Population–based Mental Health

Introducing The Behavioral Health 360 Program

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NACCHO
National Association of County & City Health Officials

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A Better Front Door to Mental Wellbeing
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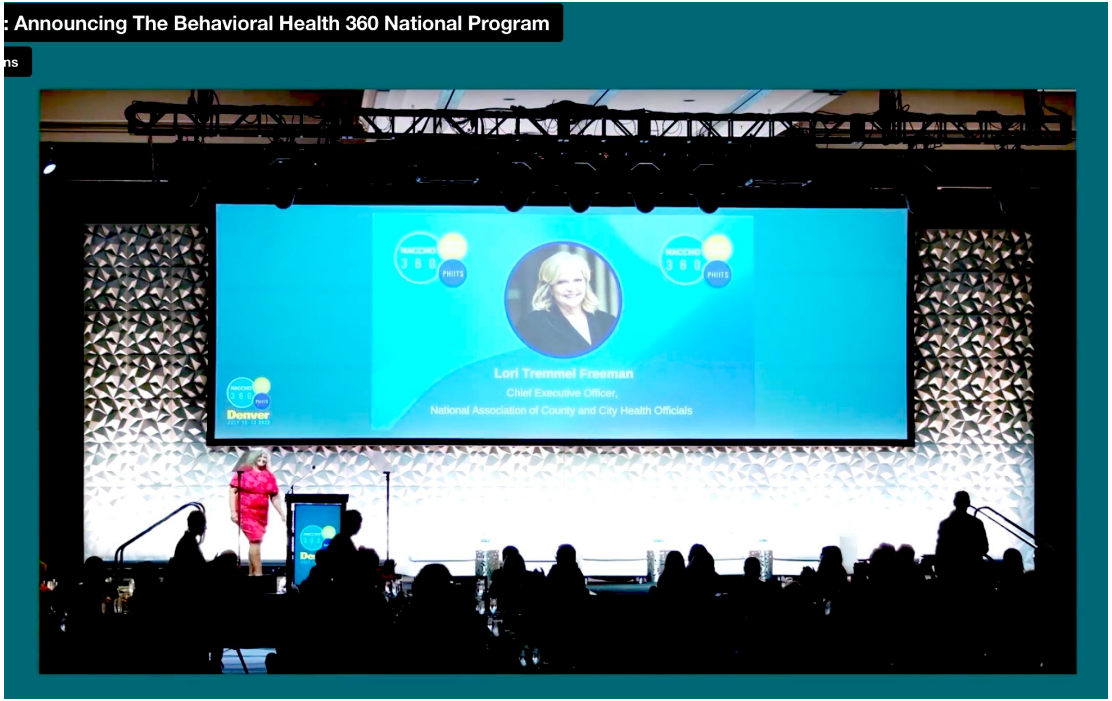
NACCHO 360 Plenary Introduction of the Behavioral Health 360 Program

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)

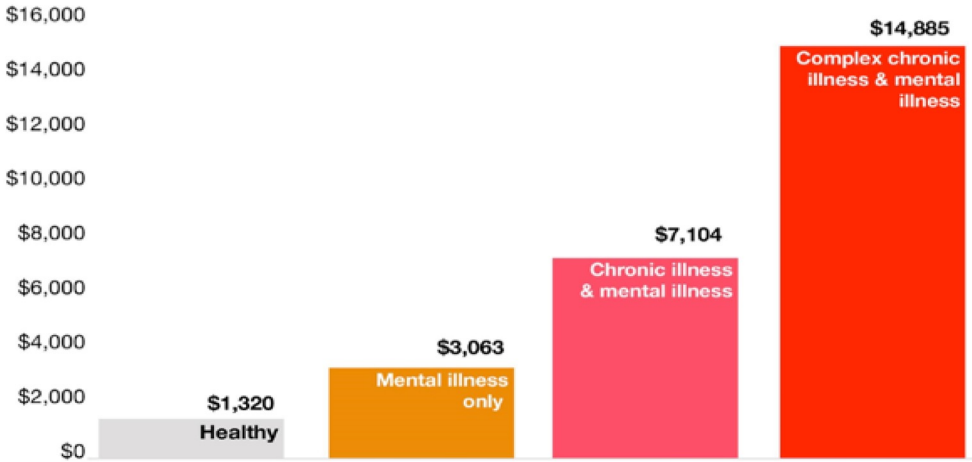
Comorbidities

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

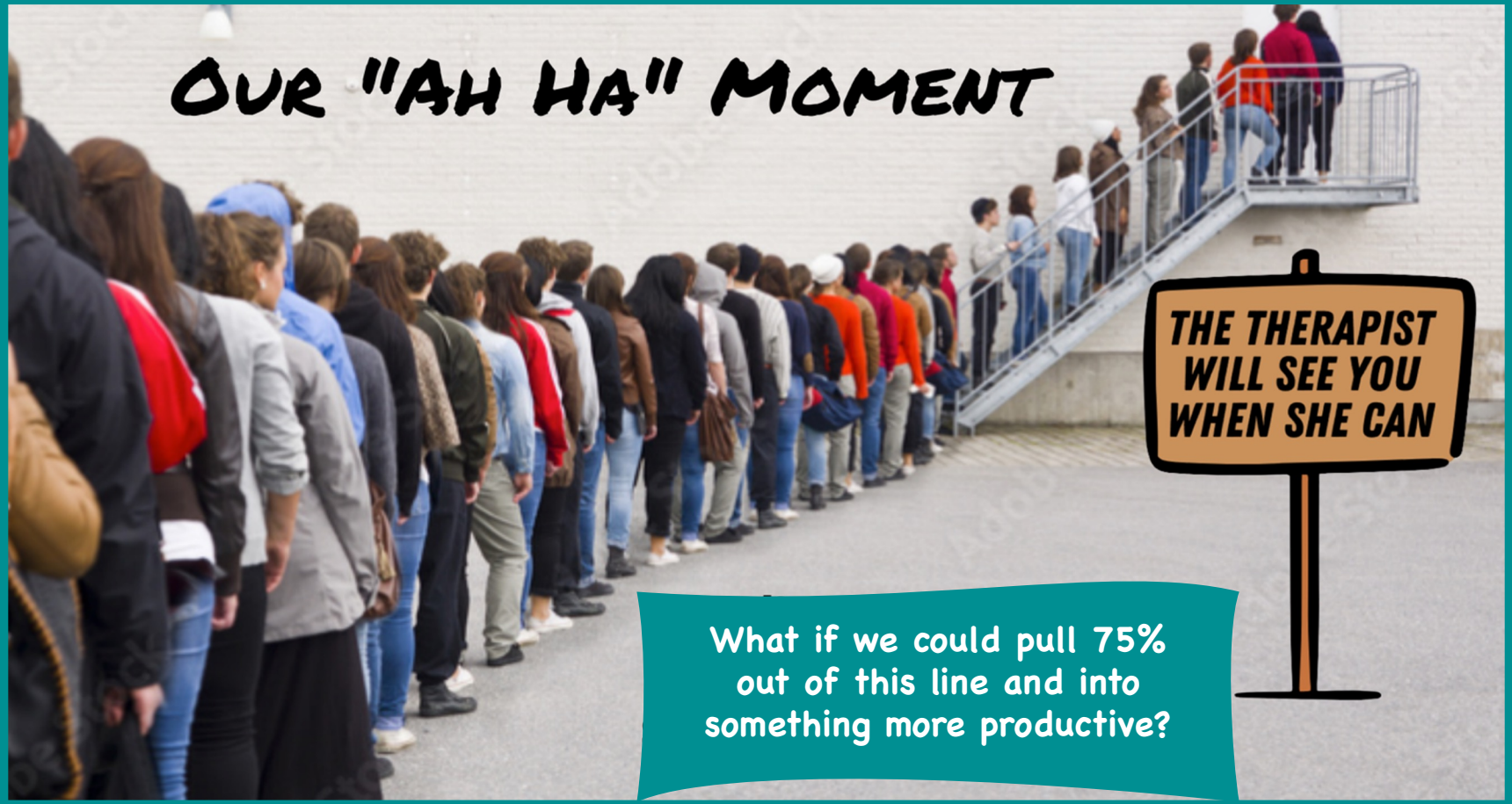
Broad topics – engage people wherever they are in their journey

