https://bit.ly/CAREpeer> |
| X | The #CAREAct offers a supportive path to mental health treatment & housing. Hear a peer’s story about recovery and support available through CARE. Watch here: https://bit.ly/CAREpeer | La **#LeyCARE** ofrece un camino con apoyo hacia el tratamiento de salud mental y la vivienda.  Escuche la historia de una persona con experiencia propia sobre la recuperación y el apoyo que ofrece CARE.  Vea el video aquí: <https://bit.ly/CAREpeer> |

[Click here for social media graphics](https://care-act.org/resource/care-act-communications-toolkit/) for Facebook, Instagram, LinkedIn, and X specifically to accompany this video (both in English and Spanish). To make the social media images viewable to as many individuals as possible, include alternative text when posting the images to your social media channels. The file name of the graphic can be used for alternative text.

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|  | English | Spanish |
| Slide 2 | FIND SUPPORT: THE CARE ACT CAN HELP | ENCUENTRE APOYO: LA LEY CARE PUEDE AYUDARLE |
| Slide 3 | RECOVERY IS POSSIBLE WITH THE RIGHT SUPPORT | LA RECUPERACIÓN ES POSIBLE CON EL APOYO ADECUADO |
| Slide 4 | SELF-DETERMINED PATH TO RECOVERY WITH THE CARE ACT | UN CAMINO DE RECUPERACIÓN QUE USTED ELIGE CON LA LEY CARE |
| Slide 7 | FIND SUPPORT: THE CARE ACT CAN HELP | ENCUENTRE APOYO: LA LEY CARE PUEDE AYUDARLE |
| Slide 8 | RECOVERY IS POSSIBLE WITH THE RIGHT SUPPORT | LA RECUPERACIÓN ES POSIBLE CON EL APOYO INDICADO |
| Slide 9 | SELF-DETERMINED PATH TO RECOVERY WITH THE CARE ACT | UN CAMINO DE RECUPERACIÓN QUE USTED ELIGE CON LA LEY CARE |