

# CYBHI Quarterly Public Webinar – December 5th, 2024



**Now Playing:**  
*“Positive Parents, Thriving Kids”*

You are watching a 2-minute video produced by the Child Mind Institute.

**Learn More about Positive Parenting, Thriving Kids from the Child Mind Institute:**

[childmind.org/positiveparenting](https://childmind.org/positiveparenting)



# CYBHI Quarterly Public Webinar – December 5th, 2024



**Now Playing:**  
*“Healing From ACEs Together”*

You are watching a 30-second video produced by the Live Beyond campaign.

**Learn more about the Live Beyond Campaign:**

[livebeyondca.org/](https://livebeyondca.org/)

# CYBHI Quarterly Public Webinar – December 5th, 2024



**Now Playing:**

*“Megan thee Stallion want you to know you are 'Never a Bother'”*

You are watching a 2-minute video produced by the Never a Bother campaign.

**Learn more about Never a Bother:**

[neverabother.org](https://neverabother.org)

# CYBHI

Children and Youth  
Behavioral Health Initiative



## Quarterly Public Webinar

December 5, 2024



OFFICE OF THE  
CALIFORNIA  
SURGEON GENERAL

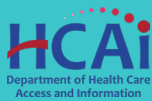


# Agenda

Topic	Sub-topics
<b>Welcome and Today's Agenda</b> <b>CYBHI Initiative-Wide Updates</b>	<ul style="list-style-type: none"> <li>• Media Acknowledgement</li> </ul>
<b>CDPH, Office of Health Equity</b>	<ul style="list-style-type: none"> <li>• Take Space to Pause</li> </ul>
<b>CDPH, Office of Suicide Prevention</b>	<ul style="list-style-type: none"> <li>• Never A Bother</li> <li>• Youth Suicide Reporting and Crisis Response Program</li> </ul>
<b>Office of the California Surgeon General</b>	<ul style="list-style-type: none"> <li>• Live Beyond</li> </ul>
<b>Department of Health Care Access and Information</b>	<ul style="list-style-type: none"> <li>• Wellness Coaches</li> <li>• Broad Behavioral Health</li> </ul>
<b>Department of Health Care Services</b> <b>Department of Managed Health Care</b>	<ul style="list-style-type: none"> <li>• Youth Peer to Peer Support Program</li> <li>• Scaling Evidence-Based Practices and Community-Defined Evidence Practices Grant Program</li> <li>• Cal-MAP</li> </ul>
<b>Q &amp; A</b>	

# Initiative Wide Updates

Dr. Sohil Sud (CalHHS/CYBHI)



OFFICE OF THE CALIFORNIA SURGEON GENERAL





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

Terica Thomas

Health Equity Lead, CDPH-OHE



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# TAKE SPACE TO PAUSE

California Department of Public Health  
*Office of Health Equity*

Take Space to Pause Campaign

December 5, 2024



# Agenda

- **Campaign Overview**
- **Campaign Strategy**
- **Creative**
- **Media**
- **Toolkit**
- **Save the Date**

**TAKE  
SPACE  
TO PAUSE**

**PAUSA  
Y  
REFLEXIONA**

# CAMPAIGN OVERVIEW



# Intended Audience

California Teens, ages 13–17

African Americans/Black, Native Americans/Alaskan Natives, Asians and Pacific Islanders, Latinos, and Lesbian, Gay, Bisexual, Transgender, Queer and Questioning communities with special consideration for transitional-age youth, persons with disabilities, foster and justice-impacted youth and those living in rural areas.

# Campaign Goals

## Stigma Reduction

**Reduce self-stigma** by educating teens on the fundamentals of mental health.

## Health Literacy

**Educate teens** on how they get to breaking points and how they can prevent them in the future.

## Help-Seeking Behaviors

**Increase help-seeking behavior** through digital services and online tools.

# Co-Created by Youth, for Youth

## Completed

- Listening Session Stimuli
- Strategic Approach
- Audience Insight Report Recommendations
- Brand / Creative Concept Early Input
- Initial Creative Concepts
- Brand Names
- Final Concepts & Scripts
- Testing Boards
- Website Development
- Logos
- Video Production
- Media Plan
- Website Development (content, design)

## Upcoming

- ❑ Launch Event (roundtable, activities)
- ❑ Post-Launch Campaign Engagement



*Pictures from some of our youth engagement team members*

# California's Comprehensive Youth Mental Health Model

*Each campaign has a unique focus but they work synergistically together to meet all needs.*



Teens affected by past trauma (ACEs)

Teens struggling with negative emotions and behaviors

Youth (0-25) and caregivers of youth before, during, and after a crisis

## CA-OSG

Campaign focuses on increasing public understanding of Adverse Childhood Experiences (ACEs) and toxic stress. Provides youth and young adults (and caregivers) with the resources to heal from adversity and end cycles of trauma.

## CDPH-OHE

Campaign focuses on reducing stigma around mental health and increasing help-seeking behavior and wellness support by educating teens in California about their emotions, breaking points, and how to feel better in the moment and in the long-term.

## CDPH-OSP

Campaign increases knowledge and awareness of suicide warning signs, crisis lines, and other sources of supports among youth, young adults, and their caregivers through youth co-creation and storytelling. Supports validation of youth's feelings, and reduces stigma towards help-seeking behaviors and provides crisis support resources.



# CAMPAIGN STRATEGY



# Testing

## Formative Audience Insights

Interaction with over 1500 participants

## Creative Testing

100+ teens provided input on brand names, video concepts and messaging

# Messaging Framework

**Reduce Stigma, and Increase Health Literacy & Help-Seeking Behaviors**

Teens feel self-stigma around the negative emotions they experience and don't take help-seeking actions

**Normalize negative emotions and breaking points (reduce self-stigma)**

**Educate on how negative emotions and breaking points happen**

**Motivate self-analysis to understand and process negative emotions proactively**

Teens understand everyone experiences negative emotions and take help-seeking actions when needed

