



Communications Program Update November 2025

Allison Biastock, Chief Communications Officer



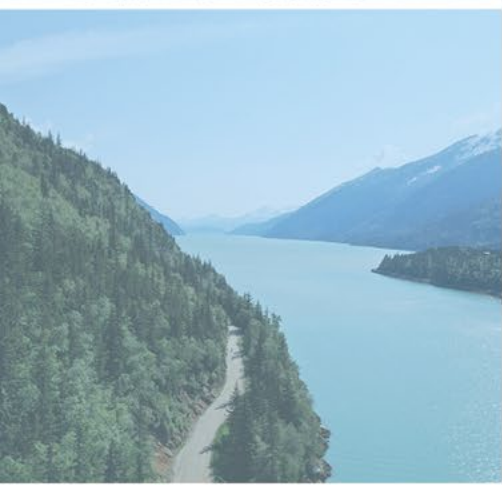
Trust Communications Goals

- Reduce stigma related to Trust beneficiaries
- Increase understanding and positively impact perceptions of the Trust, the Trust's mission, and TLO activities
- Increase awareness of issues critical to beneficiaries



Trust
Alaska Mental Health
Trust Authority





Trust Communications Tools & Tactics



Trust Website

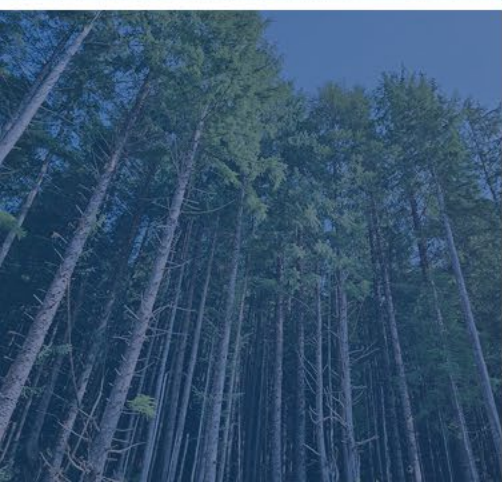
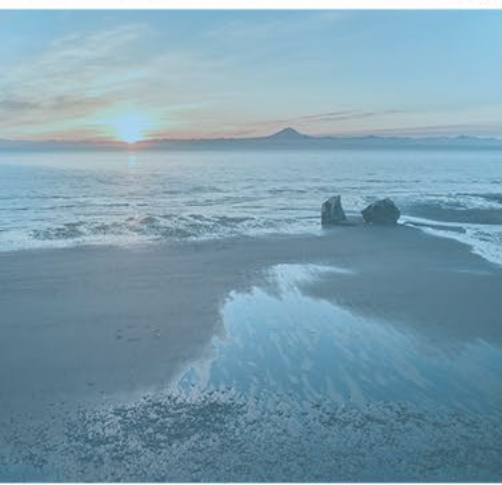
In the last 12 months:

- 76K active users
- 272K views

Top visited pages:

- Fall Land Sale
- Homepage
- OTC Land Sale/parcels
- Mini-Grants





Trust Newsletter

- Launched in October 2023
- 122 new sign-ups since launch (added to existing dist. list)
- For the most recent edition (October 2025):
 - Open rate 43.4%
 - Click rate 6.3%
- Sign up promoted on social and via webpage
- Archived editions available online



Social Media

Trust Facebook: 6,320 followers (+1.1%)

Trust Instagram: 1,313 followers (+12.4%)

Views (in last 12 months)

- Facebook 150.5K
- Instagram 10.9K

TLO Facebook

- TLO Official, 594 followers (+4.8%)
 - 52.7K views
- TLO Land Sales, 1,417 followers (-.5%)
 - 1.9K views



Earned Media



Home

Stations

News

Sports

Local

What's Happening

Markets

Radio

Merch

State Land Sale Features Multiple Kenai Peninsula Properties

Author: Nick Sorrell | August 14, 2025



Several Kenai Peninsula parcels are on the auction block this fall as part of the Alaska Mental Health Trust Land Office's 2025 Fall Land Sale Auction, which is now open for

