



Clermont County
**MENTAL HEALTH
& RECOVERY BOARD**

Case Study

Mobilizing Voters to Protect
Local Mental Health Care



The Client

The Clermont County Mental Health and Recovery Board is responsible for all public funds (state, federal, and local) allocated for mental health and addiction treatment and prevention services. Specifically, the Board's mission is to plan and make provision for comprehensive mental health and addiction services that are accessible to all residents of Clermont County, Ohio and to evaluate the delivery and effectiveness of these services.

The Challenge

In the recent campaign to renew the Clermont County Mental Health & Recovery Board levy, the Board faced the challenge of educating voters on the essential—but often unseen—services the levy funds. Though the measure was a renewal rather than a tax increase, many residents were unaware that it supports the county's 24/7 crisis hotline, mobile crisis response, school-based mental-health services, addiction treatment, prevention programs, and gaps not covered by insurance or Medicaid. The Board needed to cut through election noise, clarify the levy's personal impact, and elevate credible local stories to show what was at stake if funding lapsed.

The Process

Management Essentials designed and executed a comprehensive, community-driven communication campaign that clarified the levy's impact and mobilized voters with compelling, trustworthy storytelling. The strategy focused on elevating real voices, simplifying key messages, and maintaining a disciplined cadence to ensure the message reached residents consistently and effectively.

Key actions included:

- **Creating a resonant messaging platform** that humanized the levy's impact.
- **Producing strong creative and storytelling assets** that cut through election noise.
- **Driving steady engagement through organic social media** and above-benchmark paid media.
- **Capturing authentic stakeholder videos** to add credibility and emotional connection.
- **Maintaining disciplined timing and message consistency** to build trust and momentum.

This cohesive approach strengthened community understanding and played a crucial role in the levy's successful renewal.

Lee Ann Watson

Ph.D., C.R.C.,
L.P.C.S., R.A.
Executive Director



"Management Essentials was an invaluable partner in helping us communicate the importance of our Mental Health levy to the community. Their strategy, messaging, and campaign support played a key role in securing the levy renewal. Management Essentials listened and responded to our needs and customized the marketing message to ensure it was strongly related to our mission. Their guidance and campaign execution was invaluable."

Services

Industry:

Public Behavioral Health

Management Essentials Services

- Strategic Planning
- Marketing Strategy
- Content Marketing
- Advertising
- Social Media Management

Results:

- The tax levy passed with 58% support
- 587K+ total impressions providing comprehensive coverage
- 0.97% Google CTR — 2–3x higher than the typical public-sector benchmark



MANAGEMENT ESSENTIALS



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77%

of successful companies have a mechanism to translate their strategy into operative terms

64%

of successful companies build their budget based on their strategy, rather than on past behaviors

76%

of successful companies focus on a limited number of strategic initiatives to reach their objectives

Campaign Results

The ultimate result was the passage of the Clermont County Mental Health and Recovery Board levy, a 0.75 mil renewal. With 58% of voters backing the levy renewal, the community demonstrated clear support for sustaining vital mental-health and addiction-recovery programs. Various marketing metrics drove the underlying awareness and support for the levy, including:

