

The logo for NACCHO, featuring the acronym in a bold, teal, sans-serif font. To the left of the text is a light blue, abstract, wavy line graphic. Above the text are several overlapping teal and white shapes, including a large teal blob and a striped pattern.

National Association of County & City Health Officials

# **KNOCKING AT YOUR DOOR: The National Mental Health Crisis is Actually a Local Public Health Issue.**



A Better Front Door to Mental Health



*Why we need a population-based approach for addressing provider shortages and increased community demand.*

# Today's Presentation



**Deryk Van Brunt, DrPH**

*Professor, UC Berkeley School of Public Health  
CEO, CredibleMind*



**Connie Moreno-Peraza**

*Behavioral Health Director  
Madera County, California*

## We'll be discussing:

- The issues and challenges that face local communities
- How a population-based approach is critical from multiple perspectives
- An innovative, practical, and affordable approach for communities
- Case studies from other communities

# The U.S. Mental Health System is Broken

## Resulting in Excess Costs, Lost Productivity, and Suffering



**Half of adults** have mental health issues in their lifetime; 1 in 5 each year



Workplace stress alone produces **\$190B in U.S. health cost** and \$1T in global productivity loss each year<sup>1</sup>



**250,000** more behavioral health professionals needed to meet demand over next 5 years<sup>2</sup>

- ❖ **COVID** has exacerbated mental health challenges -- Example: **Anxiety and Depression 3X**
- ❖ **Increased rates likely to last 3-7 years!**

1-Harvard Business Review, "Burnout Is About Your Workplace," Not Your People, by Jennifer Moss, 12/11/19.

2-"American Journal of Preventive Medicine News Editorial: Behavioral health workforce faces critical challenges in meeting population needs. May 17, 2016. [https://www.ajpmonline.org/pb/assets/raw/Health%20Advance/journals/amepre/AJPM\\_Jun18\\_Suppl\\_Behavioral\\_Health\\_Workforce\\_FINAL.pdf](https://www.ajpmonline.org/pb/assets/raw/Health%20Advance/journals/amepre/AJPM_Jun18_Suppl_Behavioral_Health_Workforce_FINAL.pdf)

# 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)



# Unmet Needs are a Huge Problem



People in professional care

Individuals who are “out of sight”...

- 112 million people living in professional shortage areas, waiting over 6 months for an appointment
- Undiagnosed, misdiagnosed, or undertreated by primary care
- Average delay from symptoms to treatment 8-10 years\*
- Uninsured or 25% with insurance who can't afford co-pay
- 60% of psychiatrists don't accept insurance
- 75% of people wanting to start with self-care but don't have reliable information

# The Landscape is Crowded and Confusing

Resulting in Decision Paralysis and Fragmented Solutions



20,000+ mental health solutions in the market make it difficult for you, and overwhelming for your members.



It's hard to connect members to the right resources at the right time, right place, and and at right cost.



Lack of up-to-date member data and analytics make it hard to optimally serve members and groups.

# We Researched A New Model for Public Health 3.0: Organizations Reported Wish List for a Population-Based System

- ✓ A Gateway - for all members, residents, 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

## Public Health 3.0

A new era of enhanced and broadened public health practice that goes beyond traditional public department functions and programs.

