

CYBHI

Children and Youth
Behavioral Health Initiative



Quarterly Public Webinar

March 14, 2024



OFFICE OF THE
CALIFORNIA
SURGEON GENERAL



Agenda

Topic	Time	Sub-topics
Welcome and Today's Agenda	3:00 - 3:05	
CYBHI Initiative-Wide Updates	3:05 - 3:15	<ul style="list-style-type: none">• Dr. Sohil Sud, Director, CYBHI
Workstream Updates	3:15 - 4:15	<ul style="list-style-type: none">• Office of the California Surgeon General (15 mins)• California Department of Public Health (10 mins)• Department of Health Care Services & Department of Managed Health Care (20 mins)• Department of Health Care Access and Information (15 mins)
Workstream Deep-Dives	4:15 - 4:40	<ul style="list-style-type: none">• Behavioral Health Virtual Services Platforms (DHCS)
Q&A / Closing	4:40 - 5:00	

Initiative Wide Updates

Dr. Sohil Sud (CalHHS/CYBHI)



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Upcoming Opportunities

- **Student Program & Internship | [Youth Mental Health Academy](#)**, due March 15, 2024, by 11:59 p.m. PST.
- **Grant | [Certified Wellness Coach Employer Support Grant Program](#)**, due March 18, 2024, by 3:00 p.m. PST.
- **Grant | [Peer-to-Peer Youth Mental Health High School Pilot Demonstration](#)**, due March 22, 2024, by 11:59 p.m. PST.
- **Grant | [Social Work Education Capacity Expansion Grant Program](#)**, due April 8, 2024.
- **Grant | [Psychiatric Education Capacity Expansion Psychiatric Mental Health Nurse Practitioners Grant Program](#)**, due April 8, 2024.
- **Grant | [Psychiatric Education Capacity Expansion Psychiatry Residency Grant Program](#)**, due April 8, 2024.

Don't miss out!

- Sign up for the **monthly newsletter**
- In the footer on every page of the CYBHI website
- Or scan this code to go to the [sign-up page](#)



- *Be sure to check your spam folder so you don't miss your email*

CYBHI 



News & Community Impact

Stay up-to-date with CYBHI's progress and impact

Subscribe to our newsletter:

Subscribe

Workstream Updates

Office of the CA Surgeon General (CA-OSG)

California Department of Public Health (CDPH)

Department of Health Care Services (DHCS) & Department of Managed Health Care (DMHC)

Department of Health Care Access and Information (HCAI)



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Office of the California Surgeon General

Julie Rooney, MPA
CA Health & Human Services Agency



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Safe Spaces Trauma-Informed Training



SAFE SPACES

Training helps adults recognize and respond to signs of trauma and stress.

OSG.ca.gov/SafeSpaces



1

Online

2

2 Hours

3

3 Age Groups

4

Self-Paced

Safe Spaces School Visits

Sonoma Valley Unified School District in Sonoma County

- Sonoma Valley Unified School District
- Altamira Middle School and Sonoma Valley High School
- **Evergreen Unified School District in Tehama County**
- Bend Elementary
- Early Learning Collaborative Presentation Hosted by First 5 Tehama

Los Angeles Unified School District in LA County

- Ramona Opportunity High School



Media Highlights

≡ DAILY NEWS

State Surgeon general visits Tehama County

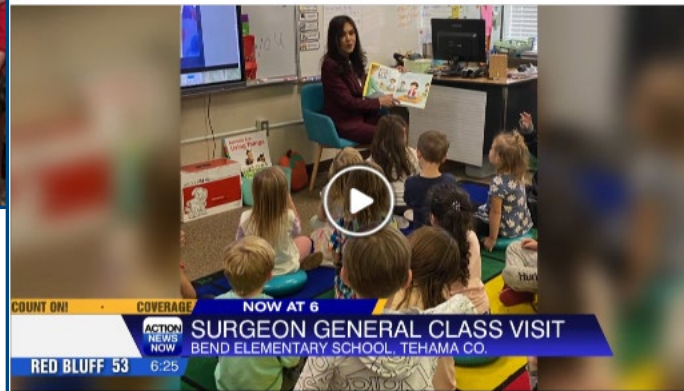


The California Surgeon General stopped by Tehama County's Bend Elementary School



Feb 12, 2024

f x e b i



COUNT ON! COVERAGE NOW AT 6
ACTION NEWS NOW
SURGEON GENERAL CLASS VISIT
BEND ELEMENTARY SCHOOL, TEHAMA CO.
RED BLUFF 53 6:25

The Sonoma Index-Tribune

California surgeon general focuses on student trauma during visit to Sonoma schools

California Surgeon General Visits Los Angeles to Promote Trauma-Informed Schools



Dr. Diana Ramos
Surgeon General | State of California

TESTIMONIALS SAFE SPACES

“Safe Spaces Training can be a personal journey. I found it helpful to recognize and challenge my own biases. It helped me to better understand social issues and become more empathetic and open-minded as an individual.”

**-Helio Brasil, Superintendent of
Keyes Union School District**



Creating **Safe Spaces** in Irvine

**So I'm really thankful
for the Safe Spaces
training because I**

New Resources Complement Training

- New Resources Just Launched
- Facilitation Guides
- PowerPoint Presentation
- Thank you Sacramento County Office of Education!



ACEs and Toxic Stress Healing-Centered Awareness Campaign



Shared Goals and Audiences

Through our campaign, we will:

1. Drive an increase in public awareness of ACEs and toxic stress
2. Support prevention and mitigation of ACEs, toxic stress, and their effects

We will do this by:

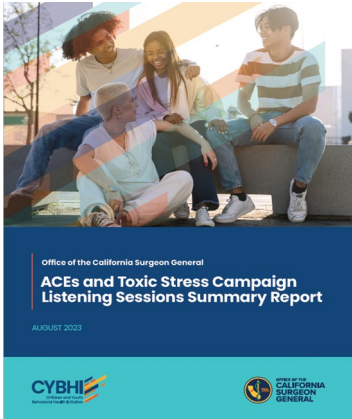
1. Increasing knowledge
2. Influencing attitudes and beliefs towards healing
3. Building skills (e.g. Stressbusters, seeking provider support)
4. Inspiring action

We are reaching out to:

1. Youth and young adults (ages 16-25)
2. Parents and caregivers of youth

With a focus on BIPOC, economically disadvantaged, system-impacted, rural, Tribal/Indigenous, 2SLGBTGQIA+ communities, and more!

Listening Sessions to Inform Development



7

listening sessions with diverse participants across the state (English + Spanish)

86

total participants engaged

Listening sessions held from July-September 2023 to inform campaign development and insights/feedback related to knowledge, perceptions, and creative direction. Full report on our website!

CBO Voices



Youth and Young Adult Voices



Parent and Caregiver Voices



Concept Input Across the State

177 youth and young adult, parent and caregiver, and Spanish-speaking participants

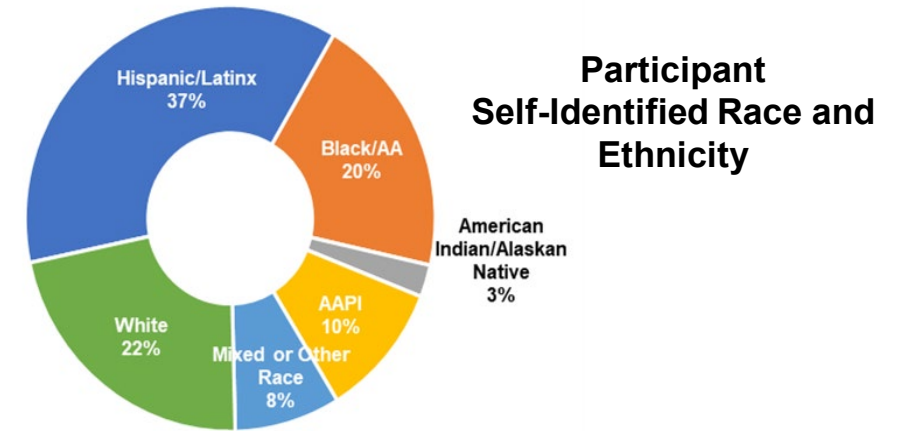
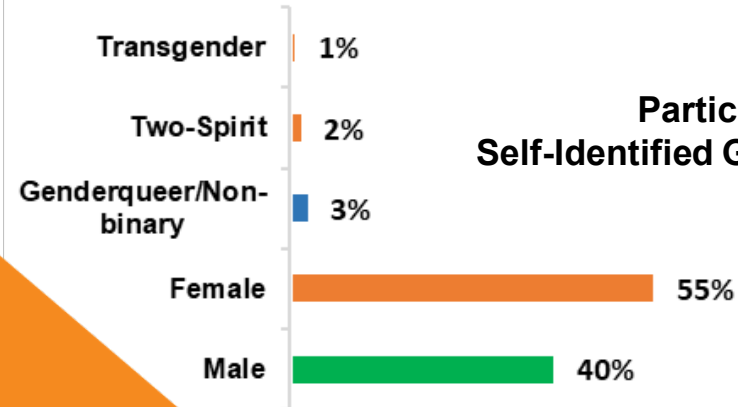
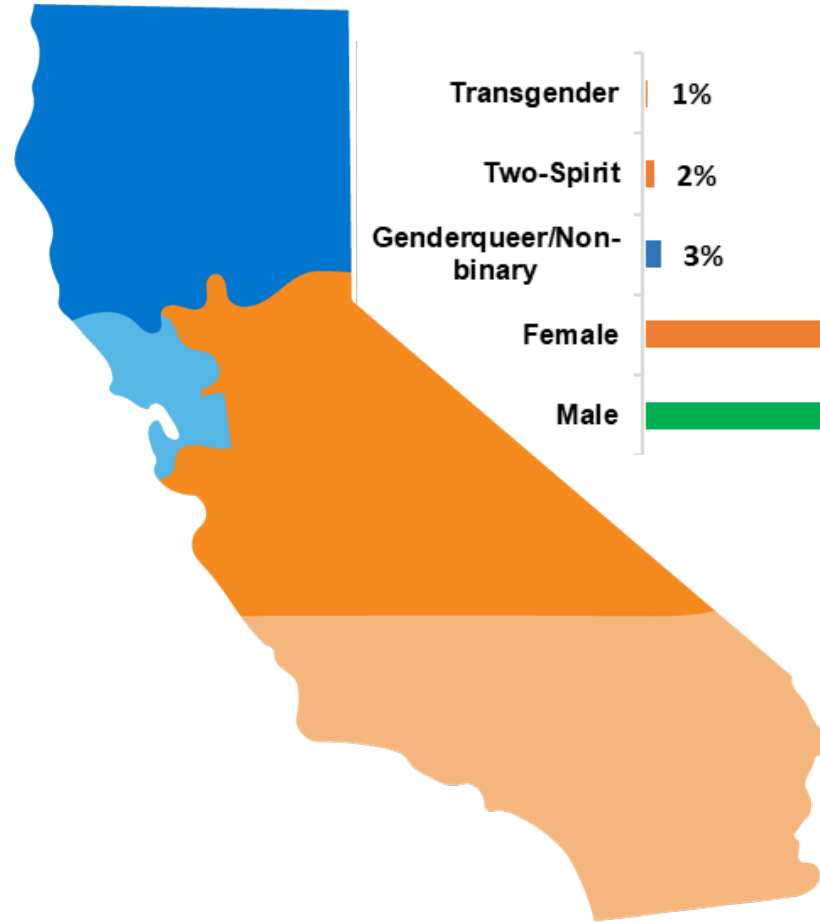
4 sessions: 1 specific to Spanish-speaking audiences

