

Population-based Mental Health

Introducing The Behavioral Health 360 Program

Deryk Van Brunt, DrPH
Professor, UC Berkeley, School of Public Health
CEO, CredibleMind

August 2023

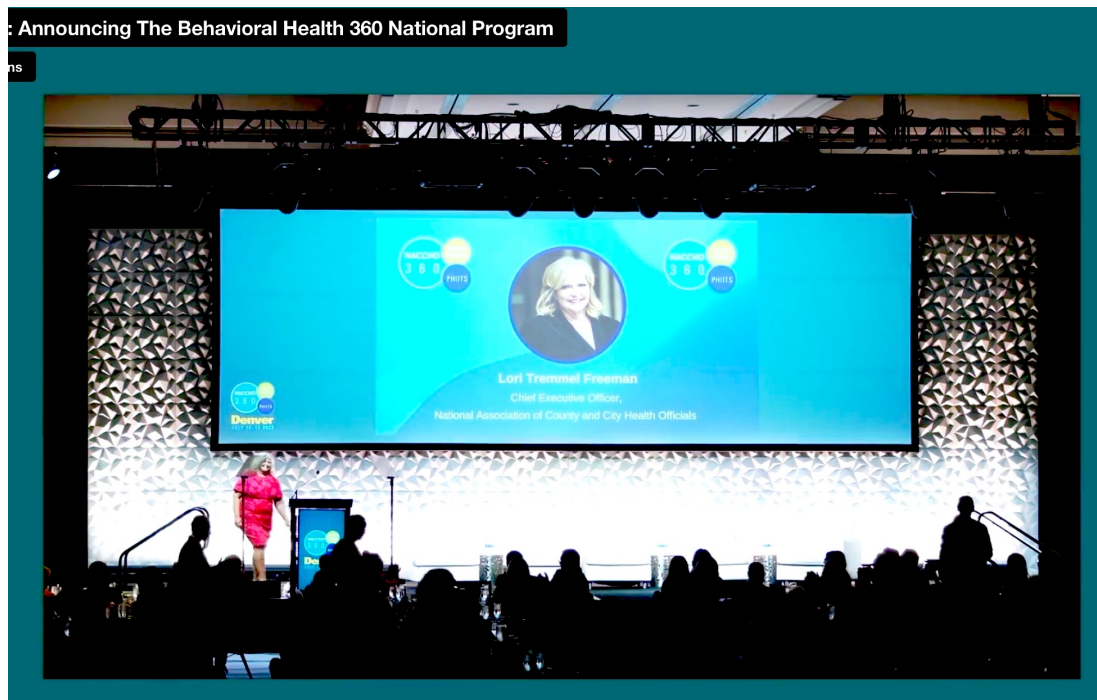
Private and Confidential



A Better Front Door to Mental Wellbeing
crediblemind.com

NACCHO 360 Plenary Introduction of the Behavioral Health 360 Program

Lori Tremmel Freeman, President NACCHO
July 10, 2023





Lori Tremmel Freeman
CEO
NACCHO



[PLAY](#)

NACCHO 360 Survey Question #1

Are you worried about the mental health and wellbeing of:

- Your employees and clinical staff
- The patients you serve
- The community (residents) you serve
- All of the above
- None of the above

NACCHO 360 Survey Question #1

Are you worried about the mental health and wellbeing of:

- Your employees and clinical staff – 3%
- The patients you serve – 0%
- The community (residents) you serve – 0%
- All of the above – 97%
- None of the above – 0%

NACCHO 360 Survey Question #2

Do you feel that the turnaround time (and availability) of therapy is sufficient to help the population you serve?

- Yes
- No
- Undecided

NACCHO 360 Survey Question #2

Do you feel that the turnaround time (and availability) of therapy is sufficient to help the population you serve?

- Yes – 0%
- No – 100%
- Undecided – 0%

NACCHO 360 Survey Question #3

Do you believe that “early intervention” for behavioral health works, and can make a positive impact on the population you serve?

- Yes
- No
- Undecided

NACCHO 360 Survey Question #3

Do you believe that “early intervention” for behavioral health works, and can make a positive impact on the population you serve?

- Yes – 93%
- No – 0%
- Undecided – 7%

We Are In A National Mental Health Crisis

Unmet Needs Are A Huge Problem



People in professional care

Individuals who are “out of sight”

- 250,000 behavioral health therapists short
- 112M people living in professional shortage areas (wait times 6)
- Undiagnosed, misdiagnosed, or undertreated by primary care
- Uninsured, or 25% of those with insurance who can't afford co-pay
- Substance misuse - half of people with a mental illness will also be diagnosed with a substance misuse disorder at some point in their lives, and vice versa
- Homelessness - studies show 30-35% of homeless people have a mental illness
- Girls in high school: 60/30/24
- AVG delay between onset symptoms and treatment: 8-11 years

