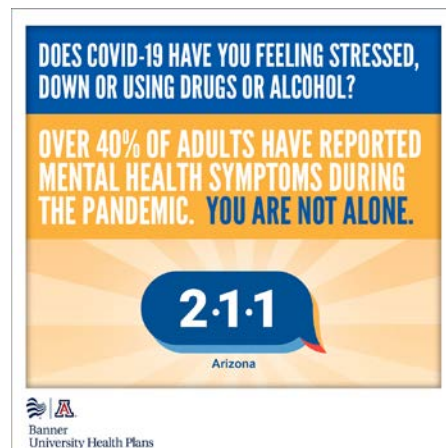# Marketing Toolkit Guidance

Banner – University Health Plans has teamed up with Crisis Response Network and 2-1-1 Arizona to create a targeted campaign to normalize mental health symptoms as a result of the COVID-19 pandemic and encourage people to reach out and connect to the help and resources they need. Below you will find guidance on how to use the files in the toolkit.

We encourage you and your practice to join us in this effort. If your practice is active on social media, has a website or an in-office slide presentation in your waiting room, please consider posting one of these graphics to help spread the word about this important statewide resource.

SOCIAL MEDIA GRAPHIC

Suggested copy to post with graphic: Does Covid-19 have you feeling overwhelmed? You are not alone. Getting help is easy – Dial 2-1-1 or visit 211Arizona.org
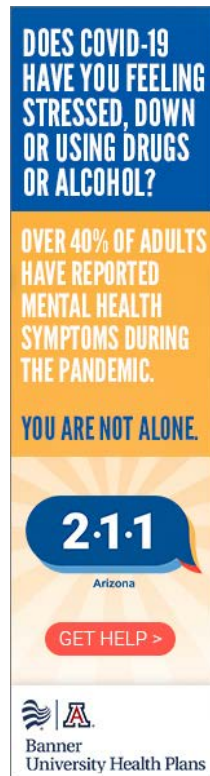

POSTCARD

The postcard can be printed and/or used electronically on social media, as a graphic for a PowerPoint or television slideshow. Scanning the QR code with a camera app will bring the user to the 211 Arizona website.

WEB BANNERS

Web banners can be embedded on any website (consult with your web or IT team). A tap or click of the GET HELP button will bring the user to the 211 Arizona website.

Electronic versions of these graphics can be found on the B – UHP (Banneruhp.com) provider website under COVID-19 Resources.