Connect people to services and clinicians – when needed

Anonymous and safe

21st Century User Experience

Access
Self-Care
Equity
Triage
Professional Services
Analytics

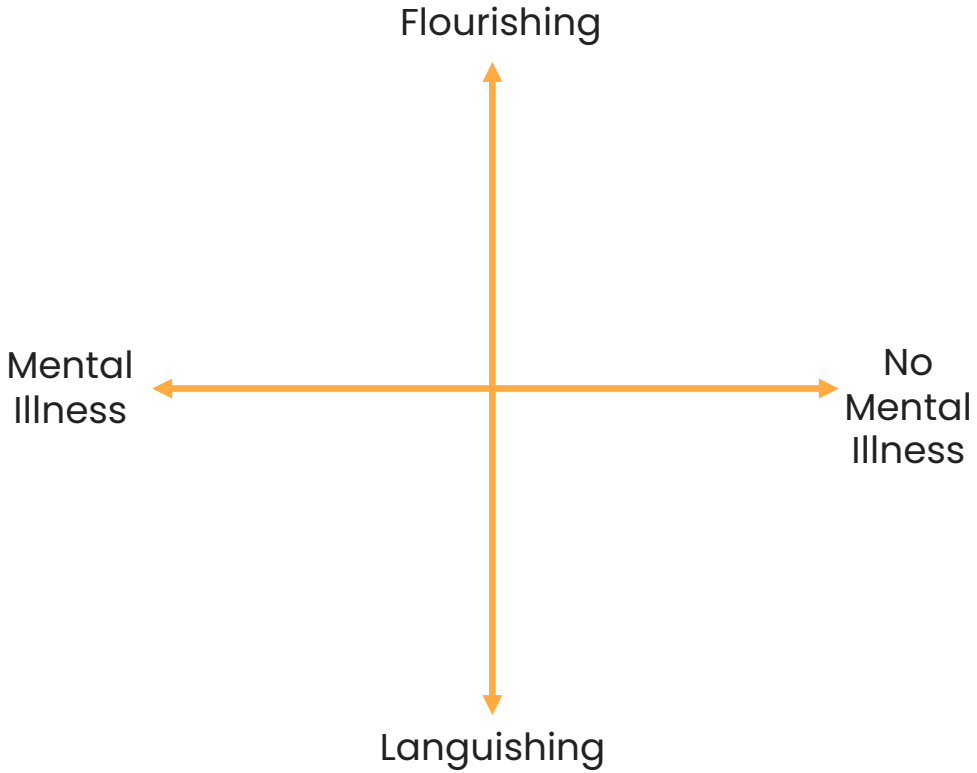

Our "Ah Ha" Moment
THE THERAPIST WILL SEE YOU WHEN SHE CAN
What if we could pull 75% out of this line and into something more productive?

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

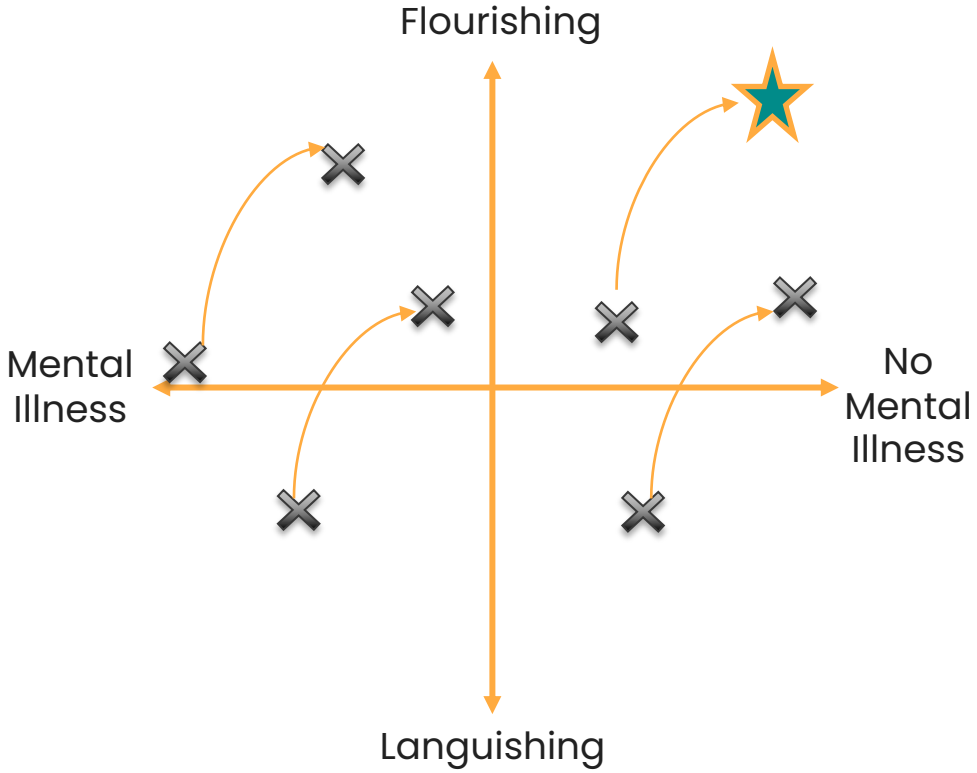
Let's start with a "2D" positive framework….