Vulnerable Populations Are Hit Hardest

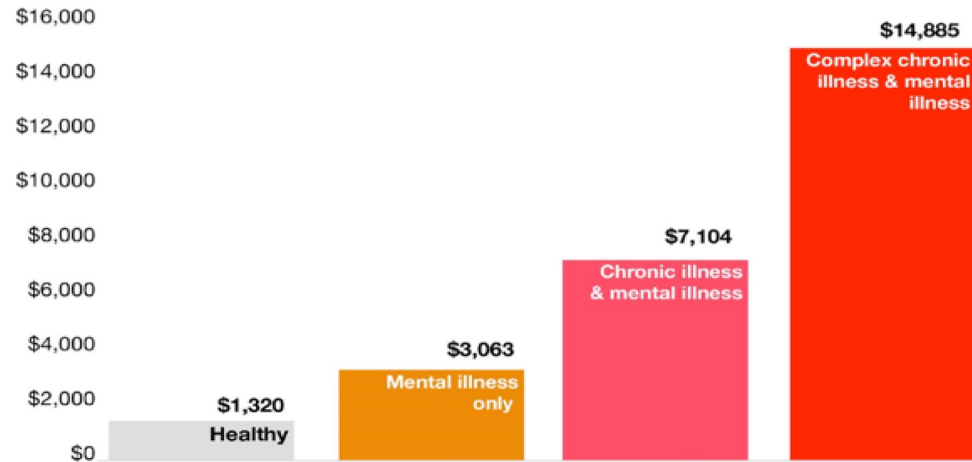
- 67% of front-line workers experiencing negative work-related stress (<https://www.apa.org/news/press/releases/2021/10/compounding-stressors-change-jobs>)
- BIPOC 36% prevalence of mental illness (<https://nami.org/mhstats>)
- LGBTQ individuals are 2.5 times more likely to experience depression, anxiety, and substance use compared to heterosexual individuals. (Kates, J, et al. "Health and Access To Care And Coverage For Lesbian, Gay, Bisexual, and Transgender Individuals in the U.S. Retrieved." Kaiser Family Foundation. 2016. <http://kff.org/report-section/health-and-access-to-care-and-coverage-for-lesbian-gay-bisexual-and-transgender-healthchallenges/>)
- 15.08% of youth experienced a major depressive episode in the past year
- About 33% of asylum-seekers and refugees experience high rates of depression, anxiety, and post-traumatic stress disorders (PTSD) (Turrini, G., Purgato, M., Ballette, F., Nose, M., Ostuzzi, G. & Barbui, C. 2017. Common mental disorders in asylum seekers and refugees: umbrella review of prevalence and intervention studies. International Journal of Mental Health Systems, 11: 51)

Comorbidities

Many medical conditions are at least partially related to mental health.
Nearly 21 million individuals with employer coverage have a mental illness
in addition to a chronic or complex illness.

Figure 11: The cost of caring for individuals with employer-based insurance who have both a complex chronic illness and mental illness is five times more than that for individuals who have only a mental illness

Average annual per capita spending 2013-15 for individuals with employer-based insurance



Source: PwC Health Research Institute analysis of Medical Expenditure Panel Survey data for individuals with employer-based insurance, 2013-15

We Researched A New Model for Mental Healthcare: Organizations Reported Wish List for a Population-Based System

A Gateway – for all members, employees & patients – no cost to users

Positive framework – destigmatize seeking help

Evidence-based (what works) – work upstream

Broad topics – engage people wherever they are in their journey

Connect people to services and clinicians – when needed

Anonymous and safe

21st Century User Experience

Access

Self-Care

Equity

Triage

Professional Services

Analytics

OUR "AH HA" MOMENT

**THE THERAPIST
WILL SEE YOU
WHEN SHE CAN**

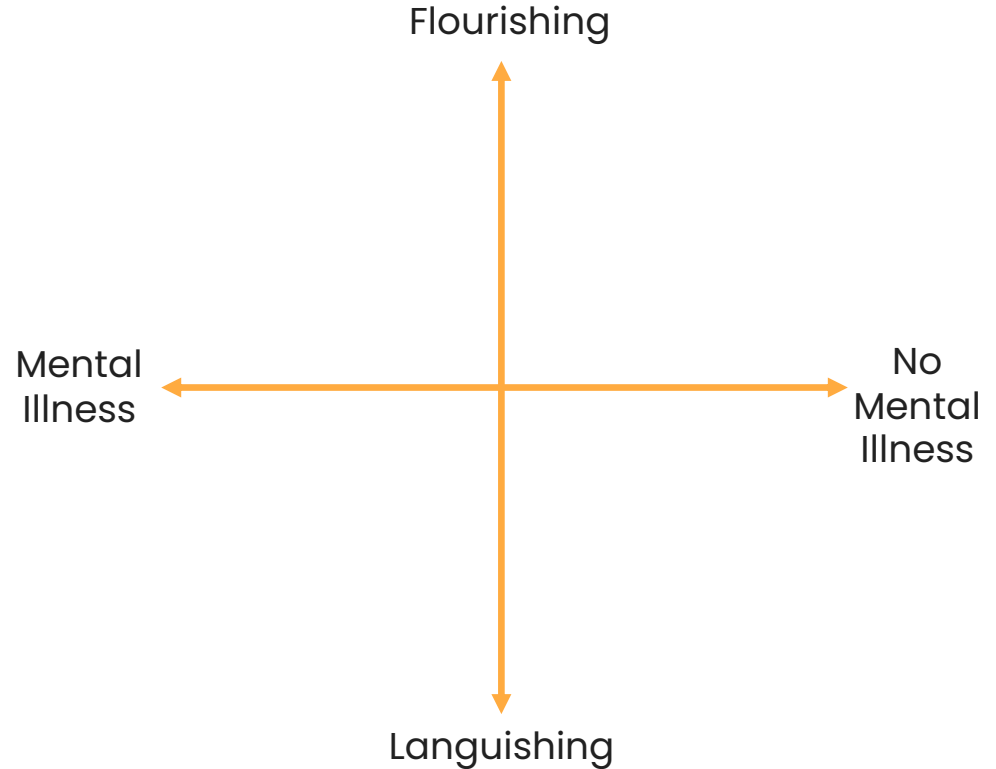
What if we could pull 75%
out of this line and into
something more productive?