**CREATIVE**

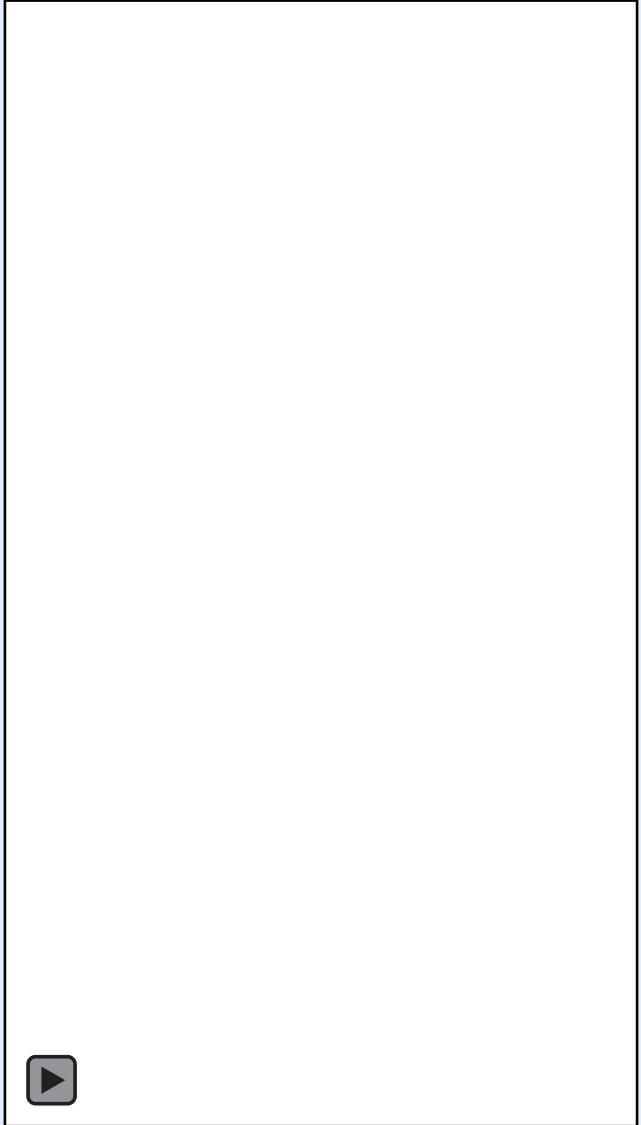
# Production



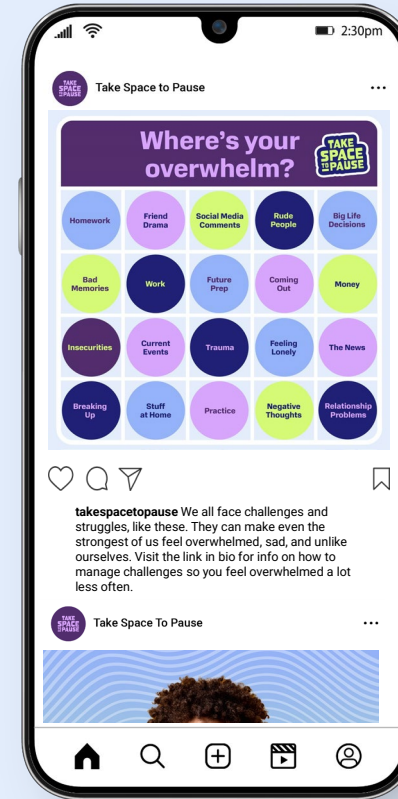
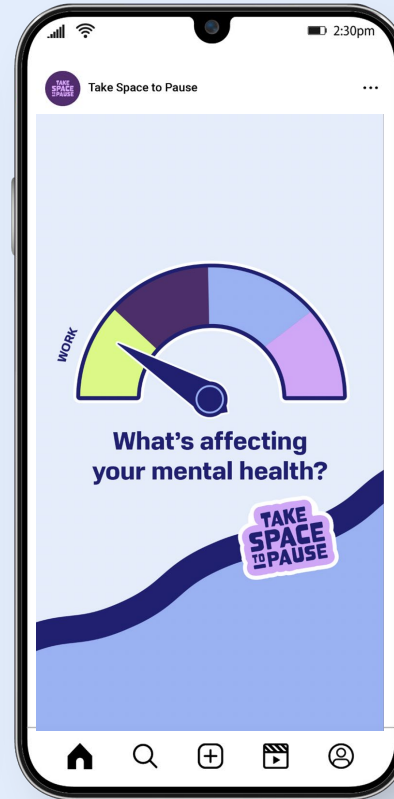
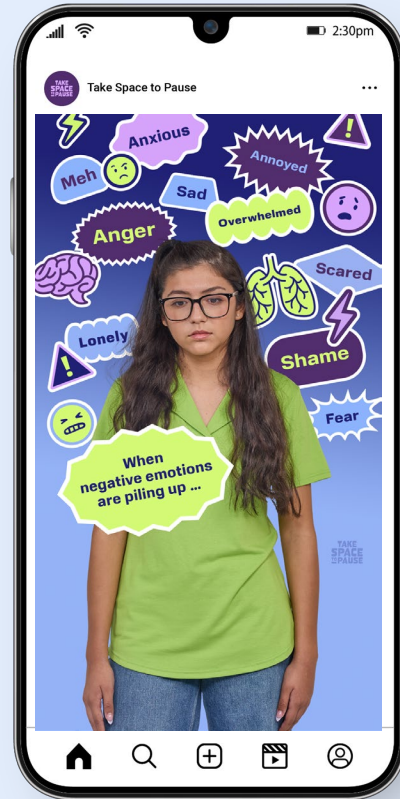




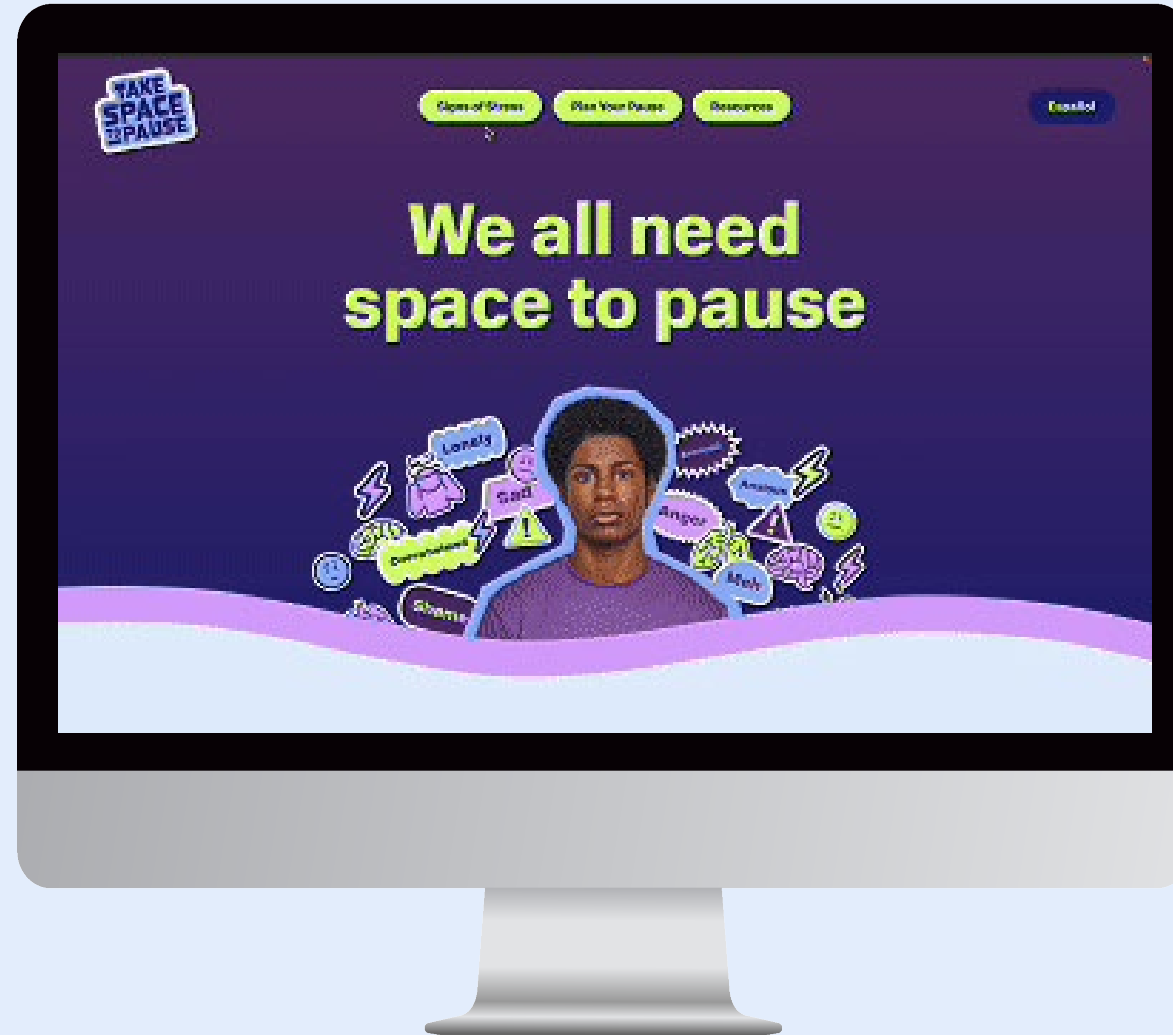
# Social Media Videos



# Campaign Creative



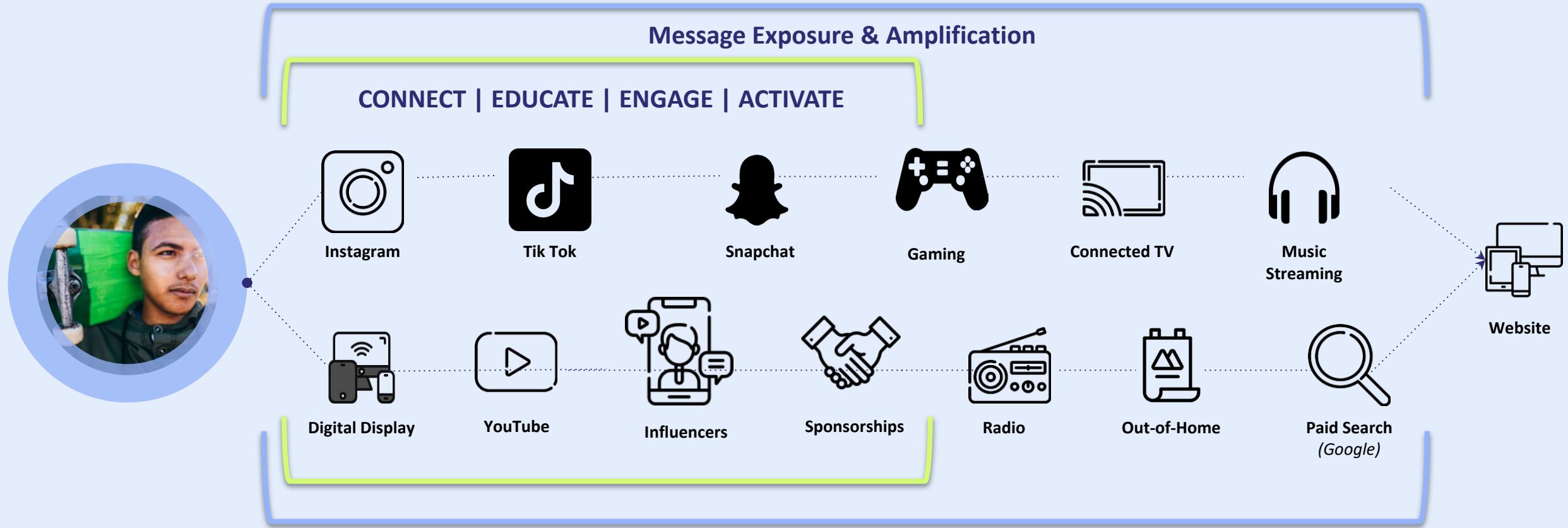
# Website



[TakeSpaceToPause.org](https://TakeSpaceToPause.org)