# OUR "AH HA" MOMENT



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

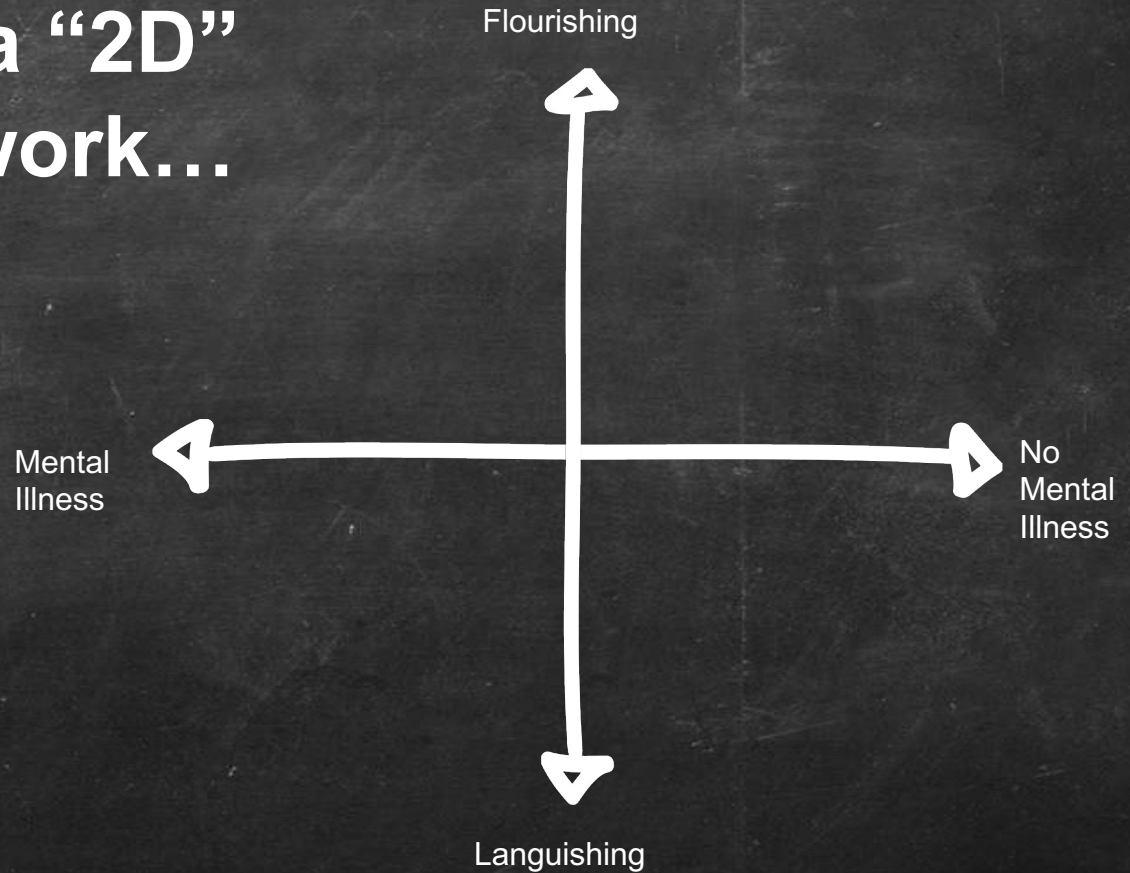
**What if we could pull 75%  
out of this line and into  
something more productive?**