Does Early Intervention Population Mental Health Work?

- **Exercise** — 34% reduction in depression, as effective as antidepressant medication and psychotherapy.
- **Meditation/Mindfulness** — NIH review report, meditation can reduce blood pressure, symptoms of irritable bowel syndrome, anxiety, depression, chronic pain, and insomnia.
- **Art Therapy** — 81% of Creative Art Therapy studies report reduction of stress.
- **Being in Nature** — Across 36 studies, outdoor, nature-based exposures found to have a positive effect on stress relief.
- **Tai Chi** — Randomized controlled trials conducted with older adults show that tai chi improves multiple outcomes including sleep quality and duration, daytime functioning, depression, quality of life, and cognitive functioning.
- **Yoga** — Meta study of 35 trials, 74% note significant decrease in stress and/or anxiety symptoms with Yoga.
- **Mindfulness-based Therapy** — Improved outcomes for depression, large meta analysis, Canada's 2016 Guideline for Depression.

Reframing The Mental Health Journey

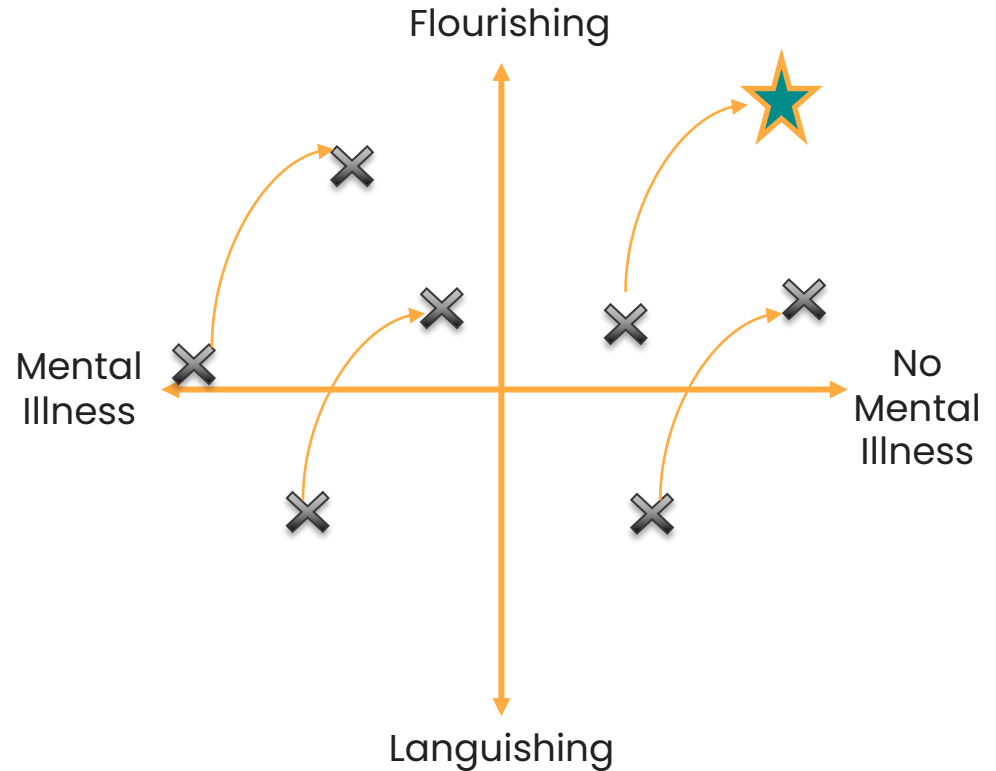
Let's start with a "2D"
positive framework....



Reframing The Mental Health Journey

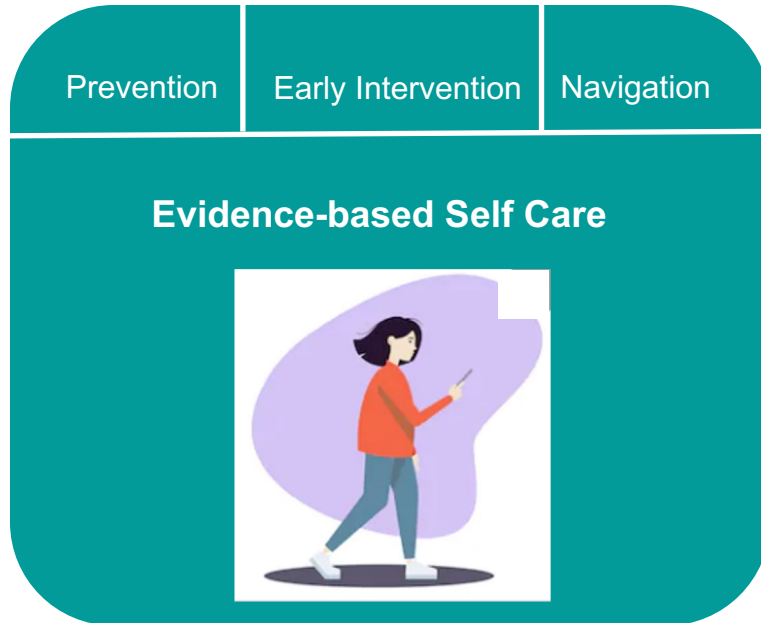
Let's start with a "2D" positive framework....