Age ranges: 16-25 years for youth and young adults; 30-45 years among parents and caregivers

14% self-identified as **2S/LGBTQIA+**

12% with current/former **child welfare involvement**

29% indicated experience with **mental health challenges**



ACEs and Toxic Stress Healing-Centered Awareness Campaign

For Youth, By Youth



Campaign Advisory: Youth and Young Adults



Beani Sabharwal



Celeste Walley



Celina Inzunza



Christian Jeff Yu
Menguito



Cici Williams



Elita Jasmine Young



Jada Imani Carter



Jose Cruz



Josue (Swey) Pineda



Julio Sagastume



Laura Avila



Luis Waldemar Tun
Orazco

- 19% self-identify as non-binary/gender non-conforming
- 14% AAPI
- 33% Hispanic/Latinx
- 24% Black/African American
- 10% White
- 4% mixed identities, inclusive of Native American/Alaskan Native and Middle Eastern

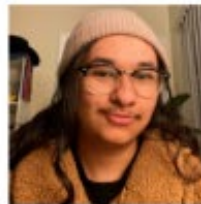
Representation from Alameda, Fresno, Imperial, Los Angeles, Madera, Orange, Sacramento, San Joaquin, San Diego, San Francisco, Santa Barbara, Stanislaus, and Ventura Counties



Nancy Martinez
Uribe



Ronaldo (Ronnie)
Villeda



Ronnie
Kuznicki-Mejia



Setareh
Hersemizadeh
Tehrani



Shae Dellamaggiore



Shamer Knox



Sharon Tang

aces aware
SCREEN. TREAT. HEAL.

Campaign Advisory: Subject Matter Experts



Cecilia Ayón, PhD
Professor, School of Public Policy,
UC Riverside



**Nadine Burke Harris,
MD, MPH**
First and Former CA Surgeon General



**Mikah Owen,
MD, MBA, MPH**
Senior Director, UCAAN



**Rachel Gilgoff,
MD, CCTP, FAAP**
Advisor, UCAAN



Eraka Bath, MD
Associate Professor in the
Division of Child and Adolescent
Psychiatry, UCLA



**John R. Blosnich,
PhD, MPH**
Director, Center for LGBTQ+ Health
Equity at the Suzanne Dworak-Peck
School of Social Work (USC)



**Leigh Ann Simmons,
MFT, PhD**
Co-Director, Perinatal Origins of
Disparities (POD) Center,
UC Davis



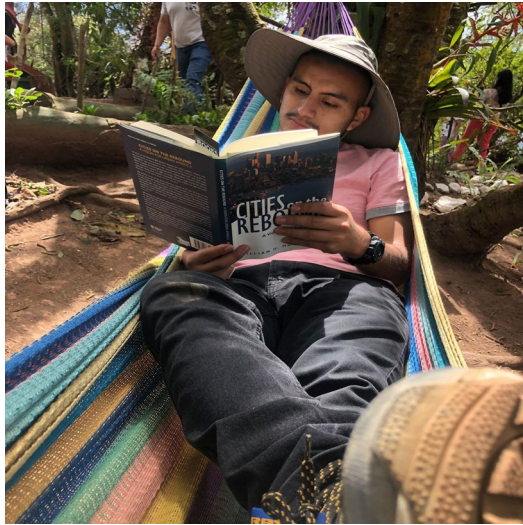
Michèle Evans, MD, MPH
Northern California Regional Medical
Director of the Kaiser Permanente Child
Abuse Services and Prevention (CASP)

Youth and Young Adult Content Co-Creation

Personal Stories - Julio

Instagram Caption:

Young people all over are experiencing the impacts of ACEs. Meet Julio, a 24-year-old from LA County talk about the moment he realized how ACEs were impacting him. You can read more about Julio's journey at the link in our bio.



Personal Stories - Jada



Instagram Caption:

Jada, a proud Oakland resident and ACEs Aware advocate, shares her message for young people about ACEs and how we can heal as a community. Read more about Jada's journey at the link in our bio.

Campaign Launch

- Official campaign launch in early **May**
- **Free** and **accessible launch** event created **for and by youth**
- Event will incorporate local musical and visual **artists** and will help **build buzz** around the campaign
- Subsequent events to follow **in communities across the state**

Learn more about the campaign at osg.ca.gov/theacescampaign



California Department of Public Health (CDPH)

Office of Suicide Prevention (OSP)
Sara Mann, MPH
Section Chief

CDPH/OSP Youth Suicide Prevention Media and Outreach Campaign

Campaign Goal: Reduce suicide ideation, attempts, and deaths by increasing awareness and utilization of resources, services, and supports among California youth up to age 25 who are disproportionately impacted by suicide.

Three main project components:

- A media campaign, co-created with youth. The primary audience includes youth who are Black/African American, Hispanic/Latinx, and/or American Indian/Alaska Native. Intersecting populations include youth from the primary audience who also identify as 2S/LGBTQIA+, having had mental health or substance use challenges, and/or having been involved in the foster care system.
- Community-level suicide prevention projects implemented by 34 CBO and tribal entity grantees, which will amplify and reinforce campaign messaging.
- Comprehensive evaluation to assess the overall impact of the project and identify promising suicide prevention practices.

CDPH/OSP Youth Suicide Reporting and Crisis Response Pilot Program

Program Objective: Develop and test models for rapidly reporting and comprehensively responding to youth suicides and suicide attempts at the county level by providing crisis services and follow-up supports within school and community settings.

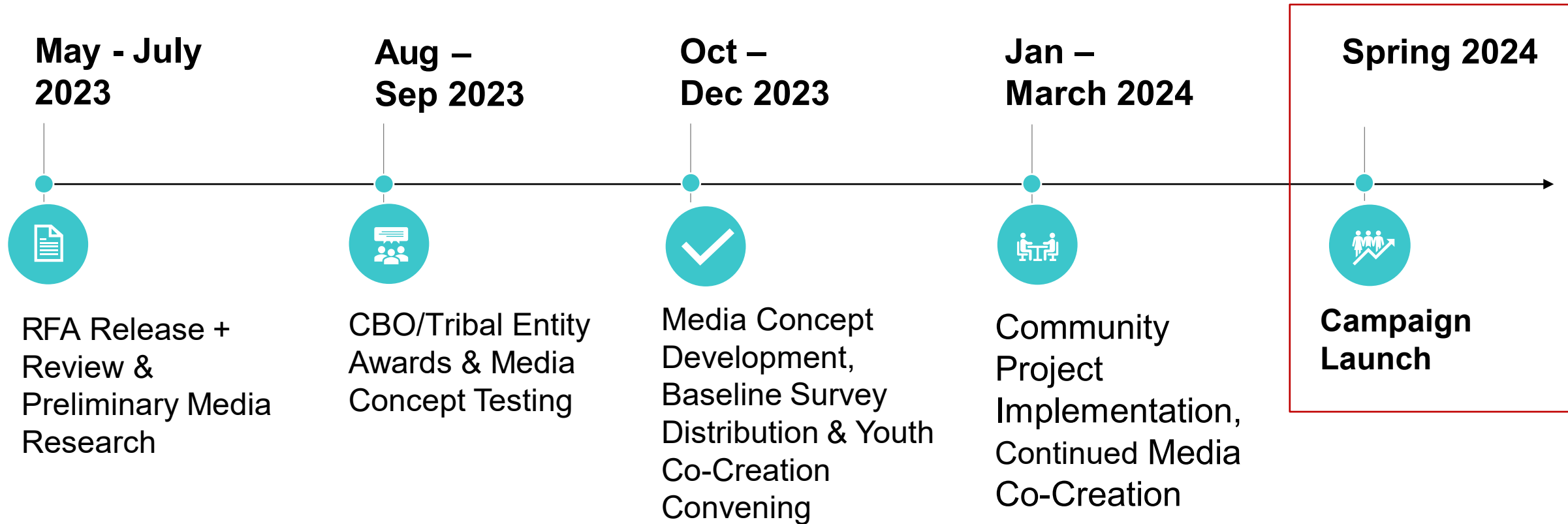
Ten high-priority counties selected to participate:

Alameda, El Dorado, Humboldt, Kern, Los Angeles, Riverside, Sacramento, San Diego, San Joaquin, and Solano

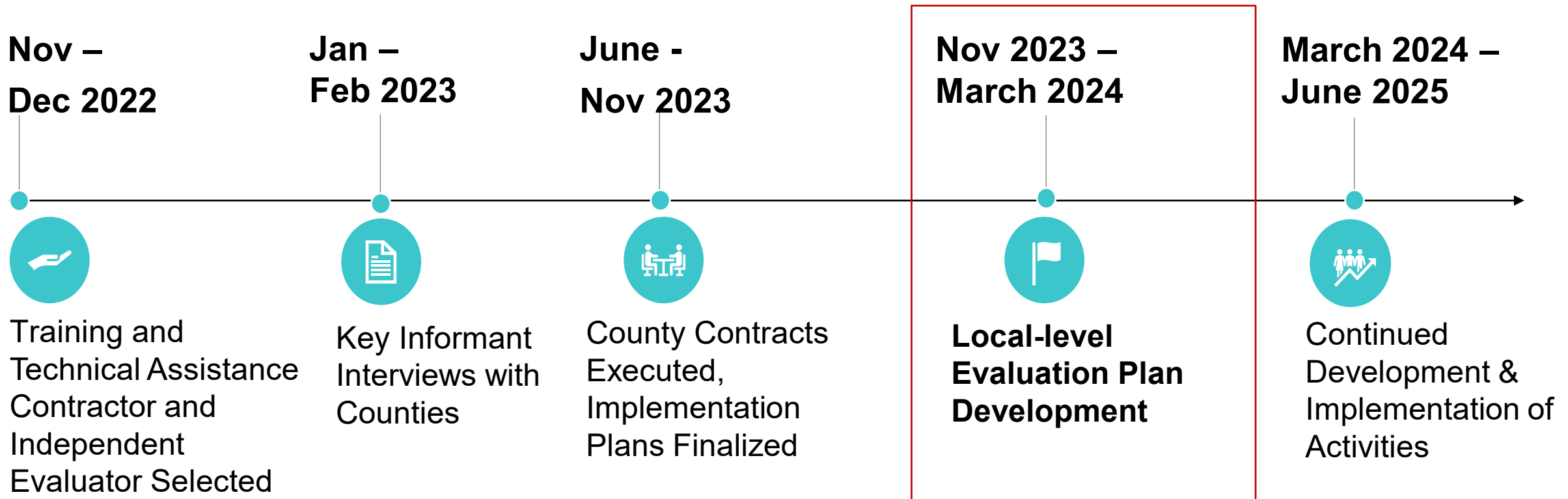
The pilot program will be designed by each county to:

- Complement and expand upon existing supports and services
- Identify and shrink gaps in rapidly reporting youth suicide deaths and attempts
- Strengthen rapid responses to suicide deaths and attempts to initiate crisis response services

CDPH/OSP Youth Suicide Prevention Media and Outreach Campaign *(Timeline and Current Status)*



CDPH/OSP Youth Suicide Reporting and Crisis Response Pilot Program *Timeline and Current Status*



California Department of Public Health (CDPH) Office of Health Equity (OHE)

Ana Bolanos, MSW
Assistant Deputy Director



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Public Education and Change Campaign Workstream Goals

Goal 1

Develop a Public Education and Change Campaign to reduce stigma around mental health, emotional, behavioral health and substance use disorder and to increase help seeking behavior and wellness support.

State Level Campaign

Goal 2

Partner with CBOs to develop and enhance culturally, linguistically, and age-appropriate campaigns aimed at reducing stigma and discrimination.

Local Level Campaign

Goal 3

Engage with youth to co-design, reflect and share culturally, linguistically and age-appropriate specific campaign(s).

Youth Co-Lab

Campaigns

Overview of Campaigns

State Level Campaign

Co-designed and implemented through a lens of reducing disparities and addressing inequities to reduce stigma and enhance behavioral health literacy for unserved and underserved children and youth, parents and caregivers.

Local Level Campaign

Co-designed and delivered messaging campaigns at the community level to address the need to shift attitudes, beliefs, and behaviors surrounding mental, emotional, and behavioral health in priority populations.



Both campaigns will be youth centered and co-created representing five priority populations: African Americans/Black, Native Americans, Asians and Pacific Islanders, Latinos, and LGBTQ+ communities with special consideration for transitional-age youth, persons with disabilities, justice and foster care involved youth, and those living in rural areas.

State Level Campaign Audience Groups

Teens
(ages 13-17)



Young Adults
(ages 18-25)



Caregivers of
ages 6-12

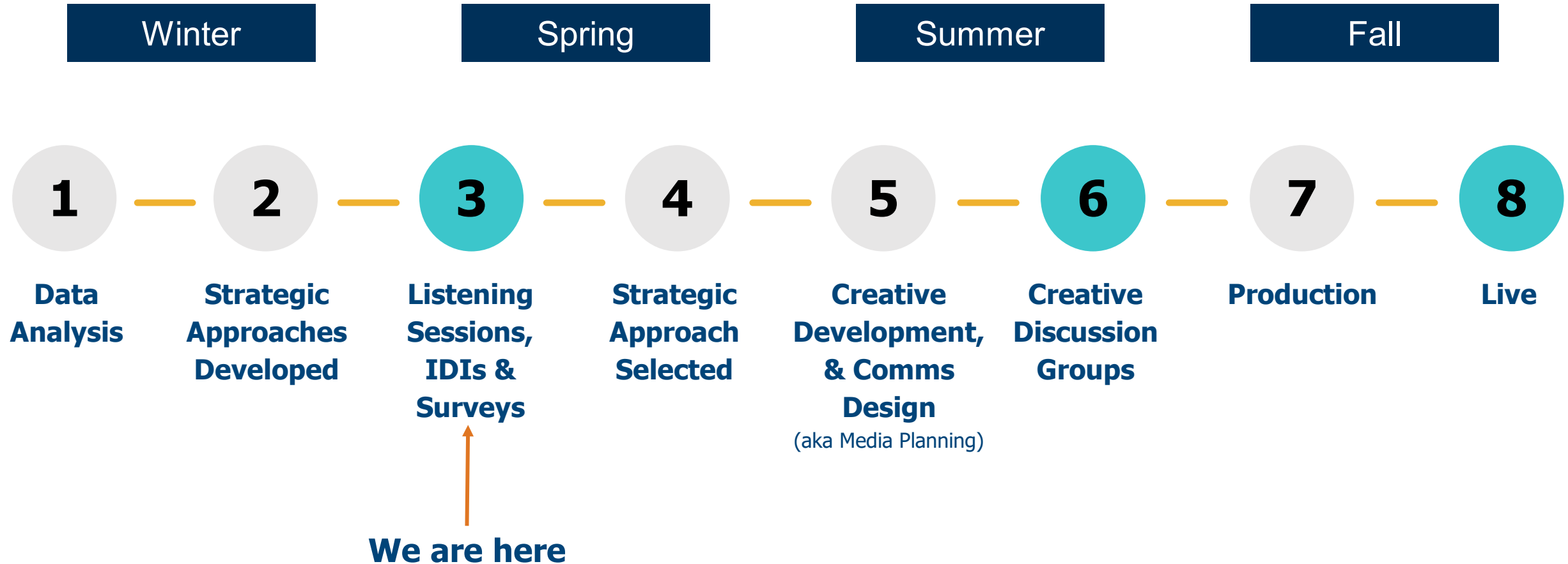


Caregivers of
ages 13-25



Priority Groups: African Americans/Black, Native Americans, Asian & Pacific Islanders, Latinos, LGBTQ+. Inclusive of transition-age youth, persons with disabilities, justice & foster-care involved youth and those living in rural areas.

State Level Campaign Timeline

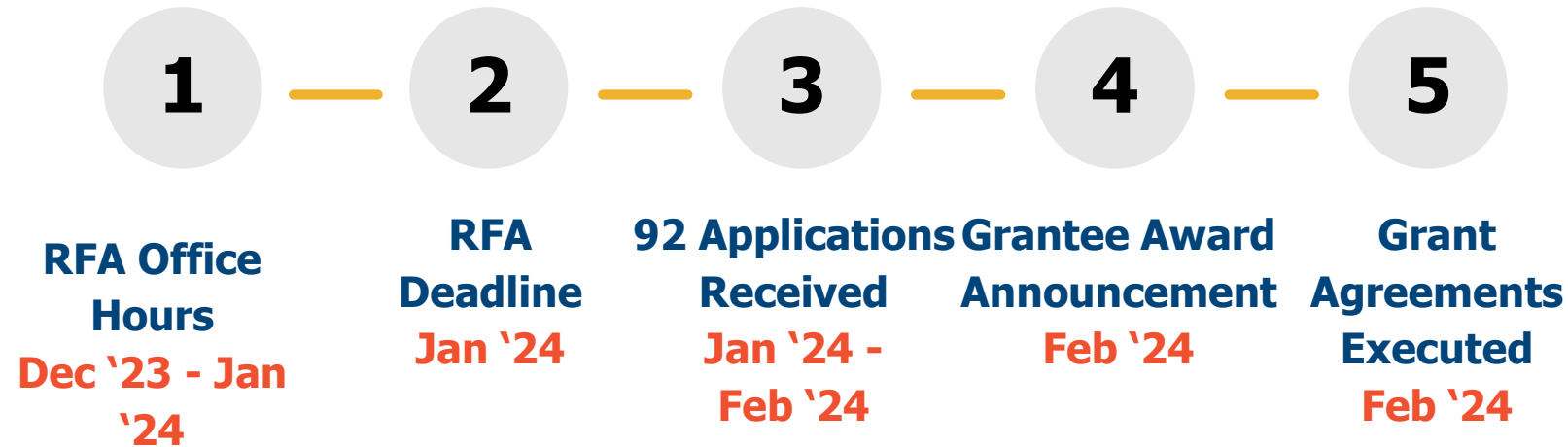


Local Level Campaign Update

On February 20, 2024, through The Public Health Institute Center for Wellness and Nutrition, CDPH awarded **\$25 million to 28 community based and tribal organizations.**

How did we get here?