**MEDIA**

# Teens: Media Channel Ecosystem



*Digital & social first approach that delivers messaging on channels where teens spend most of their time*



# TOOLKIT

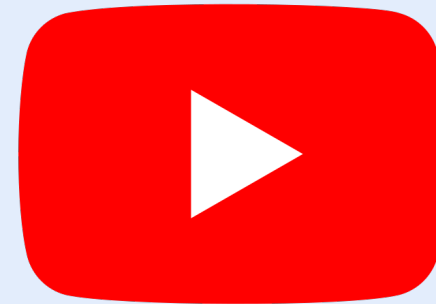
# Toolkit Materials

- Zoom backgrounds
- Campaign overview
- Fact sheet: Stress Response System 101
- Social media posts
- Brand guidelines (including logos, email signature, etc.)
- Campaign videos
- Campaign posters
- Conversation guide: Talking to Teens About Mental Health



**WHERE TO  
FIND US**

# Social Media



**@TakeSpacetopause**

**Questions? Email us at [info@takespacetopause.org](mailto:info@takespacetopause.org)**

# Save the Date!



**LAUNCH EVENT**  
**December 16, 2024**

For more information, please reach out to  
[info@takespacetopause.org](mailto:info@takespacetopause.org)

**THANK  
YOU!**

# California Department of Public Health (CDPH) Office of Suicide Prevention (OSP)

Sara Mann, MPH  
Section Chief



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CALIFORNIA  
SURGEON GENERAL





# Never a Bother

## Youth Suicide Prevention Media and Outreach Campaign

Co-created by youth, the goal of [Never a Bother](#) is to 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.

### Key Activities:

- Media campaign in 46 counties (digital statewide)
- [33 local grantee programs](#) amplifying the campaign and implementing local youth suicide prevention programming
- Comprehensive project evaluation



# Jail Guitar Doors/C.A.P.O. Center



**Today's Speaker:** Kenzo Sohoue

**Program Goal:** To improve youth mental health for Black/African American and Latinx/Hispanic youth in Los Angeles County by facilitating groups, drop-in counseling services, trainings, and workshops to reduce suicide, suicide attempts and self-harm behavior.

- Winner of the September 2024 *Suicide Prevention month Never a Bother Co-Creation Contest*, with the theme 'Change the narrative with a worldwide call to action to #starttheconversation.'

# New Beginnings at the C.A.P.O. Center



# Q&A



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# Youth Suicide Reporting and Crisis Response Pilot Program

Workforce Training and Capacity		Behavioral Health Ecosystem Infrastructure		Coverage Architecture	Public Awareness
Wellness Coach Workforce (HCAI)	Trauma-informed Training for Educators (CA-OSG)	School-Linked Partnership and Capacity Grants (DHCS)	Student Behavioral Health Incentive Program (DHCS)	Enhanced Medi-Cal Benefits – Dyadic Services (DHCS)	Public Education and Change Campaigns (CDPH)
Broad Behavioral Health Workforce Capacity (HCAI)	Early Talents (HCAI)	Behavioral Health Continuum Infrastructure Program (DHCS)	<b>Youth Suicide Reporting and Crisis Response Program (CDPH)</b>		ACEs and Toxic Stress Awareness Campaign (CA-OSG)
Behavioral Health Virtual Services Platform and Next Generation Digital Supports (DHCS)				Statewide All-Payer Fee Schedule for School-Linked Behavioral Health Services (DHCS/DMHC)	Targeted Youth Suicide Prevention Grants and Outreach Campaign (CDPH)
Healthcare Provider Training and e-Consult (DHCS)					Parent Support Video Series (DHCS)
Scaling Evidence-Based and Community-Defined Practices (DHCS)					
CalHOPE Student Services (DHCS)					
Mindfulness, Resilience and Well-being Grants (DHCS)					
Youth Peer-to-Peer Support Program (DHCS)					

# Youth Suicide Reporting and Crisis Response Pilot Program

Riverside University Health System

Public Health

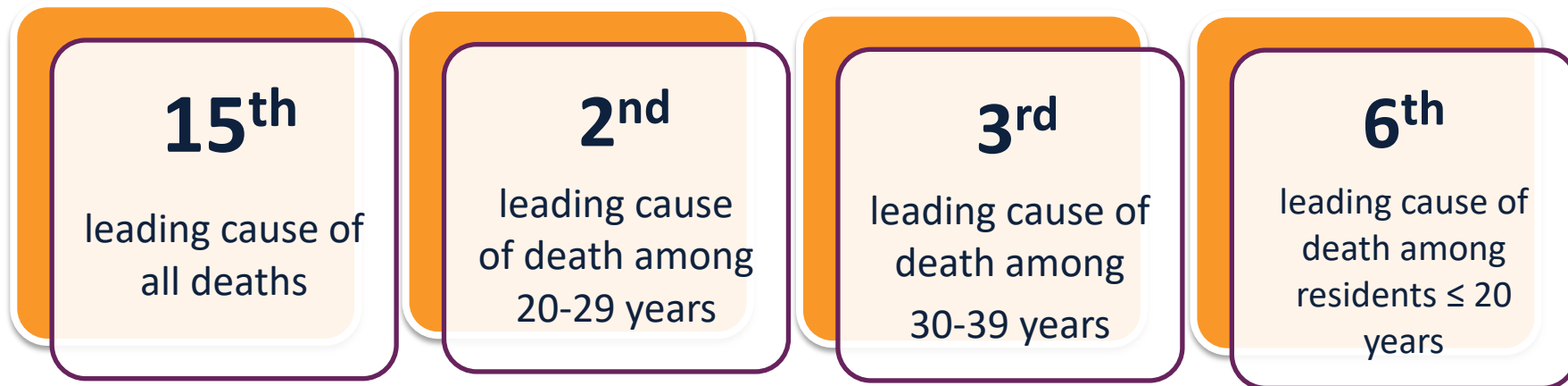
Riverside County CA





# Background

- Riverside County, located in Southern California is home to over 2.4 million residents
- In 2022, suicide among county residents ranked...



# Project Activities



Rapid Reporting



General Suicide Prevention



Crisis Response

# Challenges

- Contracting, Contracting, Contracting!
- Project Timeline
- Surveillance Protocols



# Successes

- System Flow Mapping
- Suicide Fatality Review Team
- Suicide Prevention Coalition Conference
- Media Campaign



# Thank You



Fore more information:

Rebecca Antillon

RUHS-Public Health Program Director

[rantillon@ruhealth.org](mailto:rantillon@ruhealth.org)

# Q&A



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# Office of the California Surgeon General

Berit Mansour  
CA Health & Human Services Agency



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# *Live Beyond* Campaign Update

Civilian Agency



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# What's new for *Live Beyond?*

- **A Focus on Healing and Support**
  - New **commercials** live on streaming TV, including YouTube and Netflix.
  - Refreshed billboards, digital banners, print ads, radio, social media advertising, and more also launched 11/18 geared towards promoting stress management supports to help heal from ACEs.
  - Updated **website** with new youth and caregiver stories from across California, explainers on the “science” behind Stress Busters, and more.
- **“Accessing Help” toolkit** live and shared with ACE screening providers across the state.
- Ongoing **campaign activations** and sponsorships throughout the state.

# Commercials



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# “Supportive Adult” Commercial



# Refreshed Website & Mobile Content



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# Content Updates

- New videos of real Californians, including parents and caregivers, demonstrating stress busters, and sharing personal stories
- Series of “*the science behind stress busters*” videos with Dr. Rachel Gilgoff and youth advisors
- Expanded help-seeking supports

## Resources

### Accessing Help Patient Guide

Help patients understand the impacts of ACEs, the many sources of support available to them, and helpful questions to ask.



DOWNLOAD

### Native American Toolkit

Get vibrant campaign printables like a poster, stickers, and bookmark with reading list — designed by and for Tribal youth.