- People can see themselves in this framework
- Engages people to care about themselves
- Reduces stigma of single dimensional labeling
- Flourishing linked to improved productivity and wellbeing

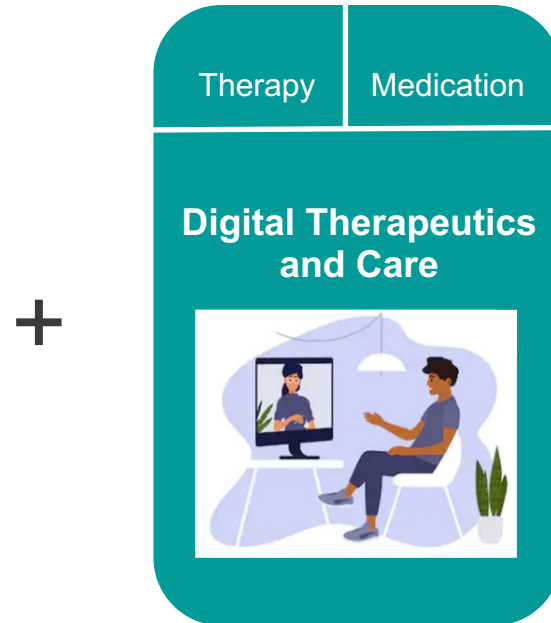


Population Mental Health

Flourishing and Self Care – 75%



Professional Services – 25%



+

The “Solutions” Landscape is Crowded and Confusing

Resulting in Decision Paralysis and Fragmented Solutions



20,000+ mental health apps - most of them point solutions - make it overwhelming and ineffective for members



Organizational changes versus personal transformation



Lack of up-to-date member data and analytics make it hard to optimally serve members and the aggregate population

Behavioral Health 360 Program

A digital mental health platform for local communities



A Digital Mental Health Platform

Localized to your community



Available to Every Resident

Providing prevention, early intervention and self-care



Benchmark Reporting

Gain real-time insights on your community's mental health needs and opportunities with analytics.



Best Practice Sharing

Connect with other leaders for shared learning to support your success.



Grant Opportunities

As a member, access various grants to finance your mental health initiatives.

Case Study 1: Crescent Hills County



What are you looking for



Home Topics Assessments Insights News BH360 Members **Need Help Now** Karin ...

It's Ok to Not Be Ok

Mental Wellbeing Resources You Can Trust

Get Started On Your Mental Wellbeing Journey.

What are you looking for



Assessment
What's Your Mental Health Profile?
START



Topic
Anxiety
Find healthy outlets to manage and treat anxiety



Topic
Burnout
Overcome stress and find work-life balance



Topic
Mindfulness
Be aware of the present to live a richer life

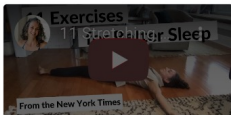
1 Assessments Taken
VIEW ASSESSMENT RESULTS

Save a Topic or Resource

7 Resources Viewed
VIEW RECENT RESOURCES

Karin van, here are your exercise & body movement picks to sleep better

CHANGE YOUR GOAL AND APPROACH



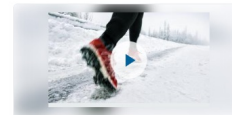
Video 25 mins
11 Exercises for Better Sleep - NY Times



Article
4 Yoga Stretches for a Good Night's Sleep




Video 6 mins
10 Benefits Of Exercise On The Brain And Body - Why You Need Exercise





Podcast 15 mins
Practical tips for exercising in the cold
Life Kit



Case Study 1: Crescent Hills County



What are you looking for







Home Topics Assessments Insights News BH360 Members **Need Help Now** Karin ...