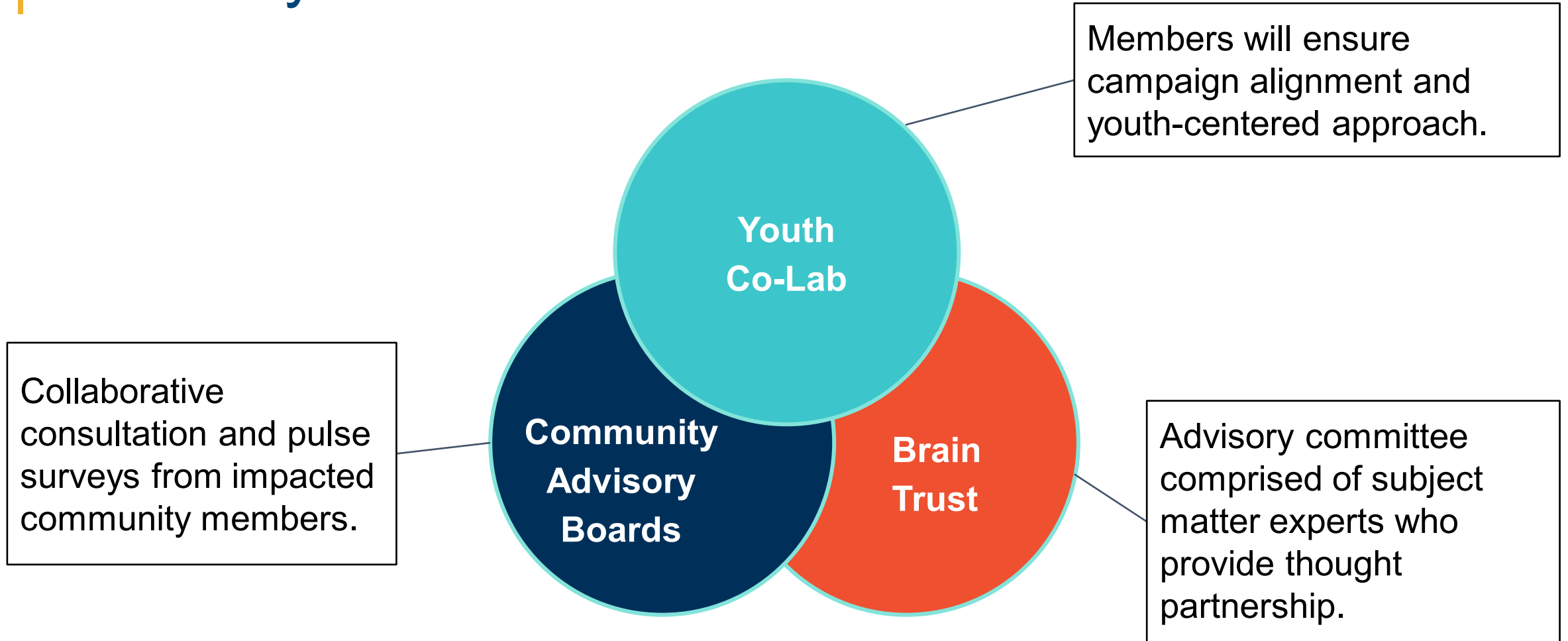
For questions, please contact:
cybhi.local@wellness.phi.org



Local Level Campaign
Award Announcement

Advisory Boards

Advisory Boards Overview



Department of Health Care Services (DHCS) & Department of Managed Health Care (DMHC) CYBHI Fees Schedule

Ashley Covington and Kenna Cook

Current Status - CYBHI fee schedule



Progress to date

DHCS developed (in compliance with statute¹):



"A school-linked statewide fee schedule for outpatient mental health or substance use disorder treatment provided to a student 25 years of age or younger at a school site"



"A school-linked statewide provider network of school site behavioral health counselors"



Policy stating that "providers of medically necessary school site services described in this section shall be reimbursed, at a minimum, at the fee schedule rate or rates... regardless of network provider status"



• Path forward

- Prior to providers and practitioners being reimbursed for CYBHI fee schedule services:

- CMS approval allows the CYBHI fee schedule to proceed, by:

- » Providing directed payment authority²

- » Approving the State Plan Amendment to enable reimbursement of Pupil Personnel Services (PPS) credentialed providers



- Cohort 1 participants (including Local Educational Agencies (LEAs), County Offices of Education (COEs), and managed care plans) full completion of the state's onboarding curriculum, to prepare for using the CYBHI fee schedule

1. W&I Code 5961.4; 2. Per [CMS regulations](#);

How will the fee schedule work?

→ Services

LEAs, public institutions of higher education, and their designated providers / practitioners



How will the fee schedule work?

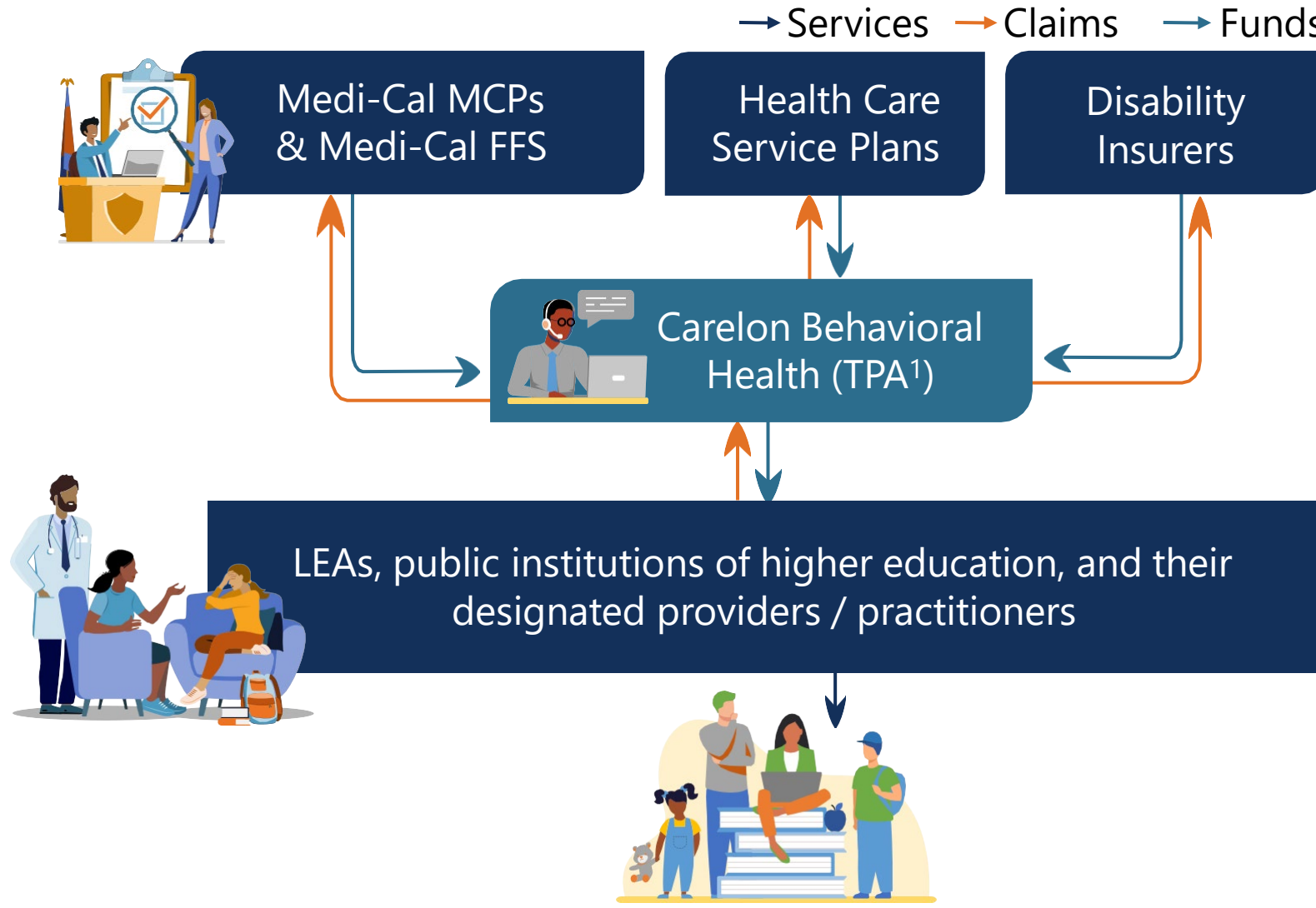


Fee Schedule
Introductory [Video](#)