# Let's Start with a "2D" Positive Framework...

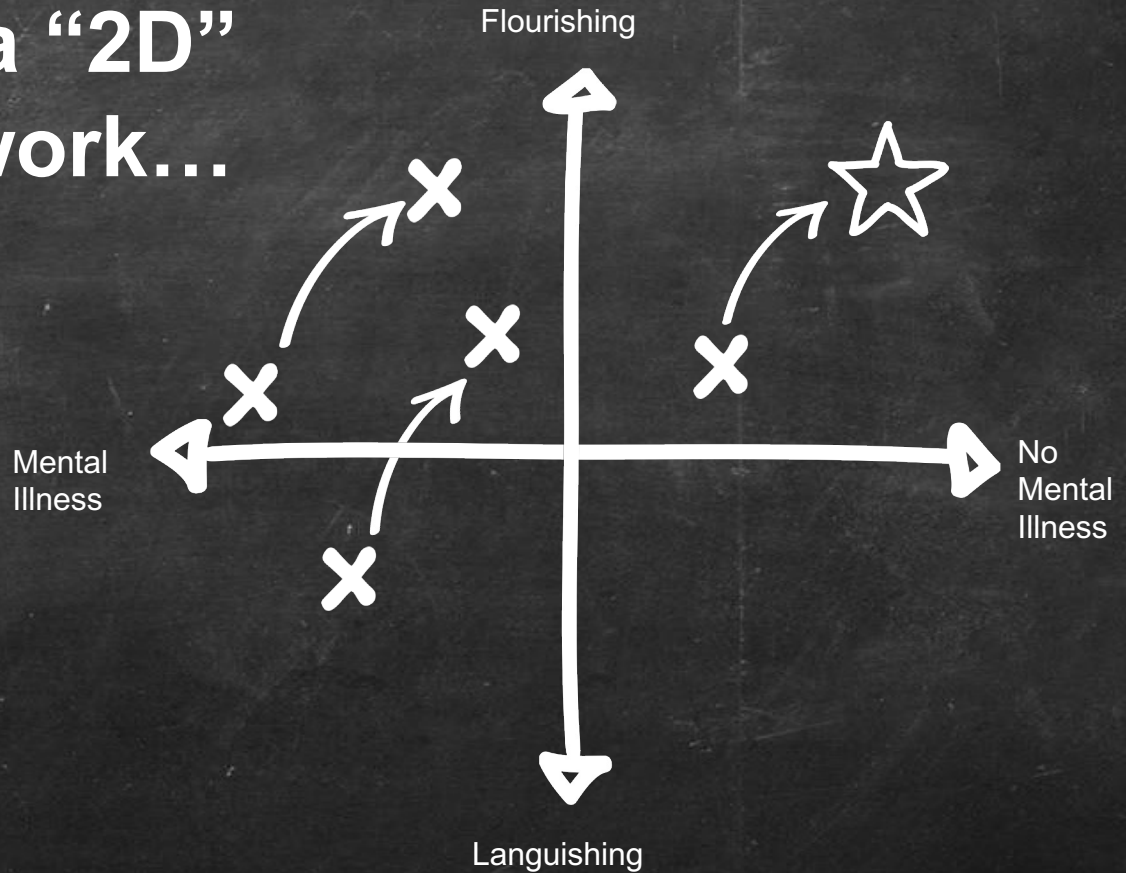


# Let's Start with a "2D" Positive Framework...



# 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



# Population Mental Health

**Self Care – 75%**



**Professional Services – 25%**



+

**95% Search on their own — typically online — using unvalidated resources**



Let's Take a Look.

# Home Landing Page

Eng

help@hand

At the clinic

About Need help now What are you looking for?

## Mental Health Screening for Referrals

Thank you for testing the mental health screening service. Your feedback is important.

9 MINS

### Monterey County Mental Health Screening Service

TAKE ASSESSMENT >

## Servicio de detección de pruebas del condado de Monterey

Gracias por probar la evaluación de detección de Help at Hand en el condado de Monterey.

9 MINS

### Servicio de detección de pruebas del condado de Monterey

TOME LA EVALUACIÓN >

## Did you take the screener already? Enter an Access Code to view results

**View Prior Results**  
Evaluate trends. Best for Community Members

**View Clinical Report**  
Best for Clinical Use - Includes References and Answers

Enter an Access Code

e.g. 456XYZ

View Results

View Clinical Report

# Screener User Type Selection

en Eng ▾



About

Need help now

What are you looking for?



At the clinic



## I'm Taking this Assessment

For Myself

For Someone Else

# Screener Intro and Screener

English

ABOUT FEEDBACK

help@hand

What are you looking for

Need Help Now About

ASSESSMENT

Share

## Monterey Mental Health Screening


Takes only 2 minutes

1. Over the past week, how often have you been bothered by the following problems?

	Not at all (0 days)	Occasionally (1-3 days)	More than half the days (4-5 days)	Nearly every day or every day (6-7 days)
Feeling nervous, anxious, or on edge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not being able to stop or control worrying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Little interest or pleasure in doing things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling down, depressed, or hopeless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

# Screeners Results Referral – User has Areas of Concern






## Your Results For:

### “Mental Health Screening for Referrals”

[View Clinical Report](#)

<b>Areas of Greater Concern</b> Risk of anxiety	<b>Areas of Some Concern</b> Difficulty with past trauma	<b>Areas where you are doing well</b> Low risk of depression Low risk of substance misuse Low risk of psychosis Low risk of bipolar
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### What can you do now?

 <b>Call Monterey County Behavioral Health to schedule an appointment</b>	<a href="#">+1 831-784-2150</a>
 <b>Walk-in to Monterey County Behavioral Health to meet with someone right away.</b>	<a href="#">LOCATIONS AND HOURS</a>
 <b>Share your Access Code with your own provider</b>	<a href="#">LEARN MORE</a>


#### How to share your results?

YOUR ACCESS CODE  
**456XYZ**

[Copy Access Code](#)

[Copy Result Link](#)

[Text Me My Link](#)



#### Try Self-Care Approaches

If you are not ready to receive clinical/professional support, you can check some of CredibleMind Resources