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

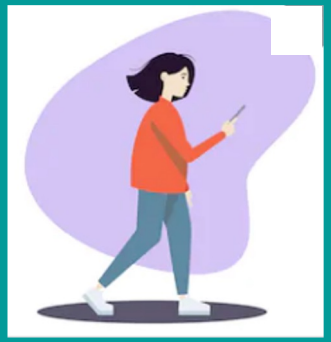


Population Mental Health

Flourishing and Self Care – 75%

Prevention | Early Intervention | Navigation

Evidence-based Self Care



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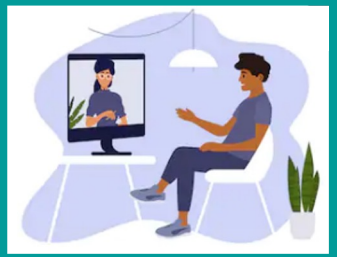
Professional Services – 25%

Therapy | Medication

Digital Therapeutics and Care



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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

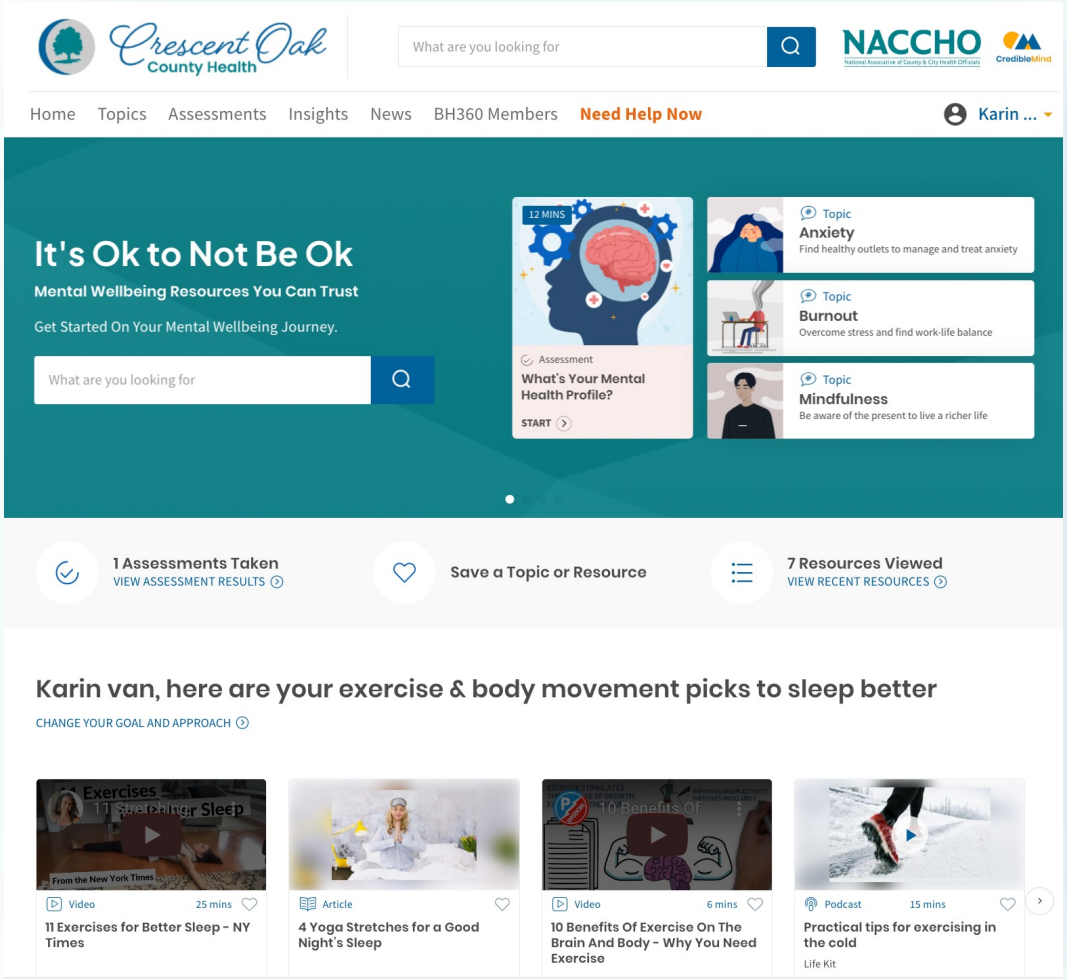
Available to Every Resident
Providing prevention, early intervention and self-care

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



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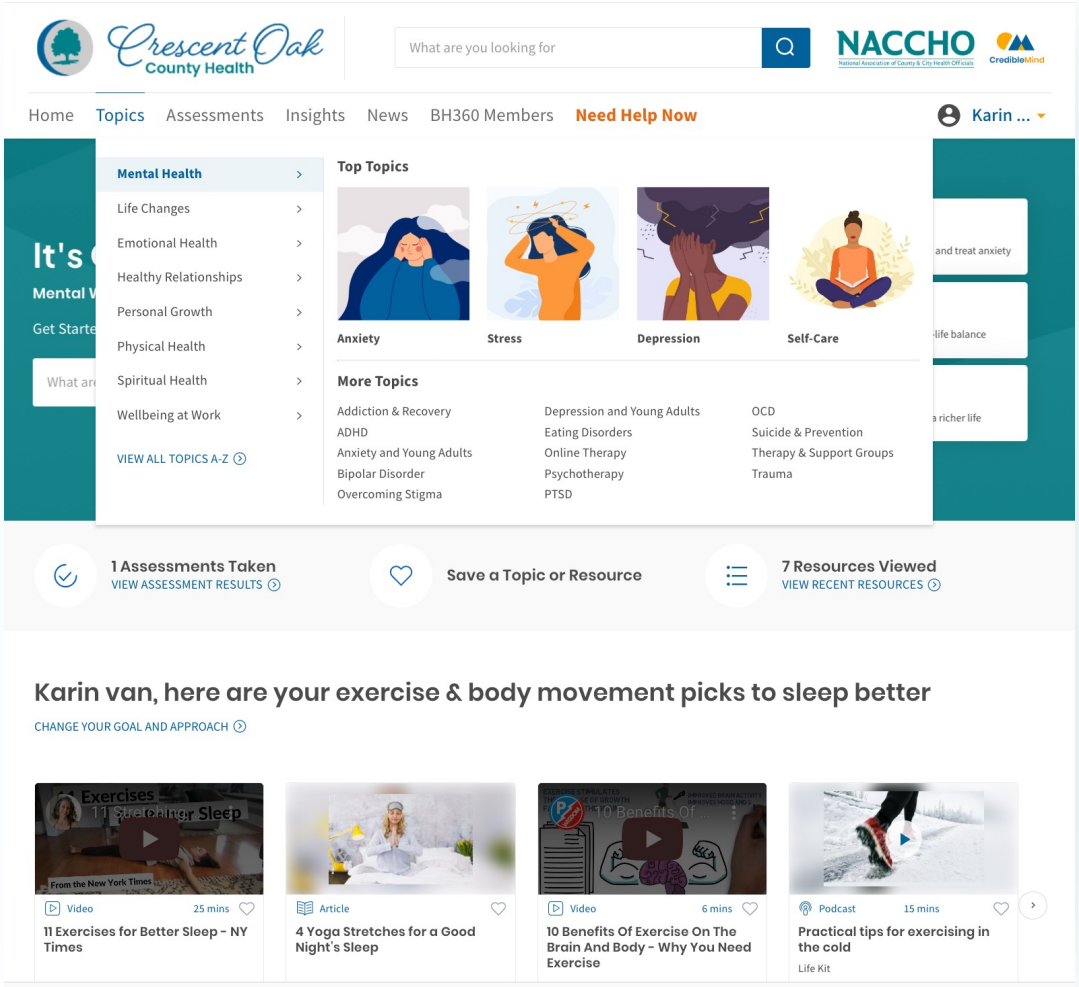