DOWNLOAD

### Stress Buster Pocket Cards

Our foldable pocket card has science-backed tips for healing in the moment — including the STOP and box breathing techniques, and more.



DOWNLOAD

## See Stress Busters in action

Stress Busters can become part of your daily routine pretty easily — without the need for more time or money. Hear from mental health professionals and young people across California about their own healing habits.



Dr. Rachel Gilgoff discusses Stress Busters



Sharon shares about the supportive adults in her life



# Caregiver & youth created content



# How Stress Busters help us heal: video series



Dr. Rachel Gilgoff  
& Jada Imani,  
Youth Advisor

# Booklist

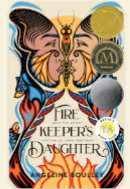

## Curated booklist to support your healing journey:

- Fiction
- Non-fiction
- Adult
- Young adult
- Memoirs
- Native American authors
- Featured picks from our youth advisors, subject matter experts, and more!

**Firekeeper's Daughter**  
*Angeline Boulley*

As a biracial, unenrolled tribal member and the product of a scandal, Daunis Fontaine has never quite fit in—both in her hometown and on the nearby Ojibwe reservation. When her family is struck by tragedy, Daunis puts her dreams on hold to care for her fragile mother. The only bright spot is meeting Jamie, the charming new recruit on her brother's hockey team.

After Daunis witnesses a shocking murder that thrusts her into a criminal investigation, she agrees to go undercover. But the deceptions—and deaths—keep piling up and soon the threat strikes too close to home. How far will she go to protect her community if it means tearing apart the only world she's ever known?

[BUY](#)

[SHOP LOCAL](#)

[LIBRARY NEAR YOU](#)

## Featured Pick

**What Happened to You? Conversations on Trauma, Resilience, and Healing, Bruce D. Perry and Oprah Winfrey**

Our earliest experiences shape our lives far down the road, and *What Happened to You?* provides powerful scientific and emotional insights into the behavioral patterns so many of us struggle to understand. "Through this lens we can build a renewed sense of personal agency and ultimately reclamation, our responses to circumstances, situations, and relationships. It is, in other words, the key to reshaping our very lives." —Oprah Winfrey "This book is going to change the way you see your life. Have you ever wondered 'Why did I do that?' or 'Why can't I just control my behavior?' Others may judge our reactions and think, 'What's wrong with that person?' When questioning our emotions, it's easy to place the blame on ourselves, hiding ourselves and those around us to an impossible standard. It's time we started asking a different question. Through deeply personal conversations, Oprah Winfrey and renowned brain and trauma expert Dr. Bruce Perry offer a groundbreaking and profound shift from asking 'What's wrong with you?' to 'What happened to you?' Here, Winfrey shares stories from her own past, understanding through experience the vulnerability that comes from facing trauma and adversity at a young age. In conversation throughout the book, she and Dr. Perry focus on understanding people, behavior, and ourselves. It's a subtle but profound shift in our approach to trauma, and it's one that allows us to understand our past in order to clear a path to our future—opening the door to resilience and healing in a proven, powerful way.



[GET BOOK](#)

*For me, this book is so powerful, relatable, and scientific all in one. It gives personal stories as well as concrete tools and strategies to help us heal, feel connected, and build compassion for ourselves and others.*

-Dr. Gilgoff

Native American Authors

Young Adult: Fiction

Young Adult: Non-Fiction


Adult: Non-Fiction

Memoirs

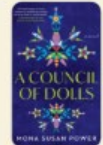
+ Live Beyond Favorites



**Braiding Sweetgrass for Young Adults**  
*Robin Wall Kimmerer*




**Firekeeper's Daughter**  
*Angeline Boulley*




**A Council of Dolls**  
*Mona Sweet Pease*



**Sisters of the Lost Nation**  
*Nick Medina*



**Dog Flowers**  
*Danielle Geller*



**The Seed Keeper**  
*Diane Wilson*



# “Accessing Help” Resources

**“Accessing Help” Patient Guide”:** Provides youth, caregivers, and any patients screened for ACES with practical information on stress management as well as different types of physical and mental health support.

Plus, where to go if they need to see a provider, how to start a conversation, and privacy and confidentiality rights.

*Guide available in English, Spanish, Arabic, Simplified Chinese, Tagalog, Vietnamese.*



### What Are My Rights? (California-Specific)

Understanding your rights can help you feel more in control of your situation. Here's what you should know if you're in California:

**What's Confidential:**

In California, mental health professionals are required to keep your information private. This means that most of what you discuss with a therapist or counselor is confidential and can't be shared without your permission. However, there are some exceptions. If the professional believes you're at risk of harming yourself or others, they may need to break confidentiality to keep you safe. This might involve contacting someone who can help.

Ask your mental health provider for more specific information on how this might apply to your situation.

**Caregiver Involvement:**

While you have these rights, there are situations where a caregiver might be informed about your care. For example, if there's a serious risk to your safety, professionals might need to involve a parent or guardian to help protect you. However, your wishes should be taken into account, and professionals are trained to work with you to ensure your voice is heard and respected.

You can find out more about your rights as a minor here: <https://teenhealthlaw.org/wp-content/uploads/2023/12/2023CaMinorConsentConfChartFull.pdf>



**If You're a Minor:**

In California, if you're 12 years old or older, you have the right to seek mental health services without the consent of a parent or guardian. This includes counseling and therapy. You also have the right to confidentiality, meaning your therapist cannot share information with your parents unless you give permission, with some exceptions for safety.



## How do I ask for help?

Starting a conversation about your feelings or experiences can be difficult, but it's a powerful first step. Here are some tips to help you get started:

### It's okay if you don't know where to start.

Sometimes, the hardest part is starting the conversation. Try these simple prompts.

#### How to Do It:

- You might say something like, "I'm not sure where to start, but I've been struggling and could use some help."
- Or "I don't know exactly what I need, but I know I need someone to talk to."
- These phrases signal that you're opening up and make it easier for the other person to ask follow-up questions.

### Be specific about your feelings.

Help others understand the seriousness of what you're going through.

#### How to Do It:

Start by naming your feelings.

You might say, "I've been really anxious lately," or "I'm feeling overwhelmed and don't know how to handle it."

If you're unsure of how to describe your feelings, try explaining how your daily life is being affected, like "I haven't been sleeping well because I can't stop worrying."

Being specific also means not downplaying what you're experiencing; if it feels significant to you, it is important enough to share.

# “Accessing Help” Provider and Patient Toolkit

Developed in collaboration with youth advisors and ACEs Aware



# Available online for range of providers

- **Provider Tip Sheet:** A two-page guide you on the campaign resources that can support patients after an ACEs screening
- **Posters:** Double-sided posters for your offices, available in English, Spanish, Tagalog, Mandarin Chinese, Arabic, and Vietnamese. Poster has a QR code linking to Patient Guide.
- **Patient Guide:** Provides practical information on stress management tools & different types of physical and mental health support. Plus, where to go if they need to see a provider and how to start a conversation.
- **Palm Card:** Explains more about ACEs, toxic stress, and stress-busting strategies.

**Help Patients *Heal* from ACEs**

**Support for patients impacted by ACEs or toxic stress**

Adverse Childhood Experiences (ACEs) are stressful or potentially traumatic experiences that happen to us before we turn 18. Examples include having a caregiver who struggled with mental health or substance use, witnessing domestic violence, or experiencing abuse or neglect.

ACEs are common in California. When traumatic events happen over and over again, without enough buffering support, our natural stress response gets over-activated and we can experience something called toxic stress. Toxic stress can impact our mental and physical health well into adulthood.

The good news is that healing is possible. And as a health care provider, you can partner with your patients on their healing journeys. Please share these valuable resources from the Office of the California Surgeon General's *Live Beyond* campaign today to help them learn more about ACEs, toxic stress, and things we all can do to heal.

3 out of 5 people in California have experienced at least one ACE.

**Resources for Patients**

**Downloadable and printable in multiple languages**

**ACEs, Toxic Stress, and Stress Busters Palm Card**  
This easy-to-reference card explains what ACEs are, why they matter, and details 7 proven Stress Busters to help with healing.

**Stress Buster Pocket Card**  
Get strategies for managing stress in the moment, including step-by-step mindfulness and calming breathing exercises. Plus, access to free 24/7 mental health support.

**Guide for Patients to Access Support**  
A quick guide for patients on how to access additional support to help heal from the impacts of their ACEs and toxic stress, find a mental health care provider, begin a conversation, and more.

Visit [livebeyondca.org/campaign-resources](https://livebeyondca.org/campaign-resources) or scan the code to download these resources.