[VIEW RESOURCES](#)

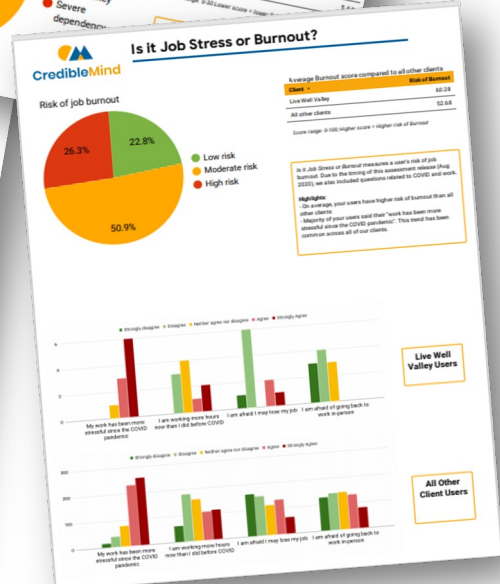
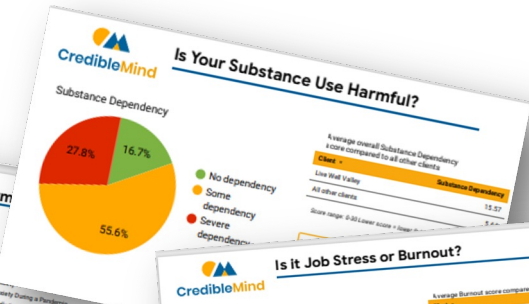
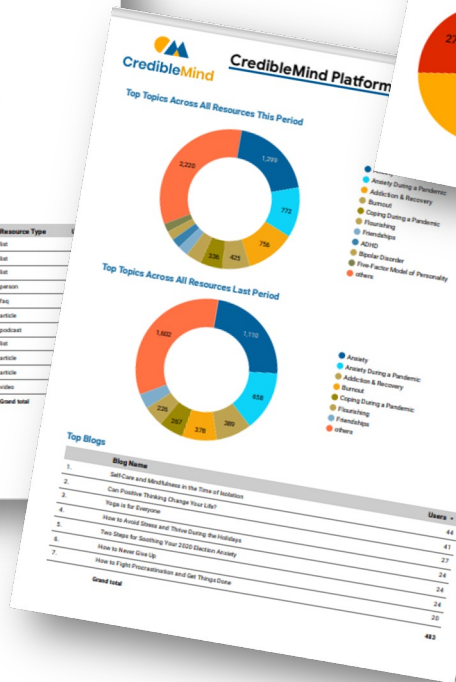
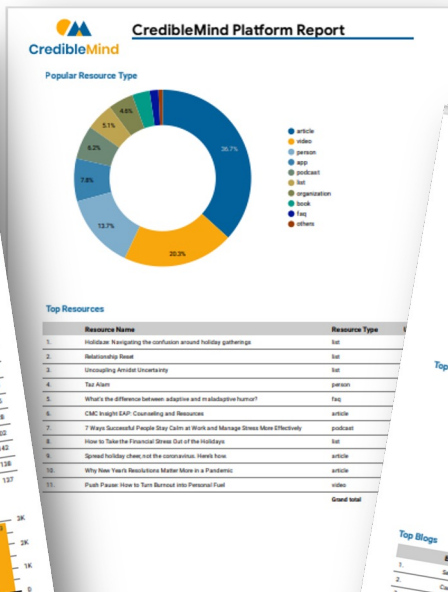
# Branded and Integrated for Your Community

CredibleMind is a platform – not a point solution – that serves as an extension of your member experience, features your content, and refers to your digital therapeutic or provider network resources.

The screenshot displays the CredibleMind interface for Community Medical Centers. At the top, there are logos for CredibleMind and Community Medical Centers, a search bar with the text "I am looking for...", and navigation links for "Browse" and "Sign in or Join". The main content area features a large green banner titled "Flourish at CMC" with the subtitle "Team Member Well-being Resources". Below the title is a photograph of two women talking, and a text block that reads: "Find helpful resources for yourself or your family. Select your topic and choose from podcasts, apps, videos, articles and more. Each topic includes evidence-based approaches with actionable steps you can take today. For Coronavirus specific resources all in one place, visit the > COVID-19 Center". A "LEARN MORE" button is positioned below the text. To the right of the main banner is a "Featured Topics" section with four items: "Mindfulness" (587 Resources), "Professional Caregiving" (46 Resources), "Burnout" (96 Resources), and "Work-Life Balance" (214 Resources). Below the main content area is a search bar with the text "Help Me with" and "Enter topics or categories...", followed by a "through" label and a dropdown menu for "All Media Types", and a "GO" button. At the bottom of the page, there is a section titled "Community Medical Centers Team Member Resources" with three small images showing healthcare professionals interacting with patients.