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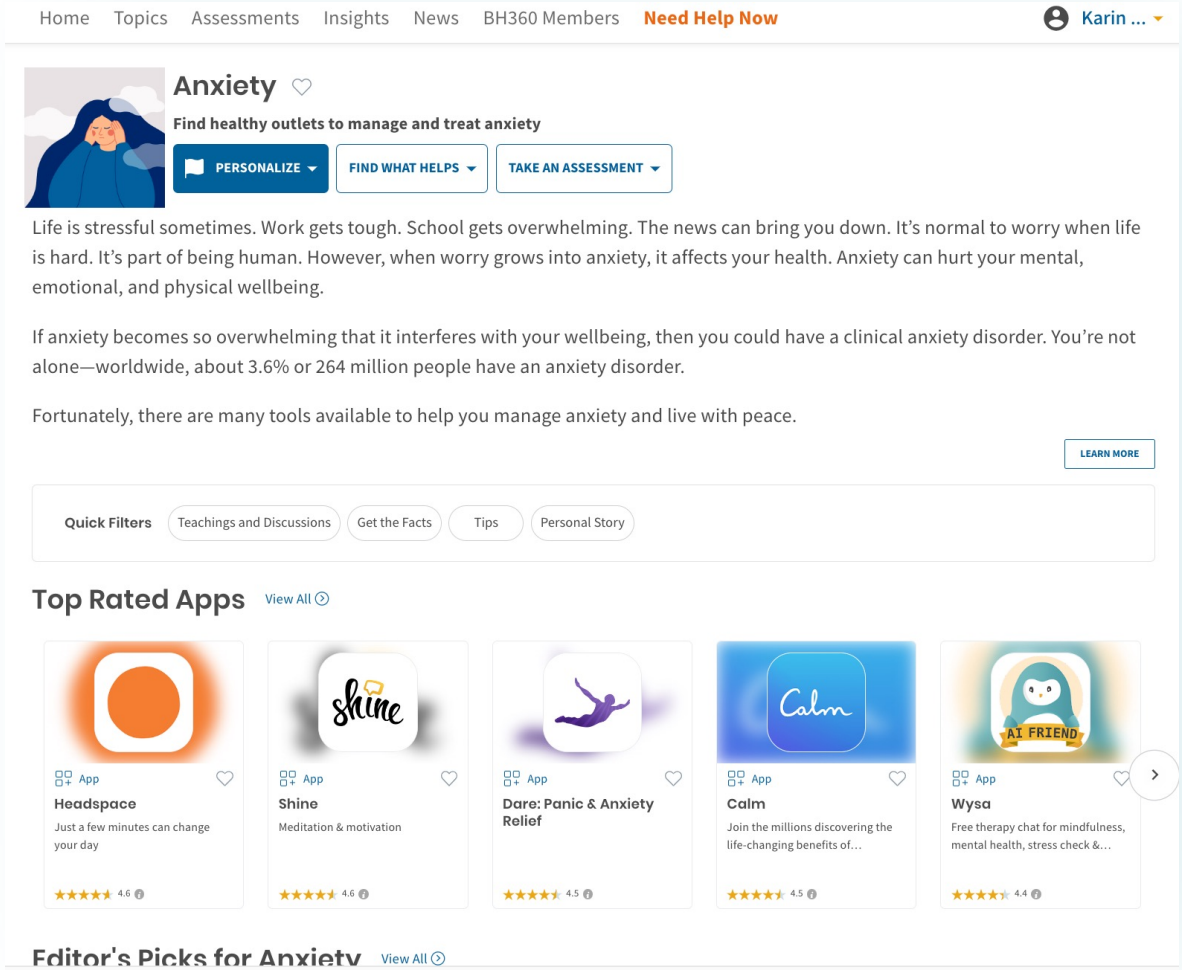