- Mental Health**
- Life Changes
- Emotional Health
- Healthy Relationships
- Personal Growth
- Physical Health
- Spiritual Health
- Wellbeing at Work

[VIEW ALL TOPICS A-Z](#)

Top Topics

- **Anxiety**
- **Stress**
- **Depression**
- **Self-Care**

More Topics

Addiction & Recovery	Depression and Young Adults	OCD
ADHD	Eating Disorders	Suicide & Prevention
Anxiety and Young Adults	Online Therapy	Therapy & Support Groups
Bipolar Disorder	Psychotherapy	Trauma
Overcoming Stigma	PTSD	

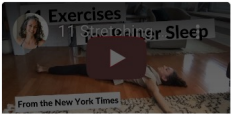
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Karin van, here are your exercise & body movement picks to sleep better

[CHANGE YOUR GOAL AND APPROACH](#)

- 

Exercises for Better Sleep
From the New York Times
Video 25 mins
- 

4 Yoga Stretches for a Good Night's Sleep
Article
- 

10 Benefits Of Exercise On The Brain And Body - Why You Need Exercise
Video 6 mins
- 

Practical tips for exercising in the cold
Podcast 15 mins

Case Study 1: Crescent Hills County



Anxiety ♡

Find healthy outlets to manage and treat anxiety

- PERSONALIZE
- FIND WHAT HELPS
- TAKE AN ASSESSMENT

Life is stressful sometimes. Work gets tough. School gets overwhelming. The news can bring you down. It's normal to worry when life is hard. It's part of being human. However, when worry grows into anxiety, it affects your health. Anxiety can hurt your mental, emotional, and physical wellbeing.


If anxiety becomes so overwhelming that it interferes with your wellbeing, then you could have a clinical anxiety disorder. You're not alone—worldwide, about 3.6% or 264 million people have an anxiety disorder.


Fortunately, there are many tools available to help you manage anxiety and live with peace.


LEARN MORE


Quick Filters: Teachings and Discussions | Get the Facts | Tips | Personal Story


Top Rated Apps View All


App
Headspace
Just a few minutes can change your day
★★★★★ 4.6


App
Shine
Meditation & motivation
★★★★★ 4.6


App
Dare: Panic & Anxiety Relief
★★★★★ 4.5


App
Calm
Join the millions discovering the life-changing benefits of...
★★★★★ 4.5




App
Wysa
Free therapy chat for mindfulness, mental health, stress check &...
★★★★★ 4.4

Case Study 1: Crescent Hills County




Anxiety ♡

[WHAT HELPS](#) ⓘ [View All](#) ↻




Talk to a Professional

- 
Cognitive Behavioral Therapy
- 
Doctors & Medication


Try These Exercises

- 
Exercise & Body Movement
- 
Tai Chi
- 
Yoga





Get Bodywork

- 
Acupuncture
- 
Massage
- 
Bodywork & Relaxation Techniques




Other Approaches


- 
Herbs & Supplements

Focus On Your Self

- 
Creative Expression
- 
Sleep
- 
Nutrition
- 
Time Management

Add a Mindfulness Practice


- 
Mindfulness
- 
Breathwork
- 
Meditation

 App ♡

Headspace

Just a few minutes can change your day


★★★★★ 4.6 Ⓜ

 App ♡

Shine


Meditation & motivation

★★★★★ 4.6 Ⓜ

 App ♡

Dare: Panic & Anxiety Relief


★★★★★ 4.5 Ⓜ

 App ♡

Calm

Join the millions discovering the life-changing benefits of...

★★★★★ 4.5 Ⓜ

 App ♡

Wysa

Free therapy chat for mindfulness, mental health, stress check &...

★★★★★ 4.4 Ⓜ

Editor's Picks for Anxiety [View All](#) ↻

Case Study 1: Crescent Hills County

Sleep Helps For Anxiety

Take a nap when anxiety strikes

Having good sleep habits can do wonders for your mind and body. Sleep is essential for ensuring that your body recovers from the day and restores itself, and for your brain to take the information it consumed throughout the day and consolidate it efficiently into short and long-term memory.

Useful tips include:






- No caffeine after noon
- Limit alcohol (stop drinking a few hours before bed)
- Only use your bed for sleep
- Stop electronics/emotional TV shows one hour before going to bed
- Stop working an hour before bed
- If you have trouble falling asleep, don't stay in bed and lie awake – get up and move around for 10–15 minutes until sleepy, then retire again
- Use a sleep [journal](#) to see your progress!

[Explore more in the Sleep Topic Center](#)

Browse and Filter Resources

- [Español](#)
- [Videos](#)
- [Podcasts](#)
- [Links](#)
- [Articles](#)
- [Teachings and Discussions](#)
- [Tips](#)
- [Apps](#)
- [Get the Facts](#)
- [Advanced](#)
- [Clear](#)

Top Rated Apps [View All](#)

 <p>Headspace Just a few minutes can change your day</p>	 <p>10% Happier Guided Meditation & Mindfulness.</p>	 <p>Calm Join the millions discovering the life-changing benefits of...</p>	 <p>Thundergod: Insomnia Relief</p>	 <p>Sleepio</p>
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Case Study 1: Crescent Hills County



Anxiety

Find healthy outlets to manage and treat anxiety

- [PERSONALIZE](#)
- [FIND WHAT HELPS](#)
- [TAKE AN ASSESSMENT](#)

Life is stressful sometimes. Work gets tough. School gets overwhelming. The news can bring you down. It's normal to worry when life is hard. It's part of being human. However, when worry grows into anxiety, it affects your health. Anxiety can hurt your mental, emotional, and physical wellbeing.