**live beyond** OFFICE OF THE CALIFORNIA SURGEON GENERAL © 2024 Office of the California Surgeon General. Funded under contract #2022-238-OSG

**We don't have to heal alone.**

Get help in healing from Adverse Childhood Experiences (ACEs) and toxic stress.

Your provider may screen you for Adverse Childhood Experiences (ACEs), which are stressful, potentially traumatic events that happen to us before we turn 18. Toxic stress from ACEs can impact your relationships, health, and overall well-being — but there are ways to heal. That includes proven, effective strategies you can start doing today. And, you don't have to do it alone.

Learn more about ACEs, toxic stress, and effective tips on how we can manage stress and heal together at [livebeyondCA.org](https://livebeyondCA.org).

**live beyond** CALIFORNIA SURGEON GENERAL

To learn how to get support, scan the code to check out our patient guide.

# Recent *Live Beyond* activations across California



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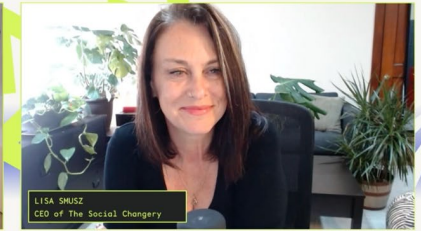




# Oct & Nov

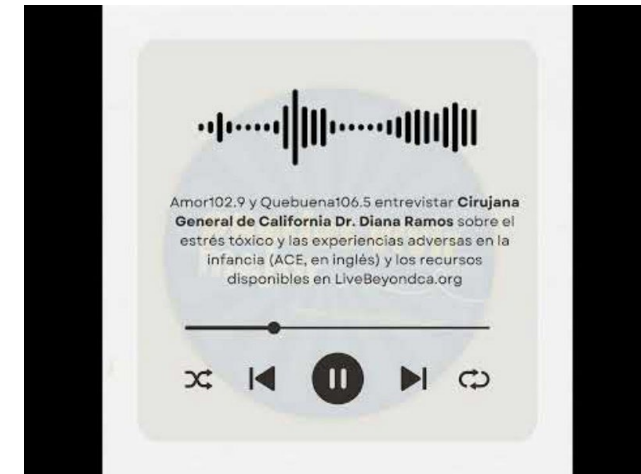
- Twitch Live Stream on World Mental Health Day (389k views!)
- National Indian Education Association Convention
- University of California Office of the President Wellness Summit
- Dia De Los Muertos, Canoga Park
- Office of Youth and Community Restoration (OYCR) Youth Justice Summit
- Y2Y Conference

live beyond



# Univision Interview with Dr. Diana Ramos

- Dr. Ramos interviewed by Mery Gallo/Mery Contigo of Univision for series of audio segments
- Live this fall on De Viva Voz, Amor 102.9, QueBuena 106.5



# *Live Beyond's* Impact



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# How has *Live Beyond* been doing?

- 588 million paid and organic social media impressions since launch
- 1 Million+ visits to the *Live Beyond* website; 22% of users visiting Spanish-language site
- 6,500+ engagements across organic social channels
- 25+ event sponsorships/activations through the state

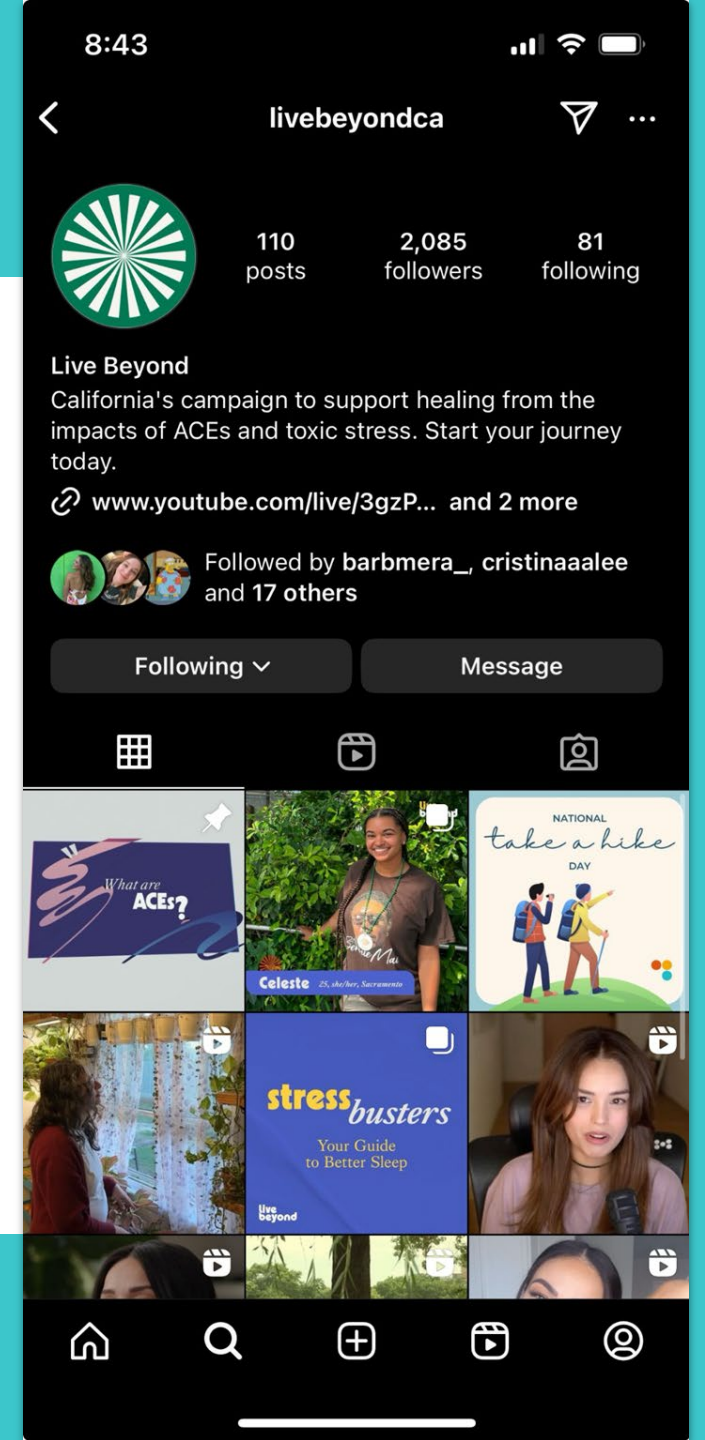
*“I saw your billboard in Oakland earlier tonight, and I am blown away by this campaign. It resonated deeply with me.”*

*“I stumbled across the Live Beyond website and the information and resources that you provide are invaluable.”*

*“When I first took the ACEs screener, I scored an 8, and was left with no hope and no tools. I am thankful this campaign teaches about ACEs and healing.”*

# Follow *Live Beyond* on Social!

- Visit our expanded website:  
**livebeyondCA.org**
- Instagram: **@LiveBeyondCA**
- TikTok: **@LiveBeyondCA**
- Facebook: **Live Beyond Campaign**
- YouTube: **@LiveBeyondCA**





# *Live Beyond* Native and Tribal Partnerships



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# Native and Tribal Youth Ambassadors

- **Nathan Lomayesva** (Cherokee /Navajo/Hopi/Shawnee/Creek) redesigned the campaign stickers to include Native imagery identified by the Ambassadors
- **Jasmine Kingston** (Susanville Rancheria) added songs by Native artists to the [Live Beyond Spotify playlist](#) and books by Native authors to the [Live Beyond booklist](#)
- **Angelina Hinojosa** (Pinoleville Pomo Nation), **Love Duncan** (Maidu/Wintun/Wailaki/Western Band Shoshone), and **Paul Steele** (Chiricahua Apache) table and share *Live Beyond* through an herbalism activation