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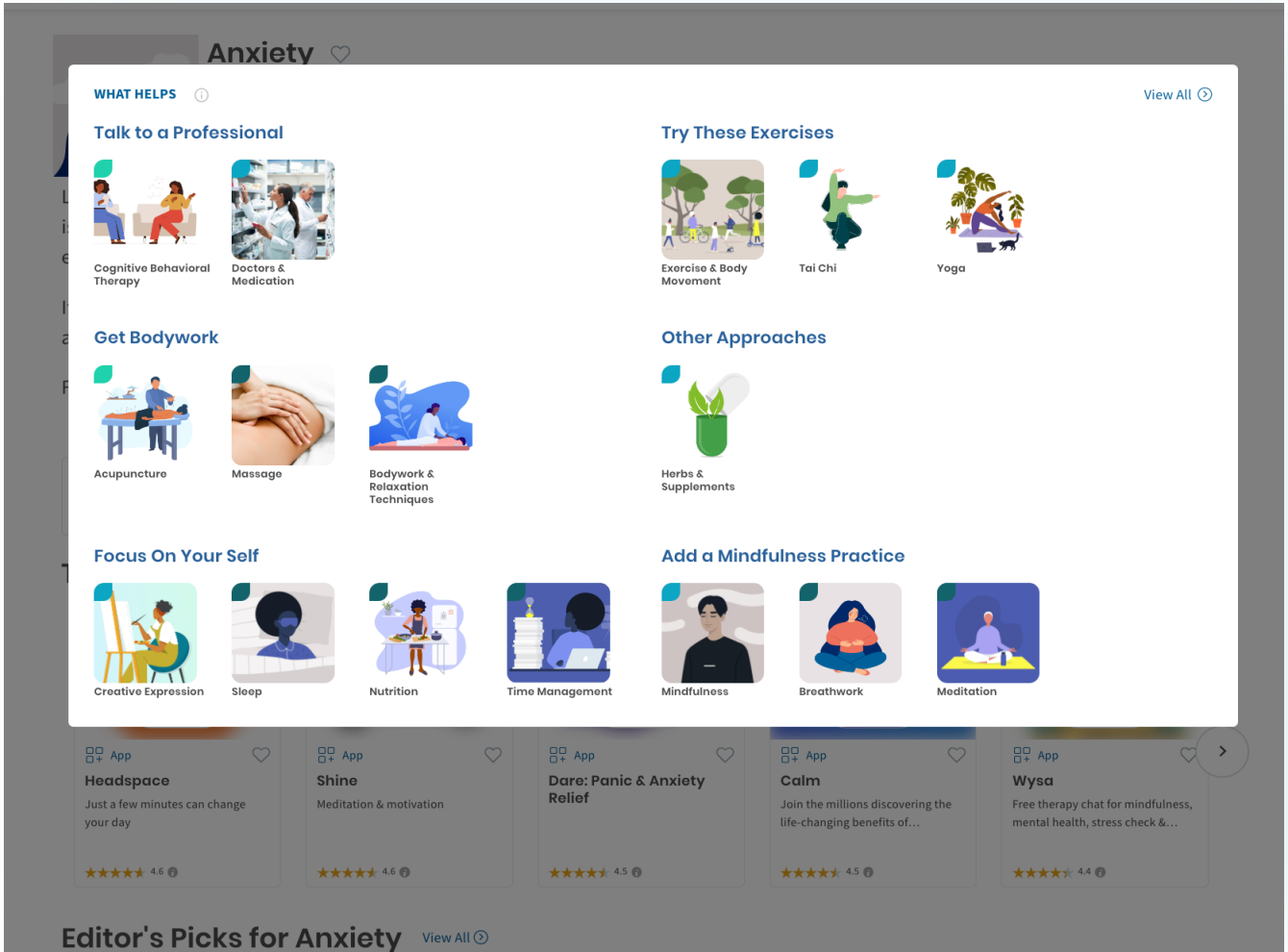

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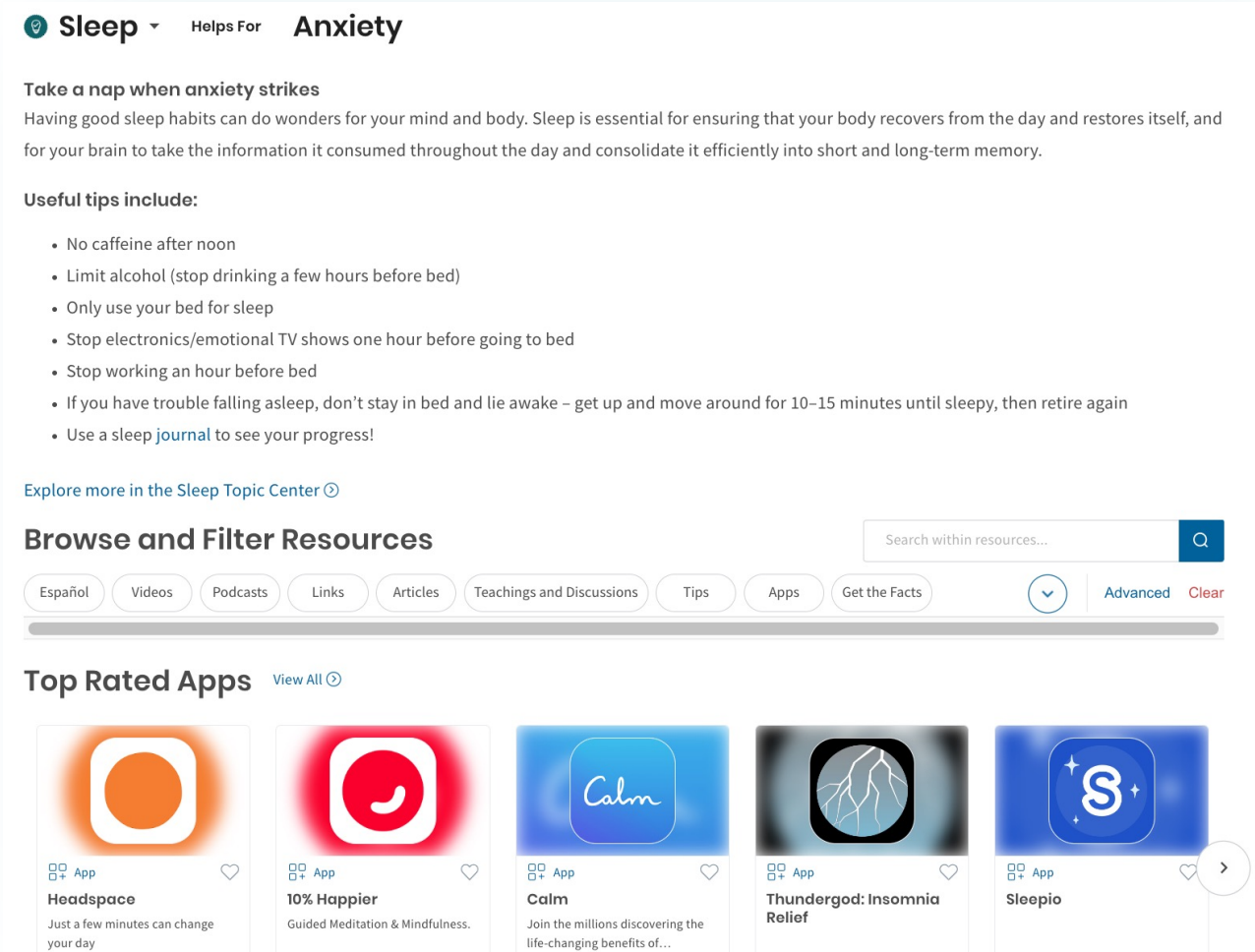

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Case Study 1: Crescent Hills County