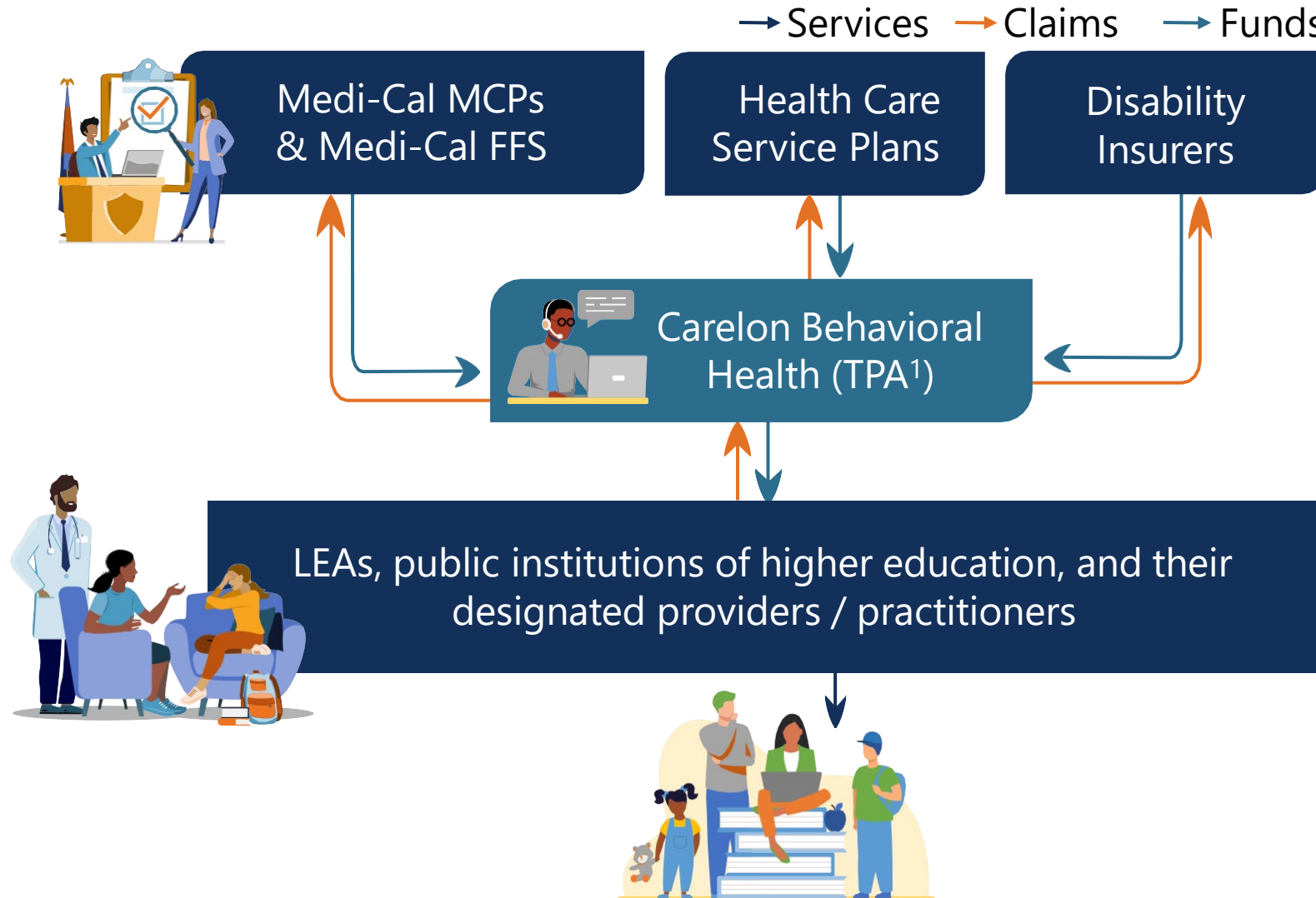
How will the fee schedule work?



How will the fee schedule work?



How will the fee schedule work?



Fee Schedule

Categories of service included in the fee schedule



Psychoeducation



Treatment



Screening and Assessment



Care Coordination

Please see [PDF](#) for additional detail on specific services, with their respective codes, rates, and practitioner types

Fee Schedule

Eligible practitioners

- » Alcohol and Other Drugs Counselor
- » Associate Marriage and Family Therapist
- » Associate Professional Clinical Counselor
- » Associate Social Worker
- » Community Health Worker
- » Educational Psychologist
- » Licensed Clinical Social Worker
- » Licensed Marriage and Family Therapist
- » Licensed Professional Clinical Counselor
- » Medical Doctor (Physician or Psychiatrist)
- » Nurse Practitioner
- » Physician Assistant
- » PPS¹ School Counselor
- » PPS¹ School Psychologist
- » PPS¹ School Social Worker
- » Psychologist
- » Registered Nurse
- » Wellness Coaches²

Note: Practitioners' eligibility to provide specific services will be based on their scope of practice (including supervision requirements)

1. Pupil Personnel Services; subject to State Plan Amendment approval; 2. Starting 2025; subject to State Plan Amendment approval

Overview of phased approach

	2024		2025
	January	~July	~January onwards
	Cohort 1 – Early Adopters	Cohort 2 – Select Expansion	Cohort 3+ - Rolling Opt-In
Cohort Participants All proposed cohorts include associated commercial plans and MCPs	Representative group of LEAs with: <ul style="list-style-type: none">• Some existing Medi-Cal infrastructure• Willingness and capacity to participate	Expansion to: <ul style="list-style-type: none">• Additional LEAs• Select California Community College campuses	Includes all LEAs, California Schools for the Deaf and California School for the Blind, public higher education campuses (including California Community College, California State University, and University of California campuses) Note: Ongoing opportunities to register / enroll every 6-12 months

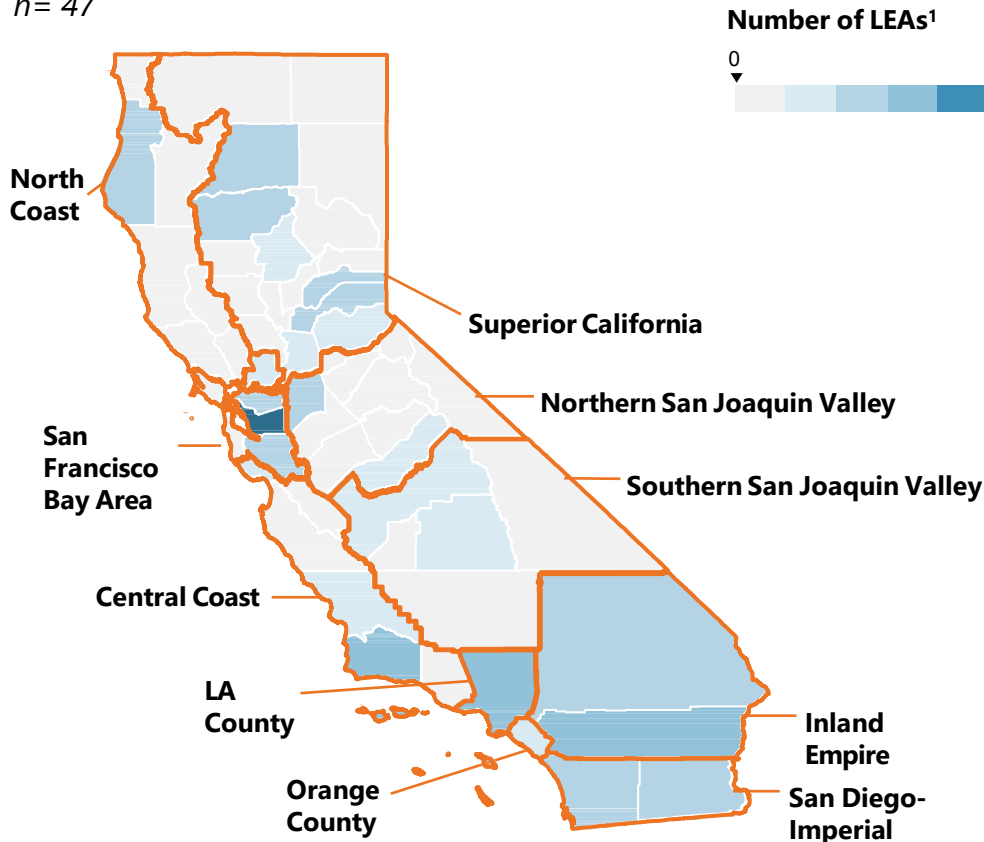
Cohort 1 - Details



» Additional detail

Cohort 1

n = 47



- Selected 72% (47) of LEAs that submitted applications to participate in Cohort 1
- 43% (25) of California counties represented
- 13% (6) Participating LEAs located in rural counties
- 17% (~1M) students across California's Transitional Kindergarten (TK)-12 public schools represented by Cohort 1 LEAs
- All TK-12 grades are included within Cohort 1 LEAs¹ (TK, elementary, middle, and high schools)

» Please see the [DHCS website](#) for the comprehensive list of Cohort 1 LEAs

CYBHI Fee Schedule Cohort 2 Information

DRAFT AS OF 2/7/24

NON-EXHAUSTIVE

Cohort 2 will be comprised of three different groups of applicants:



Local Educational Agency (LEA) re-applicants

LEAs enrolled in Medi-Cal who applied but did not participate in Cohort 1



LEA first-time applicants

LEAs enrolled in Medi-Cal who did not apply in Cohort 1



California Community Colleges (CCCs)

Select CCC campuses enrolled in Medi-Cal

Note: Cohort 2 participants will be announced in May 2024. Each group of applicants will have a slightly different timeline during the application process (*details to follow*)

Cohort 2 Applications are due on April 15, 2024

Components of the CYBHI fee schedule program application

DRAFT AS OF 2/7/24

Statement of interest, includes...

