

Company: Collaborative Support Programs of New Jersey, Freehold, NJ

Company Description: CSPNJ, a peer-led not-for-profit organization, provides flexible, community-based services that promote responsibility, recovery, and wellness through the provision of community wellness centers, supportive and respite housing, human rights advocacy, educational and innovative programs for people with the lived experience of behavioral health conditions. CSPNJ is internationally recognized.

Nomination Category: Innovation in Social Media Channels Categories

Nomination Sub Category: Female Social Media Manager of the Year

Nomination Title: Chelsea Triano, Marketing Coordinator



1. If you are providing an essay, enter here up to 625 words describing the innovative achievements of the nominated person since July 1 2023:

Total 602 words used.

Chelsea has served as a one-person marketing/communications team at the statewide nonprofit, which employs over 360 staff and serves thousands of New Jerseyans. Her personal lived experience with mental health motivates her to increase accessibility and awareness of the life-changing, free-of-charge peer services that CSPNJ provides, leveraging her experience on the front line in peer wellness respite services. As a peer herself, Chelsea says that, “mental health care should be representative, accessible and reliable – if we don't work to have our agency be findable, we're doing a great disservice to those who are in need but don't yet know where to turn to. My passion for taking on this role comes from knowing how different my lived experience could have been if I had known about CSPNJ when I was in distress, and how easy it can be to help and prevent others from dealing with their own mental health alone.”

CSPNJ was busy in early years providing services on the frontline and found itself in a humble and quiet position. Over the past two years, Chelsea has not only uncovered decades of celebratory events and achievements in the field that never found their way on the front page, but has continued to foster spaces and encouragement for current life-changing services and projects that CSPNJ is leading. Chelsea has magnified CSPNJ's name and reputation in news outlets, community resource directories, and mental health partners with force.

Chelsea came into her role while CSPNJ struggled to capture greater audiences through optimizing the use of its website, social media, and in-person voice. She quickly offered solutions: adding an accessibility tool to the website, building a dictionary of person-centered and aligned language, and set the precedence of where CSPNJ's values best aligned at conferences and other events. CSPNJ has been invited to attend six in-person community events and conferences monthly by honorable organizations and state service providers since these efforts have been made.

Chelsea has grown CSPNJ's online presence to create greater accessibility to services, increasing the [Facebook](#) following by 50% and average newsletter engagements by 125% during the 2023 fiscal year alone and by 200% to date. She also gracefully took on the unexpected role of event coordinator, taking the lead on organizing annual events such as an employee appreciation event and statewide community festival for persons living with mental health and/or co-occurring substance use challenges. She's heavily involved in regional events for persons served, staying true to her roots as a frontline staff person, like organizing field trips and day activities for individuals involved in CSPNJ's supportive housing programs. In 2023 and 2024, Chelsea was the lead of our annual Fall Fest, a statewide community event for individuals living w/mental health and/or substance use challenges.

She's built an active online community via social media and kickstarting monthly newsletters. In addition to our agency newsletter, Chelsea is well known by staff at the agency, distributing internal communications about advocacy, community events and professional development opportunities on a nearly weekly basis. Not only does she integrate newsletter and advocacy content into her social media calendar, but employees know to go to her when they need an event etc. publicized on social media.

The annual Mental Health Awareness Month toolkits Chelsea has launched (and toolkits for other awareness months), have received recognition from federally funded mental health and social service providers, alongside other regional 501(c)3s and 501(c)4s. Chelsea utilized surveys of persons served and peer staff to identify what individuals wanted/needed, then used the feedback to build personalizable agendas featuring printable activities, online weekly discussions, and a peer story wall on CSPNJ's MHAM webpage.

2. Which will you submit for your nomination in this category, a video of up to five (5) minutes, describing the nominated person, OR an essay of up to 625 words? (Choose one):

An essay of up to 625 words

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

Attachments/Videos/Links:

[Chelsea Triano, Marketing Coordinator](#)

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