AlaskaBusiness

Magazine

News

Industry

Spotlights

Events

Right Moves

Lists

HOME

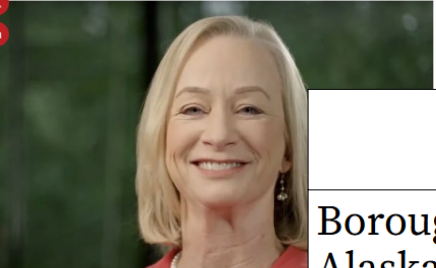
INDUSTRY

GOVERNMENT

PEDIATRICIAN CHOSEN FOR ALASKA MENTAL HEALTH TRUST CEO

Pediatrician Chosen for Alaska Mental Health Trust CEO

AN 27, 2025 | GOVERNMENT, HEALTHCARE, RIGHT MOVES



CURRENT ISSUE

AlaskaBusiness



Borough Assembly votes to acquire Alaska Mental Health Trust land

By ALEX ABBEDUTO
Daily News Staff Writer Aug 2, 2025

The Ketchikan Gateway Borough Assembly unanimously voted to enter into a purchase and sales agreement with the Alaska Mental Health Trust Land Office for two lots located on S. Point Higgins Road about 387 feet from Earl Hines Lane for \$269,330.96 from as part of the borough's plan to develop parking space near South Point Higgins Beach during its July 21 meeting.

At its July 7 meeting, the Assembly adopted a resolution finding the 0.89 acres of land to "be in the borough's best



a company of The Helen Snedden Foundation, a nonprofit corporation

Fairbanks officials highlight mental health successes, needs

Jack Barnwell May 28, 2025



Alaska Chiefs Conference news coordinator, Sarah Koogle with Alaska Behavioral Health and Kyle Dwyer, Tanana Chiefs Conference's link to the Alaska Mental Health Trust Authority's board of trustees on Wednesday, May 21, 2025.

CLARION

Sign Out

Subs



Project stakeholders cut a ribbon at the Nikiski Shelter of Hope on Friday, May 20, 2022, in Nikiski, Alaska (Ashlyn O'Hara/Peninsula Clarion)

Peninsula organizations awarded mental health trust grants

Three organizations, in Seldovia, Seward and Soldotna, recently received funding from the Alaska Mental Health Trust Authority.

By Belcenia Cosman
May 17, 2025 6:40pm



a company of The Helen Snedden Foundation, a nonprofit corporation

Mental Health Trust to consider leasing Fairbanks building for crisis center

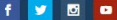
Jack Barnwell Jun 3, 2025



Courtesy Tanana Chiefs Conference

The Tanana Chiefs Conference previously leased the Danvers Center for its sobriety facility. However, that lease ends in July as the tribal cooperative plans to

Listen Live



SEARCH

DONATE



104.7, 90.1 FM IN SITKA
SERVING ANGOON, ELFIN COVE, KAKE, PELICAN, PORT ALEXANDER, TENAKEE SPRINGS, & YAKUTAT

HOME

PROGRAM SCHEDULE

NEWS

KCAW HIGHLIGHTS

COMMUNITY CALENDAR

ABOUT

CONTRIBUTE

DONATE

LATEST NEWSCAST

LANDSLIDE WARNING DASHBOARD

NATIONAL TSUNAMI CENTER

YourAlaskaLink

Alaska Mental Health Trust awards \$2M in grants for statewide support services

Your Alaska Link Apr 16, 2025 Updated Apr 16, 2025



Conference Sponsorships

6 events supported with Authority Grant funds approved in August.

An estimated 800 attendees were at an event where the Trust was displayed as a sponsor.



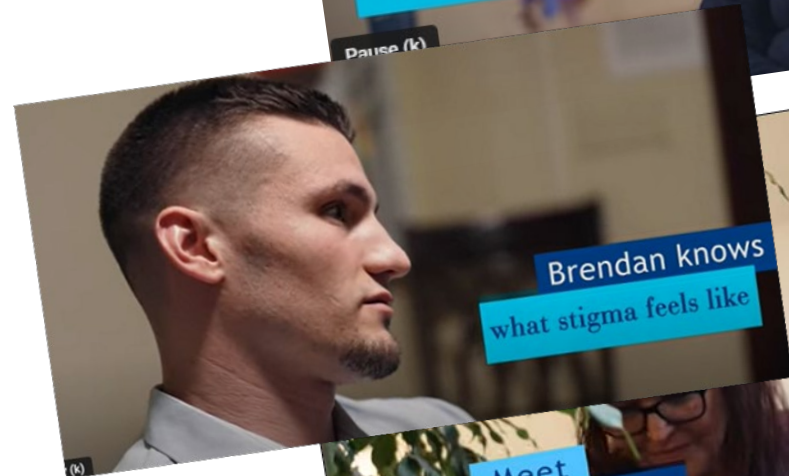
Stigma Campaign

- Latest version launched spring 2024
- Features beneficiaries/partners in their own voice