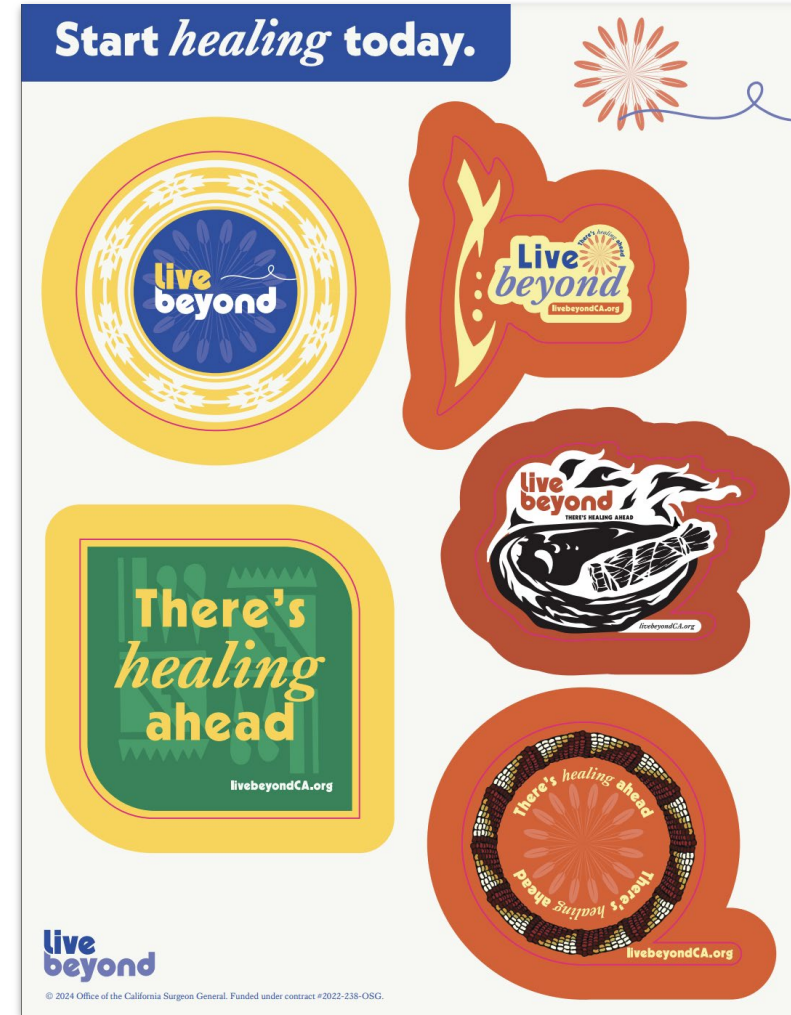
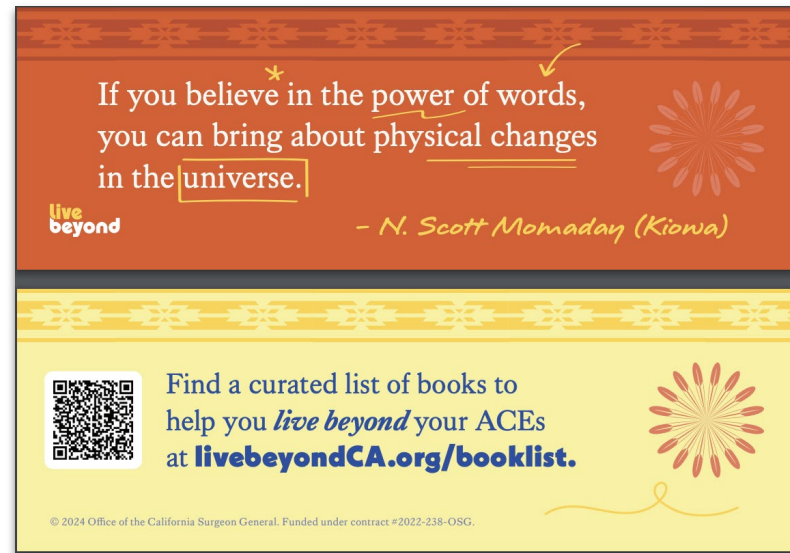


# Native Youth Designed Adaptations



Posters

## Book List and bookmark



Stickers



# Native Youth Leadership Conference Sponsorship

- Alaqua Cox, Native actress, most recently starring in [Marvel's Echo](#) as Maya Lopez and in a Disney+ series *Hawkeye*, spoke about ACEs and the *Live Beyond* campaign at the event, followed by social posts



Marvel star Alaqua Cox



Rez Ball star Kauchani Bratt



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**Thank** *you*

live  
beyond

# Department of Health Care Access and Information (HCAI)

Dr. Sharmil Shah

Assistant Deputy Director

Office of Health Workforce Development



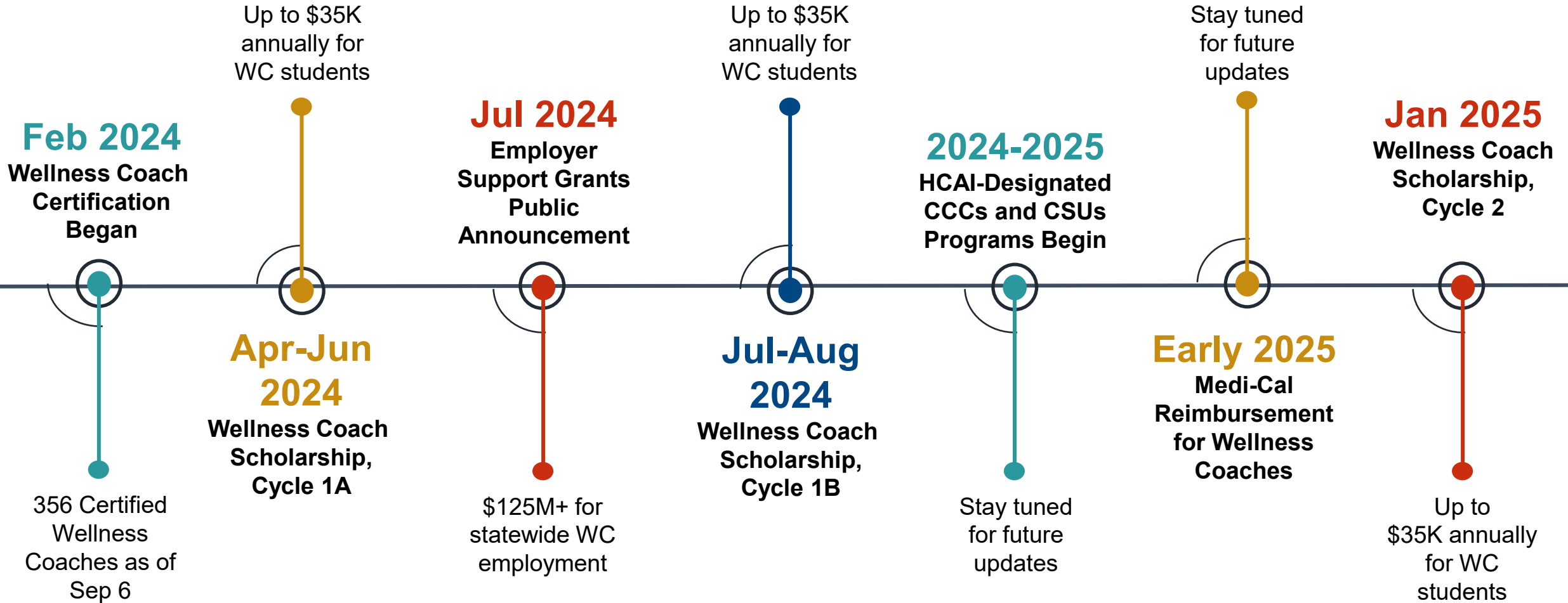
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# Wellness Coaches