- Background and contract information
- Rationale for participation in CYBHI fee schedule program Cohort 2
- Willingness to engage with DHCS and its partners in a collaborative learning environment (including the State's Third-Party Administrator, Carelon Behavioral Health)

Operational requirements, includes...

See details to follow

- Service delivery infrastructure and capacity building
- Data collection and documentation
- Billing infrastructure

Enrollment in Medi-Cal is a pre-requisite for all CYBHI Fee Schedule participants

Evidence-based Practices & Community-defined Evidence Practices

Krista Rocha

Evidence-Based and Community-Defined Evidence Practices (EBP/CDEPs) Grants: Status Update

EBP/CDEP grant rounds	Amount	Status
Round 1: Parent / Caregiver Support Programs and Practices	\$30.5M	Awarded \$30.5M across 63 entities on July 6th, 2023
Round 2: Trauma-Informed Programs and Practices	\$100M	Awarded \$100M across 193 entities on December 21, 2023
Round 3: Early Childhood Wraparound Services	\$60M	Closed (preparing to announce)
Round 4: Youth-Driven Programs (MHSOAC)	\$50M	Awarded \$50M across 69 entities on December 21, 2023
Round 5: Early Intervention Programs and Practices (MHSOAC)	\$67M	Awarded \$67M across 99 entities on March 8, 2024. View the full list of awardees on the DHCS CYBHI EBP-CDEP webpage
Round 6: Community-Defined Evidence Programs and Practices (CDEPs)	\$30M	TBA

Round 5: Early Intervention Programs and Practices Award Announcement

In Partnership with the Mental Health Services Oversight and Accountability Commission (MHSOAC)

DHCS awarded **\$67M across 99 entities** in one-time grants to scale Early Intervention Programs and Practices

- **~\$55M** awarded to start up early intervention programs
- **~\$12M** awarded to expand early intervention programs
- **30 counties** awarded across California
- View the [**Round 5 Awardees**](#)

Practice Models Funded:

- Coordinated Specialty Care (CSC)
- Blues Program
- Culturally Informed and Flexible Family-based Treatment for Adolescents (CIFFTA)
- Familias Unidas
- Resourceful Adolescent Program-Adolescent (RAP-A)
- Youth mobile Crisis
- Other

Additional CYBHI Resources

- DHCS CYBHI [Website](#)
- CalHHS CYBHI [Website](#)
- CalHHS [CYBHI 2023: Implementing the Vision](#) (Annual Progress Report)
- CYBHI [Youth at the Center](#) Report
- CYBHI@dhcs.ca.gov
- DHCS.SBS@dhcs.ca.gov (for fee schedule questions)

Department of Health Care Access and Information (HCAI)

Wellness Coach Workforce (HCAI)

Accomplishments since Dec 2023

January 2024, Wellness Coach Employer Support Grants

HCAI launched employer support grant funding opportunity.

February 2024, Wellness Coach Certification

HCAI launched the certification website. Wellness Coach I and II certification now available through 2 pathways: the Education Pathway and the Workforce Pathway.

Upcoming Work

April 2024, Wellness Coaches Scholarships

HCAI anticipates opening scholarship opportunities to potential Wellness Coach candidates.

Mid 2024, Higher Education Program Designation

HCAI is connecting with CCC and CSU programs to develop HCAI-designated education programs for new Wellness Coach candidates.

Wellness Coach Workforce (HCAI)

Current Marketing and Outreach Activities

Research

Surveyed 216 organizations to support communication strategies and program implementation.

Wellness Coach Audio Ads

Statewide audio ads launched, targeting employers, certification candidates, and the general public via broadcast & streaming audio and podcasts resulting in significant increase in email inquiries since launch.

Wellness Coach Website

Website launched to provide information to the public, employers, certification candidates, and education programs.

Social Media

Paid social assets delivered to iHeart media. Organic content development underway, for posts on social media channels (LinkedIn, Instagram, Facebook, and Twitter) to target employers and certification candidates.

Earned Media/PR

Media pieces under development for dissemination through news channels.

Community Engagement

Prospect list of community organizations, including schools, CBOs, and existing partners, under development to support with the recruitment of culturally and linguistically diverse Wellness Coach candidates.

Broad Behavioral Health Workforce (HCAI)

January 2024

Executed contract with the Catalyst Center to provide extensive behavioral health training for non-clinical staff working directly with youth

January 2024

Peer Personnel Training and Placement Program applications opened

February 2024

Social Work Education Capacity Expansion Grant Program (SWECE) and Psychiatric Education Capacity Expansion Grant Program (PECE) applications opened

February 2024

Made 5 awards under the Juvenile and System Involved Youth (JSIY) Program totaling \$6,500,000.00. HCAI will use an additional \$1M to fund/expand awardees for JSIY

February/March 2024

The most recent cycle of California State Loan Repayment Program (SLRP) closed, and HCAI anticipates announcing awards soon

February/March 2024

Health Profession Pathways Programs (HPPP) Cycle 2 and Justice and System Involved Youth (JSIY) Pipeline application closed, and HCAI anticipates announcing awards soon

Accomplishments since Dec 2023

Broad Behavioral Health Workforce cont. (HCAI)

Ongoing and Upcoming Work

Through 2026

HCAI will continue to work with the Catalyst Center on the behavioral health training program

April 2024

Behavioral Health Scholarships Program (BHSP) applications open in April.

August 2024

Health Professions Pathways Program (HPPP) applications open on August 15th.

HCAI Program Highlight: Health Professions Pathways Program (HPPP)

Purpose:

- Recruit and support students from underrepresented regions and backgrounds to pursue health careers
- HPPP awards help organizations build and expand:
 - Pipeline programs
 - Summer internships
 - Post Undergraduate Fellowships
 - Post Baccalaureate Scholarships *New for Cycle 2*

Impact:

- Cycle 2: Closed on October 31, 2023. Awards will be announced soon.
- Cycle 3: will open in August 2024.

HCAI Program Highlight: Behavioral Health Scholarship Program

Purpose:

- Increase the number of appropriately trained behavioral health professionals providing direct patient care in an underserved area or qualified facility within California.
- In exchange for a 12-month service obligation practicing and providing direct patient care in an underserved community, eligible applicants may receive up to \$25,000.

Impact:

- Cycle 2 will open in April 2024.

HCAI Program Highlight: Social Work Training Stipends & Fellowships

Purpose:

- Funds behavioral health training, MSW stipends and post-graduate fellowships for persons seeking clinical licensure

Impact:

- Beginning FY 24-25, the Behavioral Health Social Work Training & Fellowship program will continue through a partnership with a new institution.
- 192 stipends were awarded in Fall 2023.

Deep Dive: Behavioral Health Virtual Services Platform Updates

DHCS

Behavioral Health Virtual Services Platforms

- » On January 16, 2024, DHCS launched two free behavioral health services applications for all families with children, teens, young adults, and their caregivers, regardless of insurance coverage or immigration status:
 - [BrightLife Kids](#) is for parents/caregivers and kids ages 0-12.
 - [Soluna](#) is for teens and young adults ages 13-25.
- » The platforms were designed with input from more than 1,000 children, youth, families/caregivers, behavioral health professionals, and subject matter experts.
- » Platforms are a cornerstone of Governor Newsom's [Master Plan for Kids' Mental Health](#) and the [CYBHI](#).



Introduction to the Behavioral Health Platform



BrightLife Kids and Soluna Offerings

- **Professional Coaching:** Live 1:1 (or 2:1 for younger children and parents/caregivers) coaching sessions through in-app chat or video visits. Telephone coaching will also be available in all Medi-Cal threshold languages with the assistance a Language Line interpreter.
- **Educational Content:** Age-tailored educational articles, videos, podcasts, and stories.
- **Assessments and Tools:** Stress-management tools and clinically validated assessments to understand and monitor behavioral health over time.
- **Care Navigation Services:** Self-service searchable directory (via Find Help) of local behavioral health resources and live care navigation support to connect users to the individual's health plan (when applicable), school-based services, or to a network of CBOs affiliated with each vendor.
- **Peer Communities:** Pre-moderated forums and programs to connect users with other youth or caregivers.
- **Crisis and Safety Protocols:** Crisis and emergency safety resources for people experiencing a mental health crisis or who require immediate assistance.



0 - 12 years

BrightLife Kids, a CalHOPE program by Brightline, provides **free behavioral health coaching** to all California kids ages 0–12. **No costs attached. No insurance required. No referrals needed.**

- Private 1:1 coaching via video and secure chat
- Diverse coaches offering bilingual support
- On-demand digital resources
- Care Guides to manage complex needs and provide referrals



13 - 25 years

Soluna, a CalHOPE program by Kooth, is the **all-in-one mental health app** for California youth and young adults to destress, reset, and seek support. **Always free. Always anonymous.**

- Live and asynchronous 1:1 coaching sessions
- Diverse, bilingual coaches
- Interactive tools and resources
- Moderated community forum

BrightLife Kids

A CalHOPE program
by Brightline

Today's Speaker:
Amrita Sehgal, Brightline



Brightlife Kids and Soluna are CalHOPE programs funded by the Department of Health Care Services and powered by Brightline and Kooth Digital Health. Visit calhope.org to learn more about the initiatives.



Brightline: Building Brighter Futures

Brightline's mission is to build a brighter future for California families. Brightline's experience across the US has allowed for product innovation that best suits the needs of **young families in California**.

Founded in Palo Alto, California by health care entrepreneurs Naomi Allen and Giovanni Colella, MD

Designed to **address the pediatric behavioral health crisis** and challenges across access, affordability, quality, and stigma

Nationwide support for children, teens, and caregivers through health plan and employer partners (**60M covered lives, 500+ employers**)



Behavioral health support for California kids 0-12 and their families

No cost attached. No insurance required. No referrals needed.