March-June 2025

- Programmatic Digital, including streaming TV
- Google Search
- YouTube
- Hulu
- Cable/Network TV

Complimentary social media throughout year



About the Trust Campaign

30-second “explainer”
animation
created in 2023/radio spot with
a similar script

Dec. 2024 - Feb. 2025

Digital ad buy:

- Programmatic, including streaming TV services
- YouTube
- Digital Audio (Spotify, Pandora, SiriusXM radio)

Public Radio

New creative planned for FY26

Revenue Generation on Trust Lands



Trust
Alaska Mental Health
Trust Authority

More than \$20M a Year in Grants

Unmute 14

**Learn about the connection
between Trust lands and
Trust beneficiaries.**

WATCH IT HERE



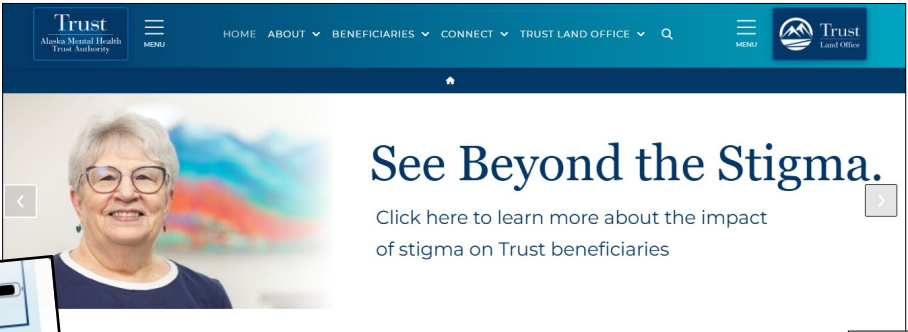
2025 Fall Land Sale Auction

Website, digital & social ads, social, email, print ads, media release, targeted letters to adjacent landowners, Trust e-newsletter

- 1.28M impressions
- Print ads in 11 newspapers



Highlight: Branding (“Look and Feel”)



11:35 Estate

What Does the Trust Do to Support Beneficiaries?

The Trust designates the majority of its annual spending to grant making. The Trust awards approximately \$25 million each year in grants to organizations that provide services or supports to one or more Trust beneficiary groups.

In addition to its role as a grant maker, the Trust also acts as a leader in planning and advocacy efforts around issues pertinent to beneficiary populations. The Trust works closely with a variety of partners including state, local and Tribal governments, nonprofits, providers, and

Our Mission

The duty of the Alaska Mental Health Trust Authority to provide leadership in the advocacy, planning, implementing and funding of services and programs for Trust beneficiaries. The Trust Land Office is

OF INTEREST

- + Behavioral Health Crisis Response (Crisis Now Model)
- + 2024 Annual Report

988 is making crisis services more accessible for Alaskans.

EARLY CHILDHOOD & YOUTH

POTENTIAL SYMPTOMS OF MENTAL HEALTH CONDITIONS IN YOUTH

- Anger, irritability, or aggressiveness
- Noticeable changes in mood, energy level, or appetite
- Difficulty sleeping or sleeping too much
- Difficulty concentrating, feeling restless, or on edge
- And more

EATING DISORDERS ALLIANCE

BUILDING BODY CONFIDENT KIDS - YOUTH MENTAL HEALTH PREVENTION

Sign Up for Our Newsletter

NEW OVER PARCELS

NATIONAL WINTER SPORTS TBI AWARENESS MONTH

HAPPY NEW YEAR

THE 2024 FALL LAND SALE

General permits

AMY

Community Partner

"If we are able to talk about stigmas early on and help support our parents having their children be part of the community early, that goes a long way in decreasing stigma."

GRANT OPPORTUNITIES

MEN'S HEALTH MONTH

Sign Up for Our Newsletter

THE 2024 FALL LAND SALE AUCTION

THE 2024 FALL LAND SALE IS NOW OPEN!