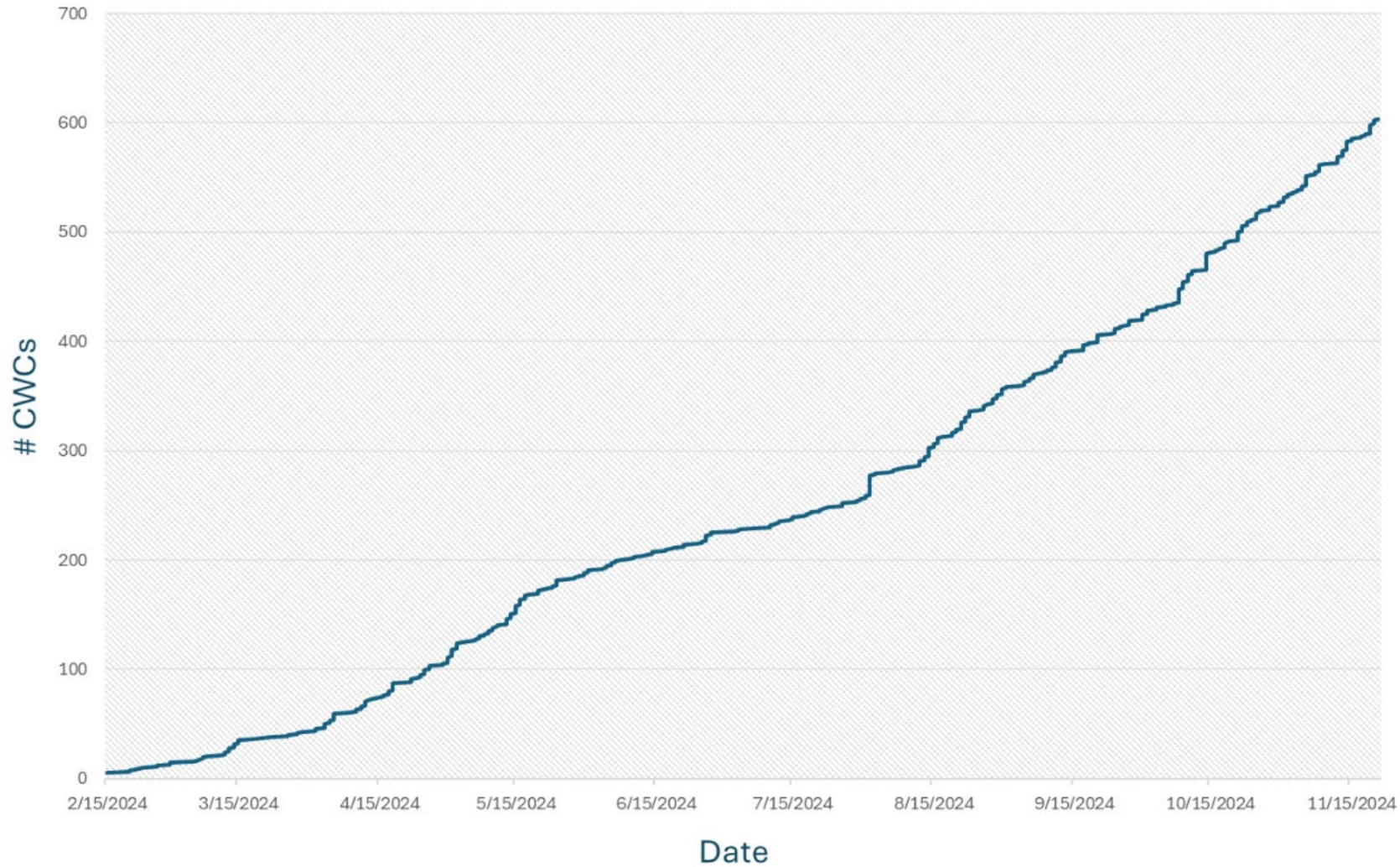


# Wellness Coaches: Implementation Progress





# Cumulative # of Certified Wellness Coaches



**603**  
**Certified Wellness Coaches**  
(as of 11.22.2024)



# Wellness Coach Scholarship Cycle 2

- Scholarship application will open Jan 2 – Feb 13, 2025.
- HCAI will provide scholarships to students in associate or bachelor's degree programs that qualify them for Wellness Coach Certification.
- Max Award Amount: Up to \$35,000 annually for:
  - College tuition and fees
  - On-campus room and board or for off-campus housing and food.
  - Books, supplies, transportation, loan fees, and, if applicable, dependent care.
- On Jan 2, 2025, application link will be available at: <https://hcai.ca.gov/workforce/initiatives/certified-wellness-coach/>
- Sign up for updates here: <https://cawellnesscoach.org/#stay-updated>





# October CYBHI Site Visits, Wellness Coach Team

- Dr. Shah and other HCAI team members joined Dr. Sud in rural northern school site visits to share about Wellness Coaches and learn about challenges that rural communities face and how schools are beginning to implement these positions.



# October Wellness Together Conference

- HCAI joined the 8th annual Wellness Together Conference in Anaheim to connect with teachers, school counselors, and aspiring Coaches at the Wellness Coach booth.
  - [Wellness Together conference experience](#)
- HCAI connect with Certified Wellness Coaches to hear what youth wellness means to them:
  - [California Certified Wellness Coach Voices](#)







**cawellnesscoach** • Follow



Original audio



**cawellnesscoach** Certified Wellness Coaches showed up strong at the 8th Annual #WellnessTogether Conference in Anaheim, CA! 🙌

The world's largest student mental health conference was jam-packed with keynotes (@GlennonDoyle and @casurgeongeneral Dr. Diana E. Ramos to name a few), breakout sessions and lots of swag... fidget toys, anyone?

Our dedicated #StreetTeam reps Angela and Jordon connected with teachers, school counselors, and aspiring Coaches at the Wellness Coach booth.

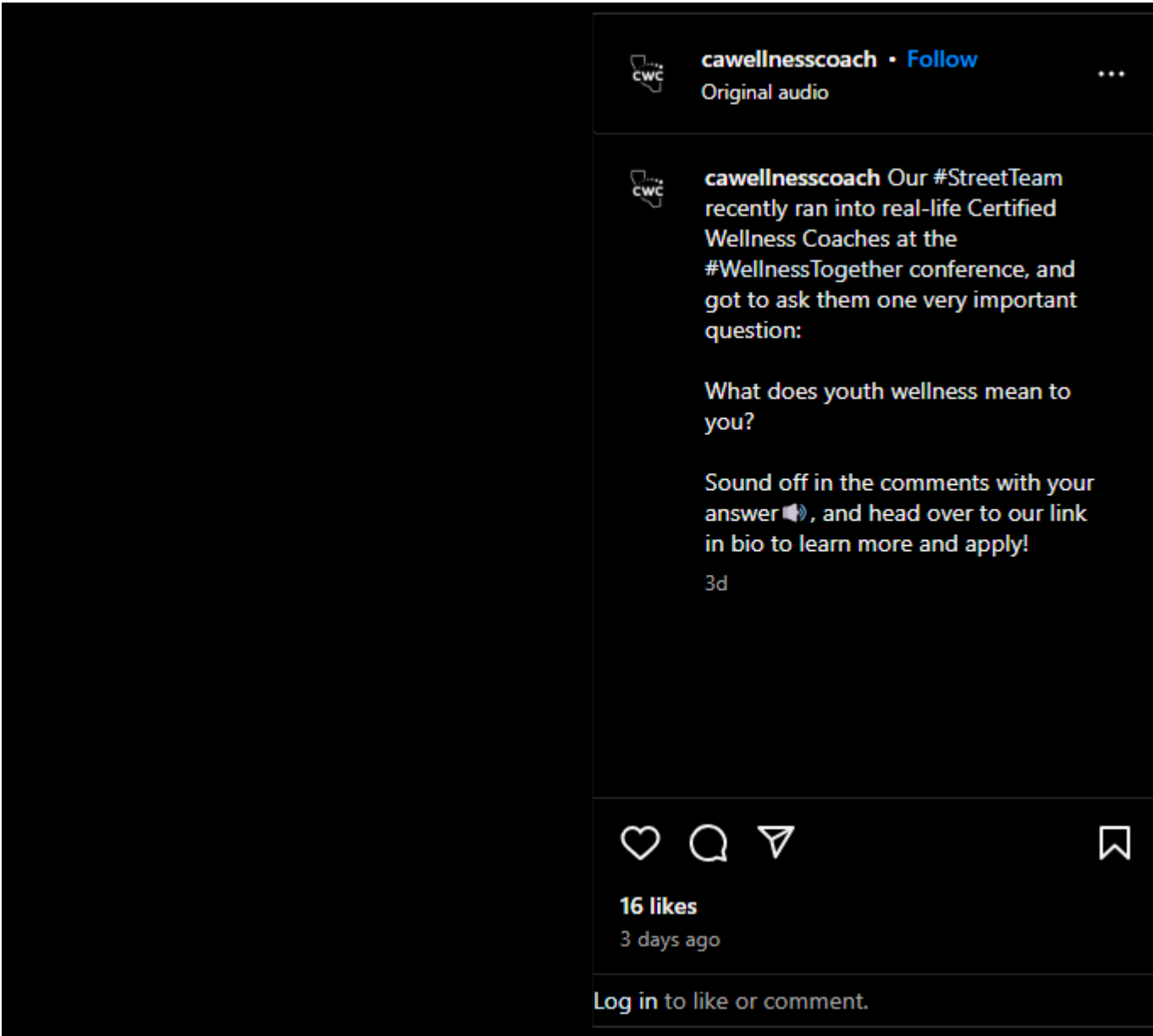
Visit the link in our bio to join the movement and apply today! 📄



26 likes

6 days ago

Log in to like or comment.



# Recent media for Wellness Coaches

- [Q&A: How new wellness coaches expand mental health support in California schools | EdSource](#)

Q&A

Q&A: How new wellness coaches expand mental health support in California schools

Dr. Sharmil Shah, assistant deputy director of the California Department of Health Care Access and Information, explains the \$278-million plan to build a more diverse workforce and better serve young people across the state.