- + Developmental milestones
- + Social and emotional well-being
- + Emotional regulation
- + Sleep issues and patterns

- + Sadness
- + Worry
- + Disruptive behaviors
- + School, work, or relationship stress

- + Managing big emotions in healthy ways (e.g., loneliness, social isolation, grief, anger, etc.)
- + **and much more!**

Support offered in English, Spanish, and all 17 other Medi-Cal threshold languages through interpreter services

How BrightLife Kids fits in the care delivery model

Licensed therapists, Physicians

Diagnosis & Clinical Intervention

Includes managing higher acuity presenting concerns, symptoms, and risk (e.g. suicidal ideation)

Behavioral Health Coaches



Prevention & Early Intervention

Includes building skills to manage separation anxiety, worry, sadness, loneliness, self-confidence, relationship stress and conflict, sleep concerns, tantrums, communication skills, and more

How BrightLife Kids helps across ages & stages



Parent Management Training (PMT)

Milestones, sleep, eating, temperament, separation anxiety, etc.

Parent Management Training (PMT) (including ASD, IDD)

Tantrums, social emotional learning, sleep, structure, etc.

Dyadic Coaching (Child + Parent)

Stress, focus, organizational skills, sadness, worries, friendships, screen time, etc.



Digital Tools

BrightLife Kids also has a library of on-demand digital content. Coaches may suggest engaging with resources between sessions to support learning and behavior change.



0 months



2 years



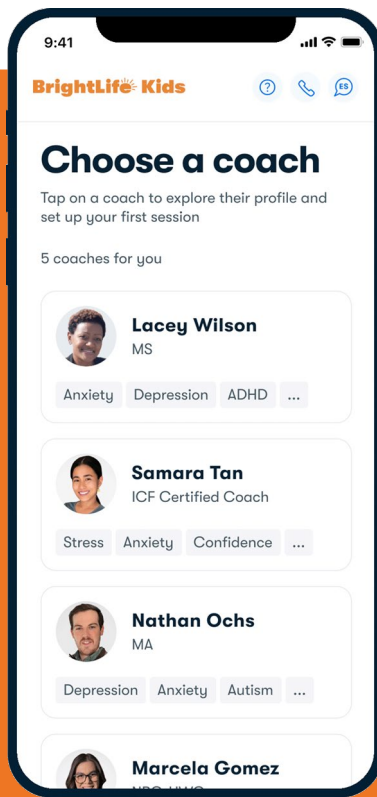
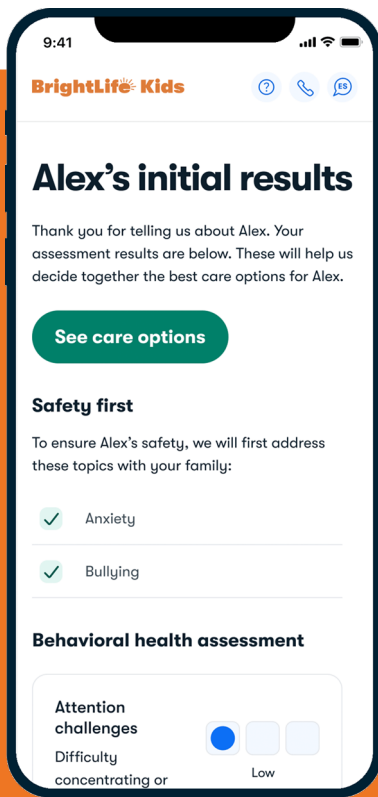
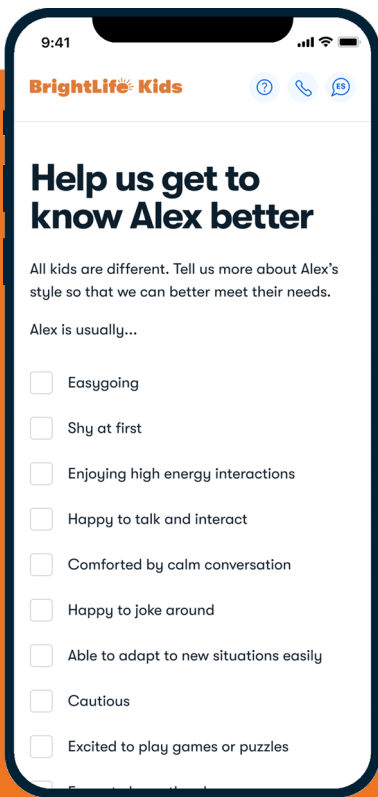
6 years



12 years

How to get started with BrightLife Kids

No
Cost



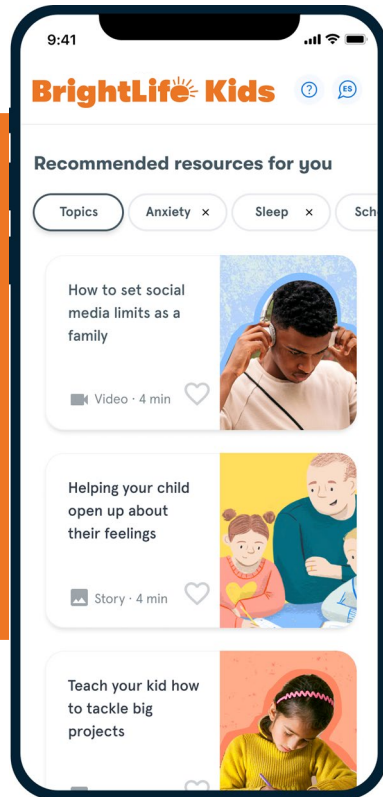
Confirm California
zip code

Upfront needs
assessment

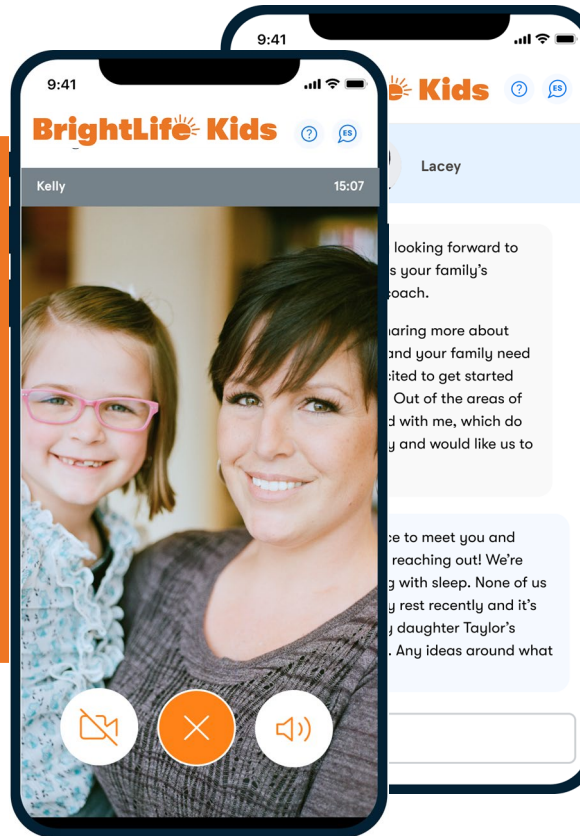
Results review
& next steps

Coach selection or
assignment to care guide

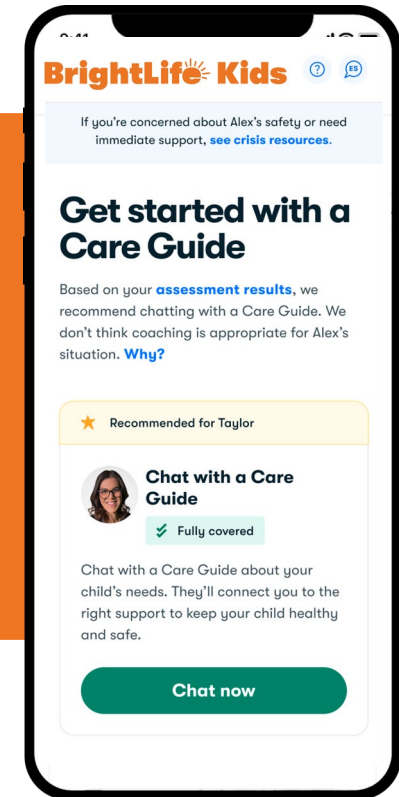
What does BrightLife Kids offer?



Digital Tools

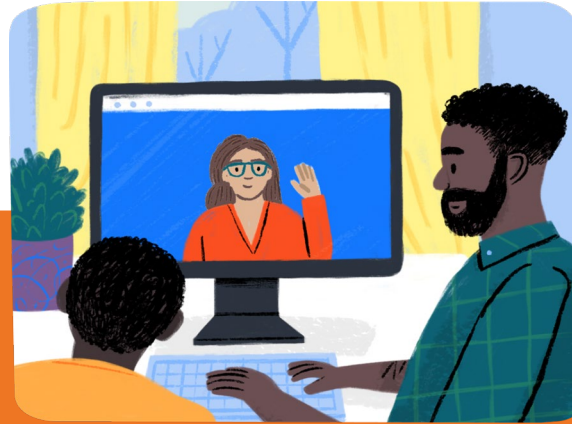


Behavioral Health Coaching



Care Coordination

Our coaches



- Master's degree in a health-related field OR Bachelor's degree + Coaching Certification(s) from NBHWC (National Board for Health and Wellness Coaching) or ICF (International Coaching Federation)
- Diverse backgrounds along with more than 5 years of direct experience working with children, youth, families in a variety of settings
- 80+ hours of training to further develop skills and use of care tools upon hiring
- Training and experience working with LGBTQ+ and BIPOC populations





The online coaching for my daughter has been a game changer. She's now armed with a toolkit of emotional strategies, so instead of getting overwhelmed, she's got a plan.