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[LEARN MORE](#)

Quick Filters [Teachings and Discussions](#) [Get the Facts](#) [Tips](#) [Personal Story](#)

Top Rated Apps [View All](#)

- Headspace**
Just a few minutes can change your day
★★★★★ 4.6
- Shine**
Meditation & motivation
★★★★★ 4.6
- Dare: Panic & Anxiety Relief**
★★★★★ 4.5
- Calm**
Join the millions discovering the life-changing benefits of...
★★★★★ 4.5
- Wysa**
Free therapy chat for mindfulness, mental health, stress check &...
★★★★★ 4.4

Case Study 1: Crescent Hills County

[Go to Overview](#)

Sleep

Take a nap when a
Having good sleep habits
for your brain to take t

Useful tips include:

- No caffeine after
- Limit alcohol (st
- Only use your be
- Stop electronics/
- Stop working an
- If you have trouble falling asleep, don't stay in bed and lie awake – get up and move around for 10–15 minutes until sleep, then retire again
- Use a sleep journal to see your progress!

[Explore more in the Sleep Topic Center](#)

Browse and Filter Resources

- Apps
- Español
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- Links
- Articles
- Guided Activity
- Free
- Organizations
- FAQ
- Advanced
- Clear

Top Rated Apps [View All](#)

App
Headspace

App
10% Happier

App
Calm

App
Thundergod: Insomnia Relief

App
Sleepio

Featured

2 MINS

Assessment
Dive into Your Personality Big 5!
START

Most Popular

- Have Past Events Left You With Trauma or...
5 minutes
START
- Mental Health Check-in
3 minutes
START
- Are Your "Off Days" a Sign of Depression?
2 minutes
START
- Is Your Substance Use Harmful?
3 minutes
START

[SEE ALL ASSESSMENTS](#)

ers from the day and restores itself, and
-term memory.


Case Study 1: Crescent Hills County

All assessments


My results

4 MINS 


Assessment
Are You Mindful or Is Your Mind Full?
START >

12 MINS 


Assessment
What's Your Mental Health Profile?
RETAKE >

3 MINS 


Assessment
Mental Health Check-in
START >

2 MINS 


Assessment
Is it Job Stress or Burnout?
START >

4 MINS 


Assessment
Is Caring for Others Taking a Toll on You?
START >

1 MIN 


Assessment
Are Your "Worry Days" a Sign of Anxiety?
START >

2 MINS 


Assessment
Are Your "Off Days" a Sign of Depression?
START >

2 MINS 

Assessment
How's Your Sleep Quality?
START >

3 MINS 


Assessment
How Strong is Your Resilience Network?
START >

3 MINS 


Assessment
Is Your Substance Use Harmful?
START >

5 MINS 


Assessment
How Much Social Support Is in Your Life?
START >

2 MINS 


Assessment
Procrastination, Distraction, or ADHD?
START >

5 MINS 

Assessment
Have Past Events Left You With Trauma or PTSD?
START >

3 MINS 

Assessment
Is Your Mental Health Flourishing?
START >

9 MINS 

Assessment
Dopamine Driven or Serotonin Strong?
START >

Case Study 1: Crescent Hills County





Your alcohol use risk level



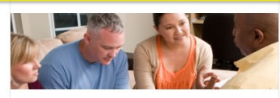







Based on your answers, your alcohol use in the past 3 months puts you at moderate risk for dangerous substance use. People sometimes use alcohol as a way to cope with hard feelings. If you scored high in any of the mental health areas above, be sure to address those needs in healthy ways by checking out some of the resources in those sections.

If you (or the people in your life) have felt concerned about your alcohol use, we recommend talking to a professional who can help address your needs. Scroll to the top of the page for the list of Monterey County substance use treatment providers. If you have a primary care doctor, you can also reach out to them for support.



- Other ways to prevent alcohol addiction include:
 - Understanding your triggers. Common alcohol triggers include relationship stress, social events, trouble at work, and not sleeping well.
 - Scheduling alcohol-free days or weeks
 - Getting creative with alcohol-free drinks or going to events that do not involve drinking
 - Building a “sober social network” or identifying people you trust who can support you

-  **Outpatient Programs**
-  **Residential Treatment**
-  **Editor's Picks for Alcohol Use**
-  **Substance Use Providers**

- 
Service 
Door To Hope Outpatient Treatment Program
- 
Service 
Sun Street Centers Outpatient Substance Use Counseling
- 
Service 
Valley Health Associates Adult Outpatient Substance Use Treatment
- 
Service  >
Monterey County Behavioral Health Adult & Youth Crisis Intervention 24-hour...

Case Study 1: Crescent Hills County

Learn: Behavioral Health 360 Program – Ask Your Question Here




Article
How do I acquire the Behavioral Health 360...


Article
Insights from my community mental health reports

Article
How do communities drive engagement with mental...