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

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

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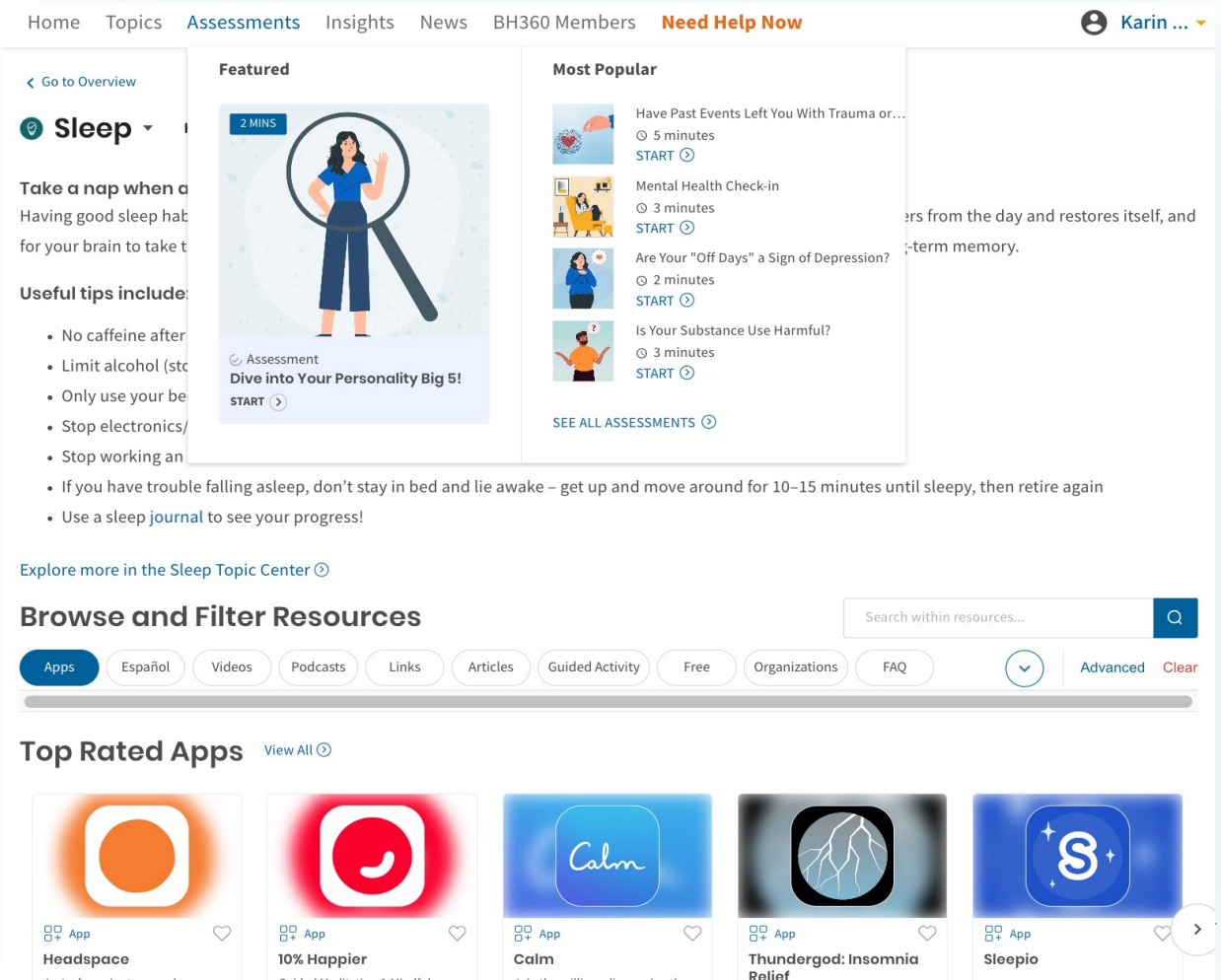
Case Study 1: Crescent Hills County



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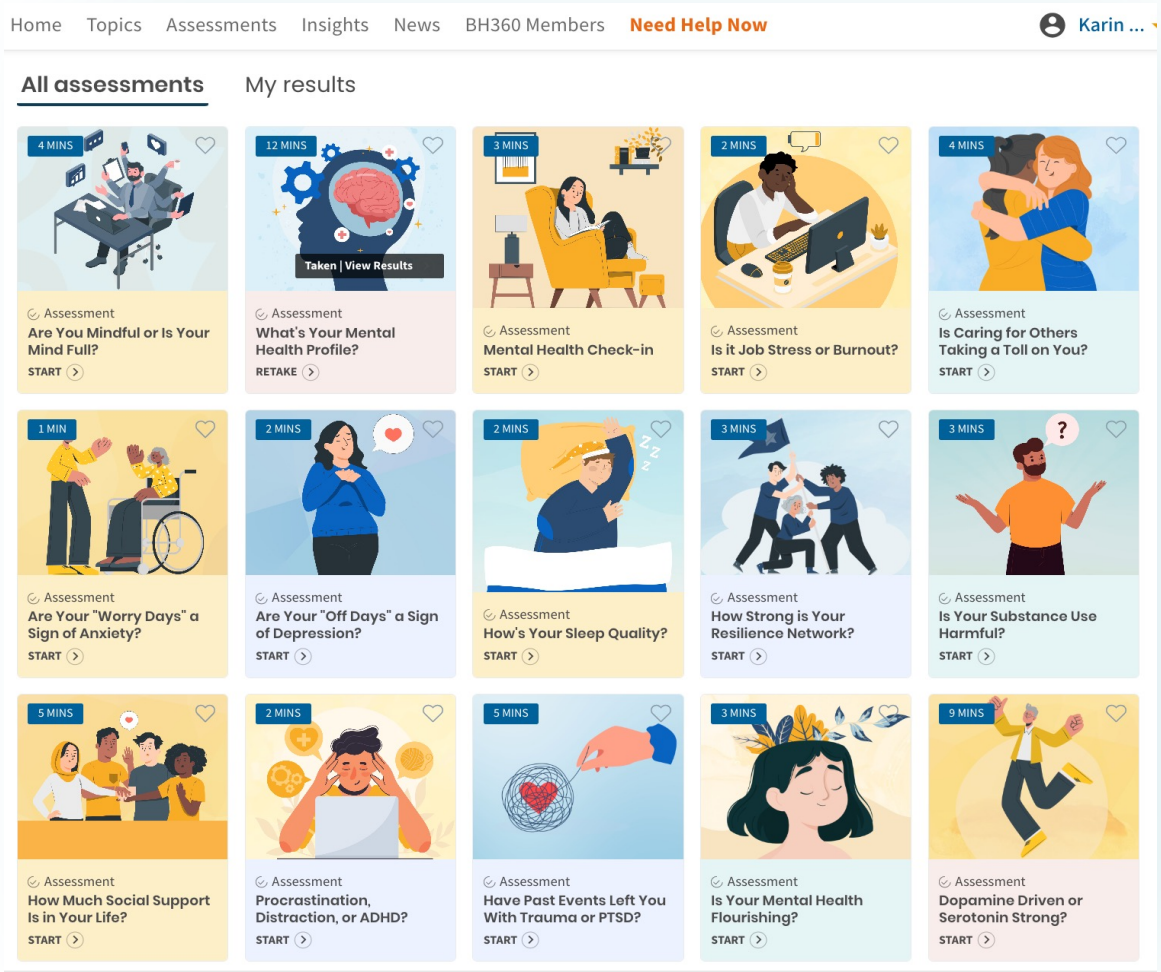