SHARON

"I wish that people understood how much of a difference stigma is for people who need services and really could benefit from them. It deters them from seeking help and makes it harder to get the help that we really need."

DISABILITY JUSTICE

Strategic Planning Beneficiary Listening Session

SELF-CARE TIPS FOR MANAGING YOUR MENTAL HEALTH

- Get regular exercise
- Eat healthy, regular meals and stay hydrated
- Make sleep a priority
- Try a relaxing activity
- And more

FALL LAND SALE AUCTION COMING SOON!

STAKEHOLDER SURVEY

Who should call 988?

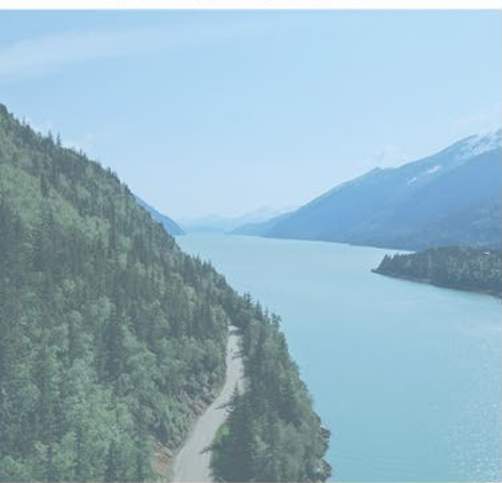
Sign Up for Our Newsletter

ELDER

GRANT HIGHLIGHT: ALASKA NATIVE HERITAGE CENTER



Branding, Cont'd



Highlight: Trust Social Mentions



Alaska Department of Natural Resources

November 5 at 6:09 PM · 🌐

DNR staff are representing at the [Alaska Miners Association](#) annual convention in Anchorage this week! You'll find DNR Ambassadors speaking on panels, presenting, hosting a mining booth, and attending the fascinating technical and policy sessions. Say hi if you see one of us from the Commissioner's Office, [Alaska Trust Land Office](#), [Alaska Division of Mining, Land and Water](#), [Alaska DGGs](#), or the Office of Project Management & Permitting.



Hope Community Resources

8m · 🌐

Two of our assisted living homes just got safer, more comfortable, and more accessible!

We are incredibly grateful to [Alaska Mental Health Trust Authority](#) for the funding that made these transformations possible! With their support, both homes now have beautiful new luxury vinyl flooring throughout, and the residents and staff are already enjoying the difference! (Scroll to the last five photos for the "before" shots!)

We also want to give a shout-out to our Maintenance team for coordinating the upgrades and completing the work quickly and with residents' comfort and safety front and center.

#ThankYouAMHT #ThankYouTeam #AccessibleLiving #HomeSweetHome



Maniilaq Association

October 15 at 9:21 AM · 🌐

Thank you from all of us at Maniilaq Association to the [Alaska Mental Health Trust Authority](#) for your generous funding toward the Maniilaq EmPATH Unit project! Your support is a vital step in transforming behavioral health crisis care for Northwest Alaska.

The Maniilaq EmPATH (Emergency Psychiatric Assessment, Treatment, and Healing) Unit at the Maniilaq Health Center in Kotzebue will provide a safe and calming environment for those experiencing a behavioral health crisis, addressing a critical need in our region.

Thanks to the Trust's investment, we will be able to:

1. Create comprehensive policies and procedures to ensure high-quality operations.
2. Improve our Electronic Health Record and billing systems for efficiency.
3. Implement an extensive training program to equip our staff for crisis stabilization.
4. Engage experts to successfully implement the EmPATH model.
5. Cover initial costs for recruiting and training qualified staff.

This initiative will not only enhance our program development but also empower us to expand and sustain crisis stabilization services for our Northwest Arctic communities. With the Trust's partnership, we are excited to build a model of culturally responsive, community-centered care for rural Alaska.

... you once again for your commitment to improving behavioral health outcomes across our region. We are honored to collaborate with the Trust on this important work and can't wait to share our progress with you all.



Highlight: Beneficiary Asset Collection





On the Horizon:

- FY25 Annual Report
- Strategic Plan rollout
- New media campaign materials
- 2026 Legislature
- 2026 Improving Lives Conference
 - *Save-the-date: Sept 17-18, 2026*



Improving Lives
Conference



The Alaska
Mental Health
Trust Authority

Thank You

Questions?