NACCHO Knowledge Sharing Case Studies [VIEW ALL](#)




Article
Owensboro KY: Successful Awareness Promotion Program
Awareness and Promotion




Article
How we used BH 360 to help with workplace wellness
Improving workplace health



Article
Using BH 360 to help Police with Diversion Programs
Community policing for mental health




Article
How Behavioral Health 360 supports MAPP planning
Aligning forces




Article
Madera County: Collaboration Between Behavioral and Public...
How it helps


NACCHO Knowledge Sharing Webinars [VIEW ALL](#)




Article
How do I acquire the Behavioral Health 360 Program?
Improving community mental health



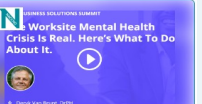
Article
Insights from my community mental health reports
Get actionable data



Article
How do communities drive engagement with mental health...
Partnerships and strategy



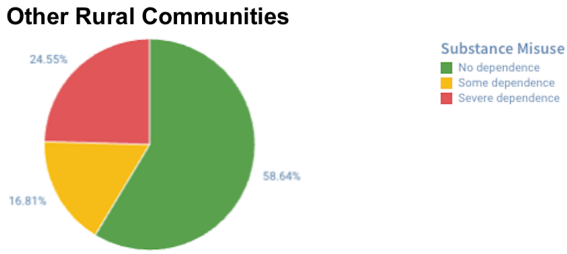
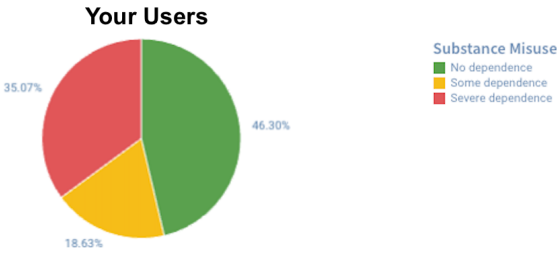
Article
Understanding and Improving Mental Health Needs in Your...
Making a difference in the community



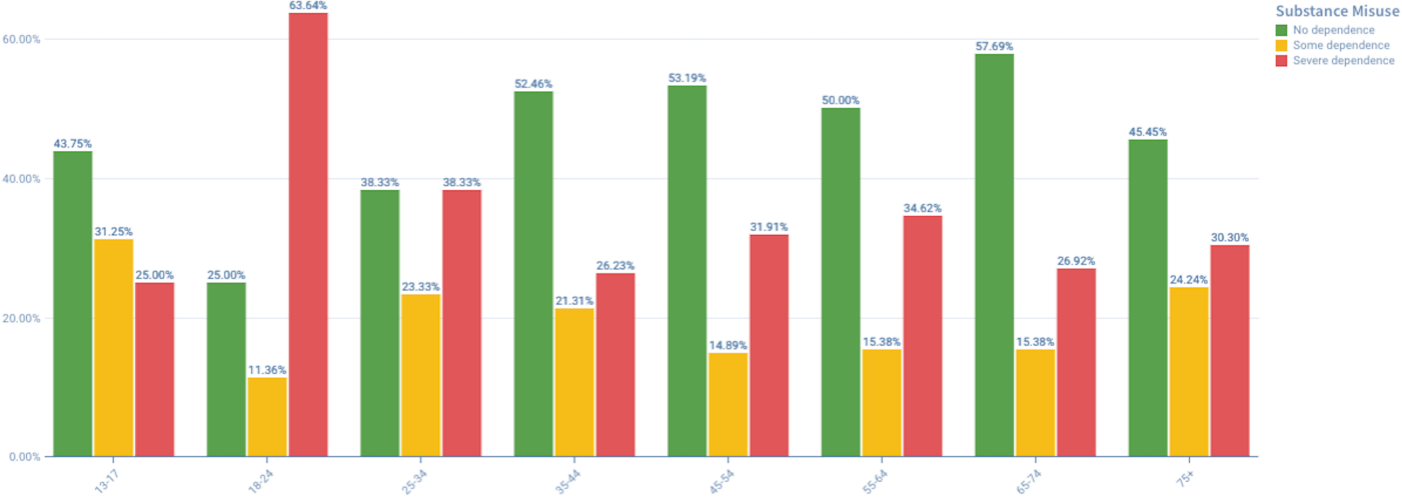
Article
The Worksite Mental Health Crisis Is Real. Here's What To Do...
Making a difference

Case Study 1: Crescent Hills County

Substance Misuse



Substance Misuse by Age - Your Users





Jennifer Butler, MSW, LISW-CP/S
Program Director
Office of Emergency Services
South Carolina Department of
Mental Health



[PLAY](#)

Case Study 3: Middlesex County, Boston

Mobilizing Mental Health Promotion

Who

FrontLine Initiative, a collaboration in Greater Lowell, MA between law enforcement, behavioral health experts, public health and community partners using an evidence-based platform.

Goals

- Improve mental health of the community
- Decrease the rate of unnecessary hospitalizations and arrests for mental illness
- Increase use of co-response clinicians in mental health and substance use emergency calls
- Triage to services to the community



Case Study 3: Middlesex County, Boston

Mobilizing Mental Health Promotion

Approach

- With limited providers and a lack of resources, FLI turned to a digital-first mental health platform
- Platform is used by law enforcement and co-response clinicians on tablets and phones in the field, to identify challenges, build resilience and coping skills, and solve mental health problems
- The web-based platform was later deployed to the broader community for mental illness prevention and health promotion through self-care