# Delivering Metrics that Matter

And data that integrates and extends your own reporting and analytics platform.



# Front Line Initiative: Mobilizing Mental Health Promotion in the County

A collaboration in Boston 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





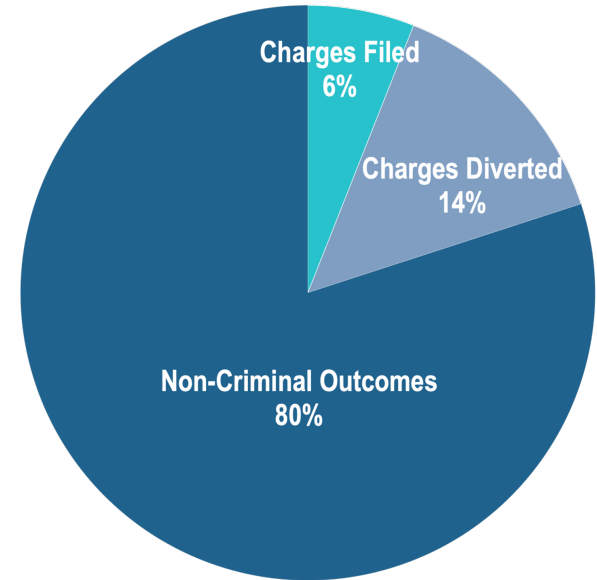
# FLI Approach

- With limited providers and a lack of resources, FLI turned to a digital-first mental health platform
- 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 deployed to the broader community for mental illness prevention and health promotion through self-care



# Outcomes (to-date)

- 6,270 co-Response outreach encounters
- 1,431 emergency room diversions saving \$5.72M
- 948 criminal charge and jail diversions saving \$2.37M
- 80% of individuals where criminal charges were possible received appropriate mental health/substance use support



**Law Enforcement  
Encounter Outcomes**



**Connie Moreno-Peraza**  
*Behavioral Health Director*  
*Madera County, California*



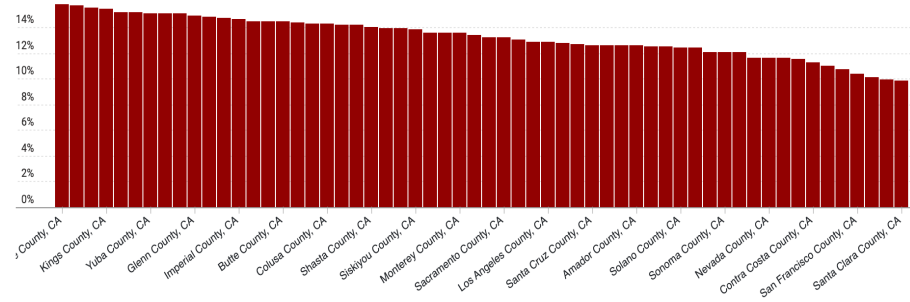
Population: 156,255  
Density: 73/sq mi

Rankings (in)	California
Largest Population	<u>32 of 59</u>
Highest Median Income	<u>56 of 59</u>
Highest Median Age	<u>48 of 59</u>
Highest Unemployment Rate	<u>7 of 59</u>



## Ranking by Percentage of Adults with Mental Health Not Good

All Counties in California



Rank	County	%
1	Tulare County, CA	15.80
2	Merced County, CA	15.70
3	Del Norte County, CA	15.50
4	Kings County, CA	15.40
5	Tehama County, CA	15.20
6	Madera County, CA	15.20
7	Yuba County, CA	15.10
8	Kern County, CA	15.10
9	Humboldt County, CA	15.10



Helping ourselves, to better help others...

- Staff completed a CredibleMind assessment.