Brightline Parent



a CalHOPE Program by Kooth



Today's Speaker:
Kyle White, Kooth Digital Health

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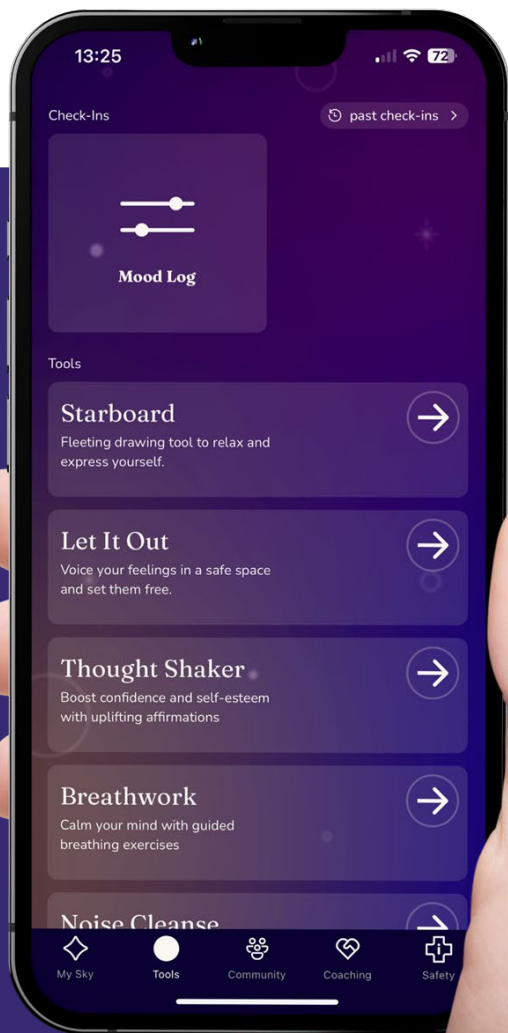
Kooth: 20 years of revolutionary services

Kooth Digital Health has over 20 years of experience in digital mental health solutions for young people.

Founded over 20 years ago, serving over 1 million hours of professional support worldwide through innovative behavioral health products

Over 800 employees worldwide including a dedicated product and research team designed to engage with our users - and bespoke a product suitable for today's youth.

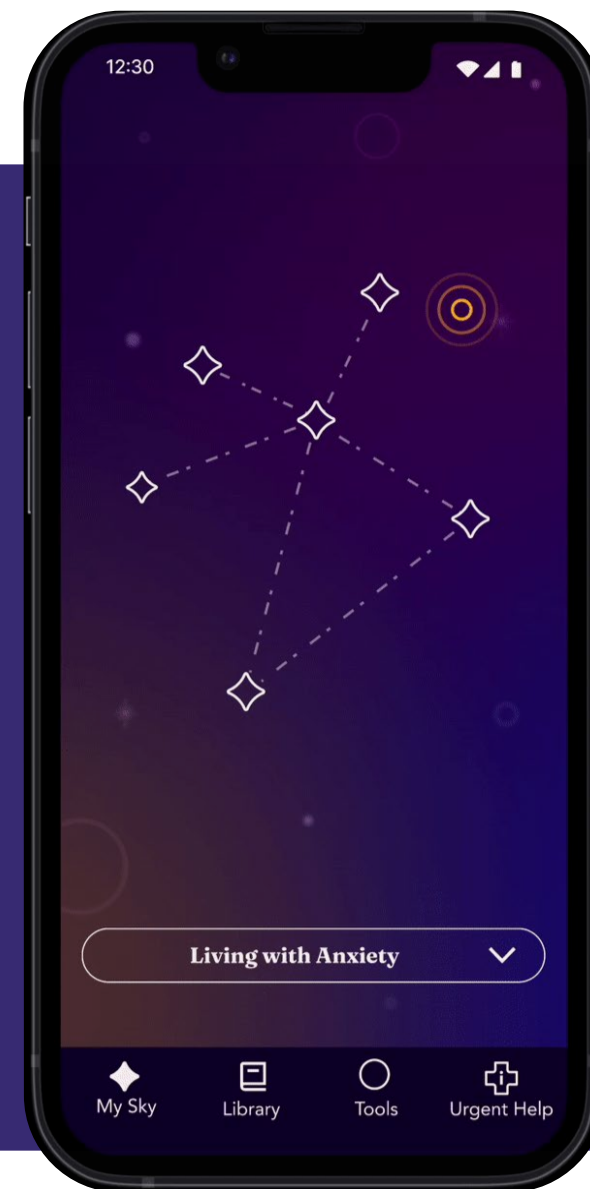




✦ Tier One
Self-Guided Resources

✦ Tier Two
Community Support

✦ Tier Three
Professional Support



Support offered in English, Spanish, and all 17 other Medi-Cal threshold languages through an interpreter service

Universal Support and Referral Network

Diagnosis & Clinical Intervention

Higher Acuity Needs:
-Searchable Repository
-Care Navigation
-Crisis Resources
-Closed loop care



Universal Support for 13 - 25 year olds

Sub Clinical Model

Emphasis on prevention & early intervention

Intention:

To empower users with tools they need to navigate challenges



Working to provide comprehensive care



Soluna integrates seamlessly with existing services, acting as a central hub to triage and treat users (sub-clinical) as well as improving access to the State's behavioral health ecosystem.

Safety first: Mitigating risks and respecting privacy



In-app Support

Pre-Moderation allows risk identification and triggers practitioner intervention

Monitoring Risk

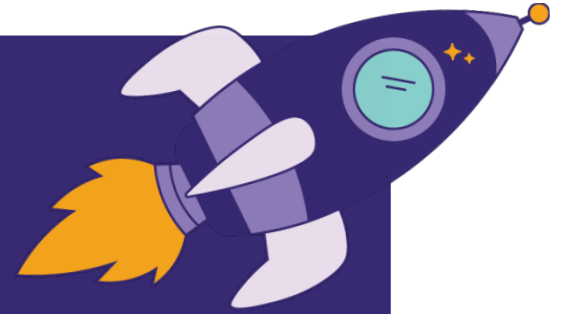
Anonymous model fosters secure environment for users to be themselves AND for empathetic engagement with practitioners

Crisis Response

Full adherence to federal and state reporting and regulatory guidelines

Focus: Autonomy & Empowerment of the User

Guided support from our team
makes it easy to be a part of
the solution.



Discovery



Planning



Awareness



Enablement



Ongoing
Engagement



Soluna App Demo



SolunaApp.com



Partnership Opportunities

★ Digital Toolkits

- Social Assets
- Websites
- Email Templates

★ Printed Materials (as needed)

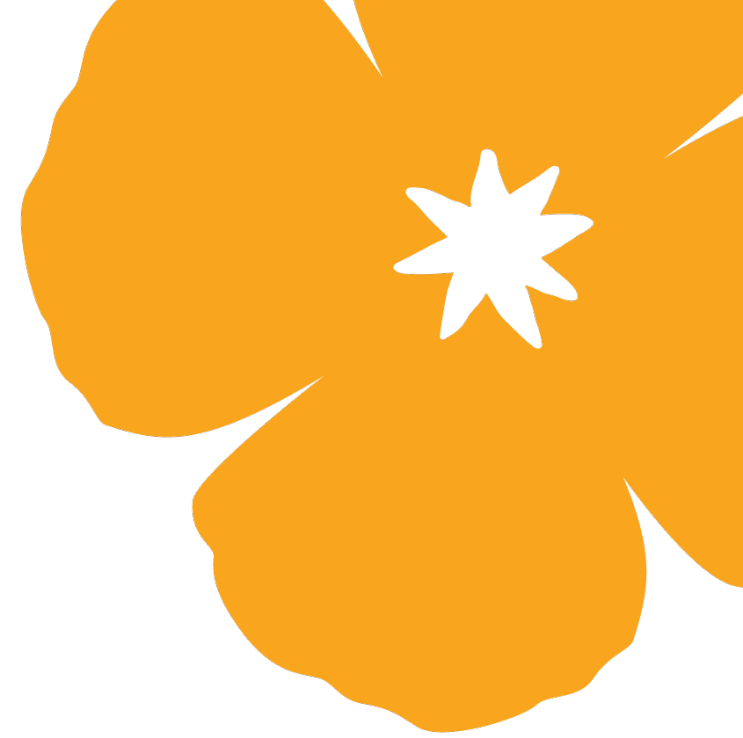
- Flyers
- Posters
- Postcards / QR Cards

★ Ongoing Partnerships

- Strategic Meetings
- Promotional Support
- High Value, Low Lift

★ Virtual & In-Person Support

- Info Sessions
- Tabling
- Events



Q & A

BrightLife Kids
A CalHOPE program by Brightline



BrightLife.Kids/ca

 **soluna**
a CalHOPE Program by Kooth



SolunaApp.com

Learn more at CalHOPE.org



HOPE LIVES HERE

Current Services >>

CalHOPE Connect

Red Line

Student Support

Together for Wellness

CalHOPE Schools

Digital mental health support for youth, young adults, and families

» Launching January 2024

A groundbreaking new program providing free, safe, and confidential mental health support for young people and families across the state with two easy-to-use mobile apps:



BrightLife Kids

Mental health coaching and
resources for parents with kids
ages 0-12

[Learn More](#)

 **soluna**

Mental health coaching and
resources for teens and young
adults ages 13-25

[Learn More](#)

Download
the
Partner
Toolkit
Today

CYBHI

Children and Youth
Behavioral Health Initiative



QUESTIONS?



OFFICE OF THE
CALIFORNIA
SURGEON GENERAL