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Case Study 1: Crescent Hills County

Your alcohol use risk level

No recent use | Low | **Moderate** | High

0 — 3

You (2)

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

Valley Health Associates

Service

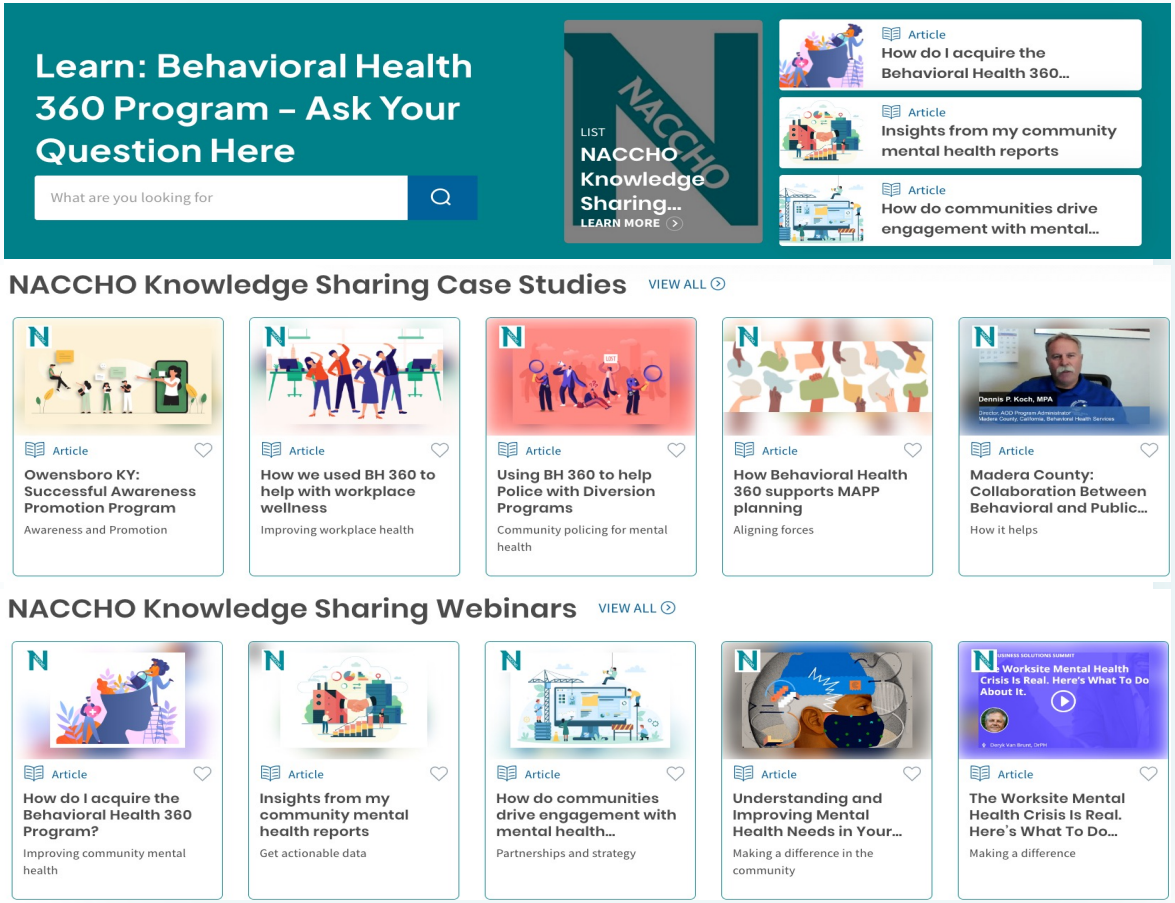
Valley Health Associates Adult Outpatient Substance Use Treatment

MONTEREY COUNTY BEHAVIORAL HEALTH
Avanzando Juntos Forward Together

Service

Monterey County Behavioral Health Adult & Youth Crisis Intervention 24-hour...