YOUR RESULTS FOR  
"Is it Job Stress or Burnout?"

Based on your score, we highly recommend that you visit the [In Crisis](#) page, seek [professional help](#), or talk to your doctor for more information about your symptoms and how they may affect your personal life.

**High risk of burnout**

0-49 Low risk      50-74 Moderate risk      75-100 High risk

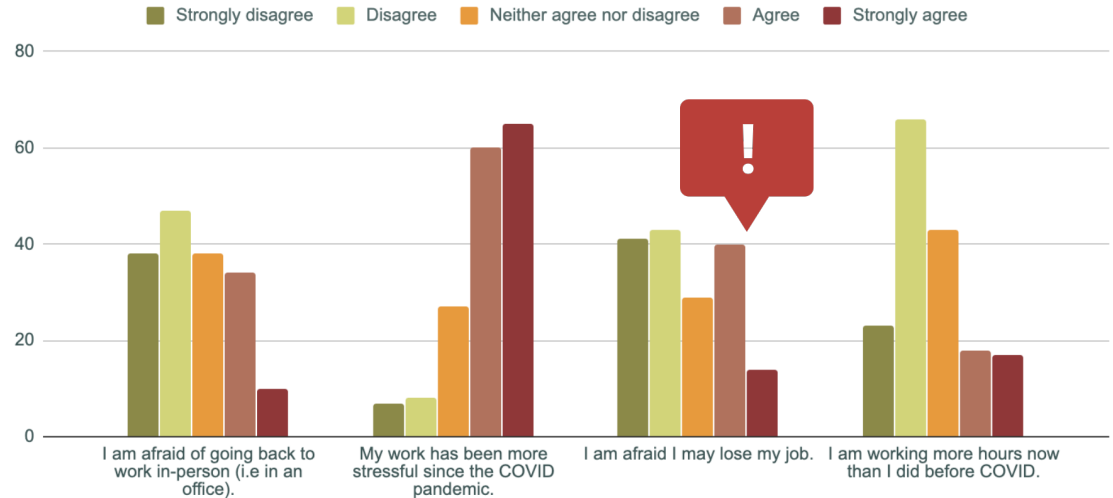
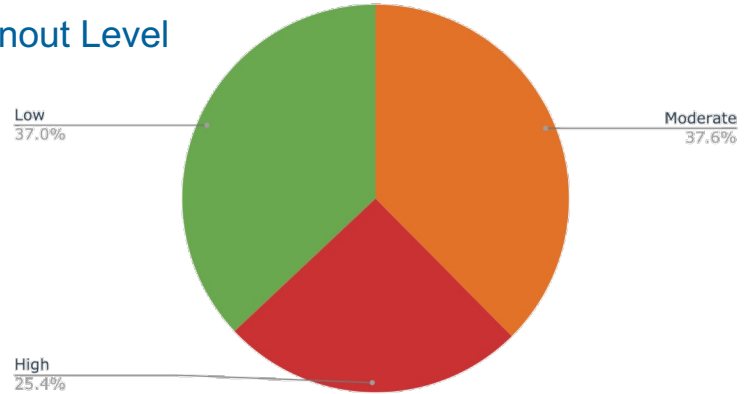
75



## Helping ourselves, to better help others...

- Staff completed a CredibleMind assessment.
- Here's what we discovered lurked below the surface in our department.

### Burnout Level



# Outcomes Of Population Mental Health Approach



Across the CredibleMind platform users:

- **85-90% “thumbs up,”** refer to a friend
- **71% better understanding** of mental health strengths and challenges
- **70% feel better** about themselves
- **61% learn** a new skill or practice
- **57% change** a behavior

# Thank You

Deryk Van Brunt, DrPH  
Co-founder  
Chief Executive Officer  
[deryk@crediblemind.com](mailto:deryk@crediblemind.com)  
[www.crediblemind.com](http://www.crediblemind.com)



No Wrong Door to Mental Wellbeing

- Let Scott Dahl know what follow-up items you are interested in...
  - ✓ **White paper**  
*There is No Health Without Mental Mental Health:  
How Local Communities Must Rise to the  
Challenge*
  - ✓ **Slides of the presentation**
  - ✓ **30-minute personal brainstorming session**
- [Scott@crediblemind.com](mailto:Scott@crediblemind.com) | 404-721-5694