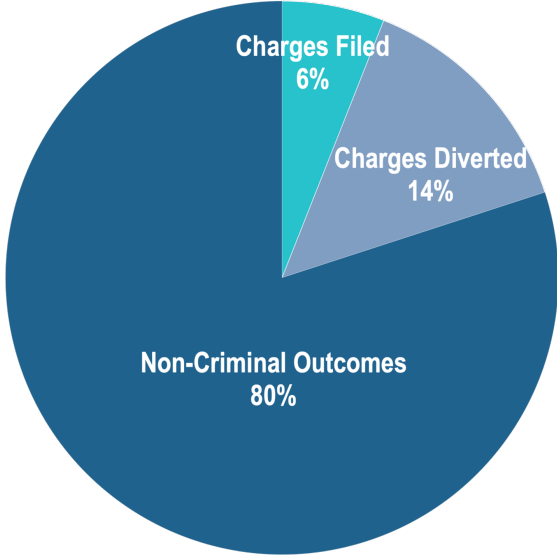


Case Study 3: Middlesex County, Boston

Mobilizing Mental Health Promotion

Outcomes: \$13+ Million Savings in MH Diversions

- 6,400 co-response mental health outreach encounters
- 2,160 emergency room diversions **saving \$8.64M**
- 1,878 criminal charge and jail diversions **saving \$4.70M**
- 500+ therapeutic hours at no charge to community members
- 80% of individuals where criminal charges were possible received appropriate mental health/substance use support



Law Enforcement Encounter Outcomes

Outcomes of the Behavioral Health 360 Program

- 🏠 **85-90%** “thumbs up helpful” and would refer to a friend
- 🏠 **71%** better understand mental health strengths and challenges
- 🏠 **70%** feel better about themselves
- 🏠 **61%** learned new skills/practices
- 🏠 **57%** positively changed behavior
- 🏠 **55** NPS

How Behavioral Health 360 Program Supports PHAB

PHAB DOMAIN 3: Communicate effectively to inform and educate people about health, factors that influence it, and how to improve it.

How Behavioral Health 360 applies: The purpose of this standard is to give the health department a way to communicate with the public on public health topics. The Behavioral Health 360 Program can drive this communication strategy covering mental health education and navigation to services.

PHAB DOMAIN 4: Strengthen, support, and mobilize communities and partnerships to improve health.

How Behavioral Health 360 applies: Health departments can work with coalition partners to implement the Behavioral Health NACCHO 360 Program.

PHAB DOMAIN 7: Contribute to an effective system that enables equitable access to the individual services and care needed to be healthy.

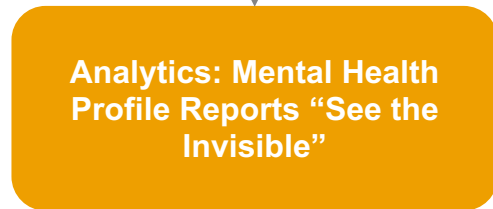
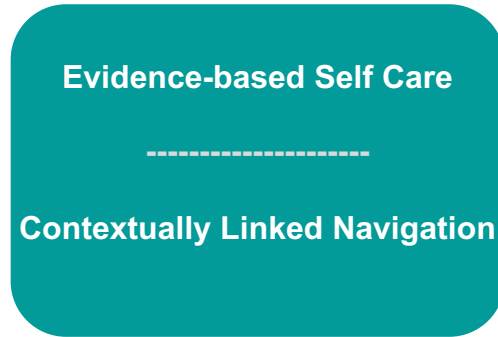
How Behavioral Health 360 applies: This standard is designed to create equitable access to services and resources; Behavioral Health 360 supports this standard by being a free resource for all people in a community to find evidence-based self help and local resources.

Population-based Mental Health

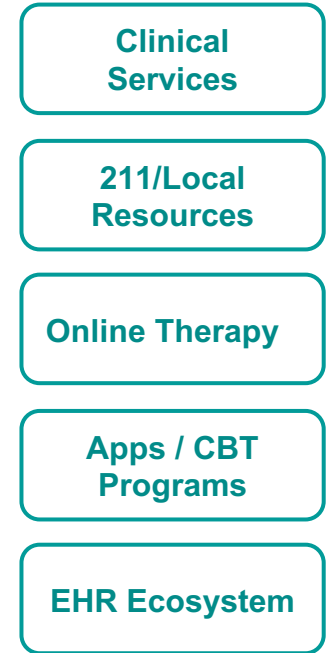
Audiences: Portals



Front-end Platform



Deeper Resources



Behavioral Health 360 Program

A digital mental health platform for local communities



A Digital Mental Health Platform

Localized to your community



Available to Every Resident

Providing prevention, early intervention and self-care



Benchmark Reporting

Gain real-time insights on your community's mental health needs and opportunities with analytics.



Best Practice Sharing

Connect with other leaders for shared learning to support your success.



Grant Opportunities

As a member, access various grants to finance your mental health initiatives.

Behavioral Health 360 Program: Costs and Grants

Costs of Behavioral Health 360 Program

- Setup fee
- Annual licensing fee
- Based on size of population

Healthy Communities Foundation Grant (501C3)

- National Grant available to cities and counties
- Obtain program by 11/15/23
- All applicants will be accepted
- 2-year program

New Grant Program (Pending)

- Will be announced when confirmed
- Available to limited number of communities
- Will offset roughly 50% of costs
- 2-year program

For Demonstration and Grant Inquiries

Scott@crediblemind.com

solutions.crediblemind.com/naccho

404-721-5964

Questions and Comments Welcome!



Deryk Van Brunt, DrPH
Clinical Professor, UC Berkeley SPH
CEO, CredibleMind
✉ deryk@crediblemind.com

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