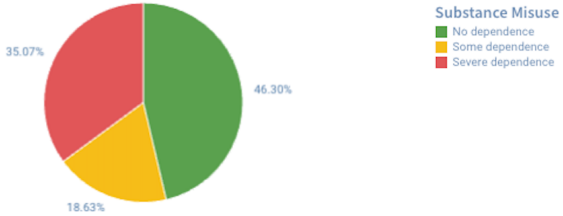
Case Study 1: Crescent Hills County



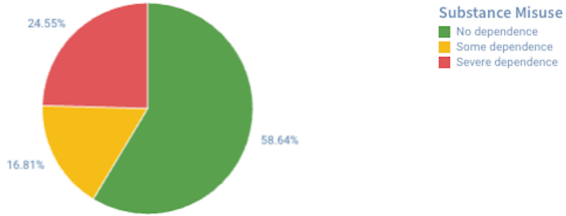
Case Study 1: Crescent Hills County

Substance Misuse

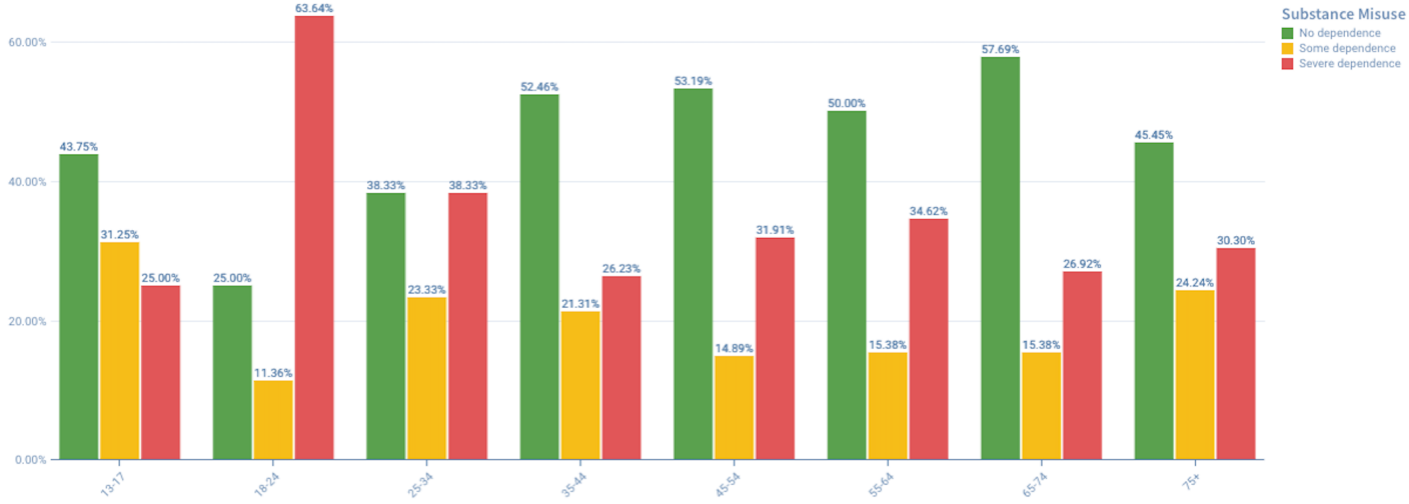
Your Users



Other Rural Communities



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

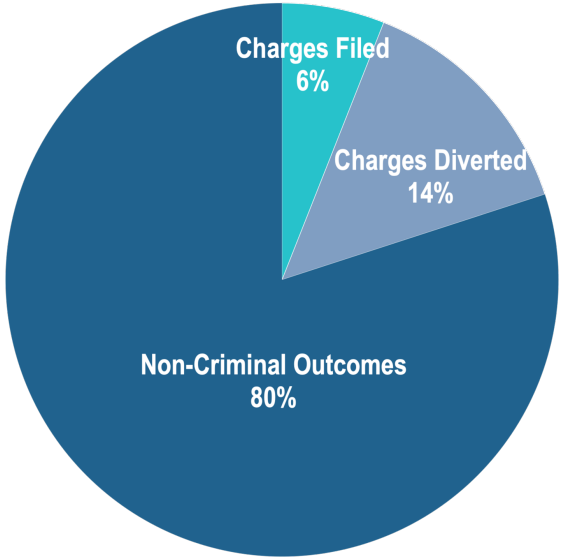
- With limited providers and a lack of resources, FLI turned to a digital-first mental health platform
- Platform is used by law enforcement and co-response clinicians on tablets and phones in the field, to identify challenges, build resilience and coping skills, and solve mental health problems
- The 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.

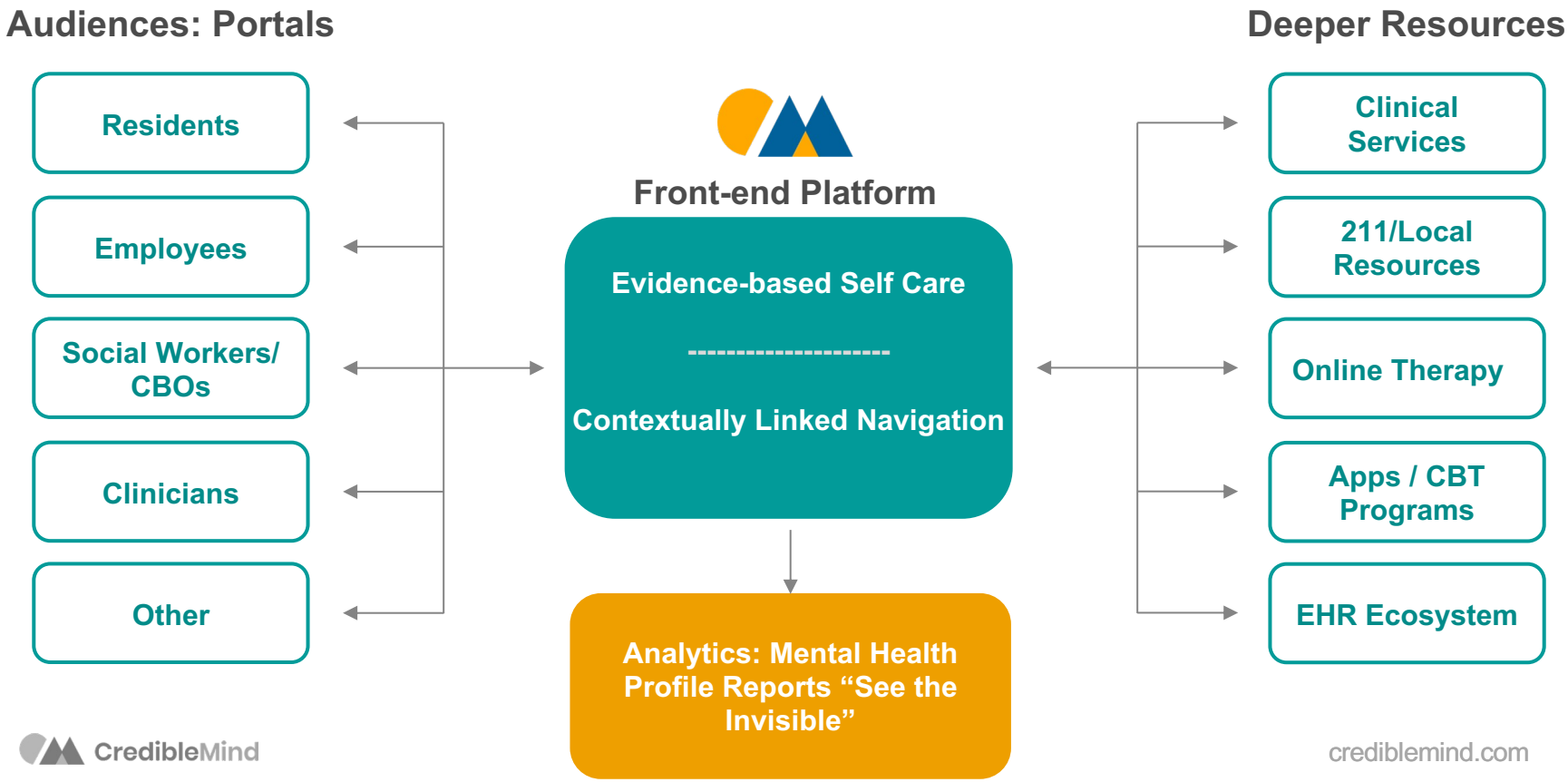
PHAB DOMAIN 4: Strengthen, support, and mobilize communities and partnerships to improve health.

> **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



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Localized to your community

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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

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Questions and Comments Welcome!

CredibleMind

No Wrong Door to Mental Wellbeing

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