- [Lompoc schools to hire up to 27 certified wellness coaches with \\$2.6M state grant | Education | lompocrecord.com](#)

**Lompoc schools to hire up to 27 certified wellness coaches with \$2.6M state grant**

Lompoc Record Staff Report Jul 19, 2024 Updated Oct 30, 2024

# Broad Behavioral Health



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# CYBHI 2024: At a Glance

- Social Work Education Capacity Expansion (SWECE)
  - 8 Awardees totaling \$20.1M
- Psychiatric Education Capacity Expansion (PECE)
  - 8 Awardees totaling \$17.2M
- Community-Based Organization Grants
  - Awardees announced by Jan 7
  - 1,388 Applications Received
    - 876 Loan Repayments
    - 294 Stipends
    - 218 Scholarships
- Behavioral Health Scholarship Program
  - 317 Awardees totaling \$8.0M
- Golden State Social Opportunities Program
  - 93 Awardees totaling \$3.4M
- Health Careers Exploration Program
  - 47 Applications Received



# Train New Trainers (TNT) Primary Care Psychiatry



- 12-month Fellowship program training primary care providers to deliver effective, evidence-based psychiatric care, enhancing behavioral health services in underserved communities.
- Facilitated by the University of California, Irvine (UCI) School of Medicine.

# Train New Trainers (TNT)





# JSIY/SUD BH Training

## What is Open Doors?

- 4-year project grant-funded by Department of Health Care Access and Information (HCAI)
- Component of Children and Youth Behavioral Health Initiative (CYBHI)
- Grantee: The Catalyst Center
  - Partner: CAADPE
  - Advisors: National Council



# JSIY/SUD BH Training

## What is Open Doors?

- Training to build communities' capacity to support all youth across California
- Offered at no cost to adults who encounter youth in their daily lives with an emphasis on those adults without clinical training
  - Open Doors is developed with a special focus on those who serve youth at risk of or currently impacted by:
    - Substance use disorder
    - Juvenile Justice system
    - Child Welfare system
    - Housing insecurity



# JSIY/SUD BH Training

## Training Delivery

- **Who:** Minimum of 2 Co-trainers: One Project team member and youth co-trainer
- **What:** 2 hours of online, self-paced pre-work followed by 1 day of live in-person, interactive training
- **When:** Training launch March 27<sup>th</sup>!
- **Where:** In YOUR community
- **How:** Submit interest form on [website](#) for monthly updates





# JSIY/SUD BH Training

## Sabrina Abong, Youth Advisor



- What advice would you give to adults who are working with youth around behavioral health and substance use?
  - **"The advice that I would give to adults is be patient, build rapport, let them talk to you when they are ready."**
- Can you tell us a little about your background and what inspired you to get involved in behavioral health and substance use disorder training?
  - **"What made me get involved is I have biological parents who both had substance abuse and I had to witness that and I want to know how to help people going through the struggles."**
- How can community members and organizations support and amplify the goals of this initiative?
  - **"By understanding that we are all human and sometimes people do indeed need help!"**

# Contacts and Resources

## Sign Up to our Newsletter:

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<https://hcai.ca.gov/mailling-list/>

## Contact Us:

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[BHPrograms@hcai.ca.gov](mailto:BHPrograms@hcai.ca.gov) for Behavioral Health program Questions



[WellnessCoach@hcai.ca.gov](mailto:WellnessCoach@hcai.ca.gov) for Certified Wellness Coach Questions

## Visit Us:

---



<https://hcai.ca.gov/workforce>



<https://cawellnesscoaches.org>

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



# Department of Health Care Services (DHCS) Youth Peer-to-Peer Support Program

Ashley Covington  
Office of Strategic Partnerships



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# Youth Peer-to-Peer Support Program

In partnership with The Children's Partnership (TCP), DHCS awarded \$8 million to eight California high schools

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- **El Cerrito High School**
  - El Cerrito, CA; 1,570 students
- **Da Vinci RISE High**
  - El Segundo, CA; 198 students
- **Nevada Union High School**
  - Grass Valley, CA; 1,531 students
- **Oakland Technical High School**
  - Oakland, CA; 1,800 students
- **Serrano High School**
  - Phelan, CA; 2,116 students
- **Sierra High School**
  - San Bernardino, CA; 477 students
- **Mission Hills High School**
  - San Marcos, CA; 2,854 students
- **Antioch High School**
  - Antioch, CA; 1,960 students

# Youth Peer-to-Peer Support Program

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- **Da Vinci RISE High School's** peer-to-peer mentoring program is being built into a newly launched mental health career pathway
- **Mission Hills High School** is investing in a peer support mentorship program that will allow students to enroll in a dual enrollment college course
- **El Cerrito High School** is expanding two distinct and interconnected peer-to-peer programs facilitated by their James Morehouse Project Wellness Center
- **Nevada Union High School** continues to expand their peer-to-peer program, Restorative Accountable Youth Solutions (RAYS)
- **Oakland Technical High School** is investing in their mental health and wellness youth peer support program, Empower, which offers a transformative journey for their students
- **Serrano High School** is expanding their current peer counseling program and adding a new peer counseling and wellness center on campus
- **Sierra High School** is investing in a student-led Peer Educator & Wellness Peer support program
- **Antioch High School** is expanding its existing Peer Advocate program that provides student peer advocates with in-depth training



## Contact Us & Resources

- If you have any questions regarding the Youth Peer-to-Peer Support Program, please email us at [DHCS.SBS@dhcs.ca.gov](mailto:DHCS.SBS@dhcs.ca.gov).
- To learn more about the Youth Peer-to-Peer Support Program, visit DHCS [Youth-Peer-to-Peer-Support-Groups](#) webpage.

# DHCS: Scaling Evidence-Based Practices and Community-Defined Evidence Practices Grant Program

Krista Rocha, Staff Services Manager I  
Office of Strategic Partnerships



# EBP/CDEP Grant Administration, Implementation, Training and Technical Assistance, and Data Collection Updates

## Grant Administration

- Round 1-5 awards announced
- 481 total awards
- Round 6 indefinitely cut

## Training and Technical Assistance Activities

- Mandatory and Optional Learning Collaboratives
- Optional Office Hours
- Launched the Learning Management System, Absorb

## Grant Implementation

- 1,656 individuals trained
- 13,025 hours of staff training
- 8,780 individuals engaged through outreach & services

## Data Collection and Reporting

- Developed Data Collection Quick Guide
- Added Spanish, Hmong, Chinese translations to select data tools
- Developed an Alternative Evaluation Plan

# Learning Collaboratives

The Learning Collaboratives are designed and delivered based on the structural components of the Implementation Research Logic Model (IRLM) to facilitate peer-to-peer learning and create a space for knowledge transfer.

## Implementation and Equity Learning Collaboratives

- SMART Assessment
- Focus on Workforce Culture, Hiring, and Retention
- Alternative Equity Tools
- Racial Equity Readiness Assessment Tool
- Focus on Accessible, Anti-Racism, and DEI Services

## Data Collection and Reporting Learning Collaboratives

- Trauma Informed Data Collection
- Data Interpretation for Identifying Disparities
- Data Requirements and Support

## Success Story

“The Triple P (Positive Parenting Program) Level 4 consultations and exercise-based sessions provided crucial support to an individual navigating the challenges of parenting an individual, who had been diagnosed with a mental health condition. By the end of the program, the individual expressed gratitude for the support received. The individual felt more knowledgeable and confident in parenting, enabling better support for all the children with fairness, consistency, and positivity.” - First 5 Santa Cruz

## Contact Us & Resources

- If you have any questions pertaining to the EBP/CDEP grant program, please email us at [CYBHI@dhcs.ca.gov](mailto:CYBHI@dhcs.ca.gov).
- To learn more about the EBP/CDEP grant program, visit DHCS [EBP-CDEP-Grants](#) webpage.



# DHCS: California's Child and Adolescent Mental Health Access Portal (Cal-MAP)

Petra Steinbuchel, Director, Cal-MAP &  
Professor, Division of Child and Adolescent Psychiatry  
University of San Francisco (UCSF)



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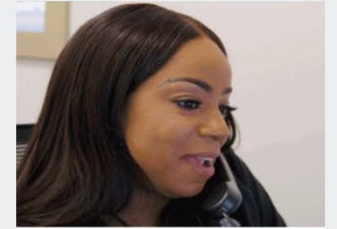




Cal-MAP

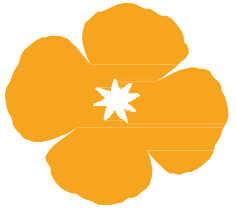
# CHILD & ADOLESCENT MENTAL HEALTH ACCESS PORTAL

A CalHOPE program powered by UCSF



## What kind of questions are appropriate for consultation through Cal-MAP?

Registered PCPs use Cal-MAP for a provider-to-provider (peer-to-peer) consultation. Phone inquiries are usually patient specific, but also can be about general questions related to youth mental and behavioral health questions including screening, diagnosis and treatment planning, as well as general developmental and behavioral health concerns. Common consultations involve questions surrounding diagnostic clarification, treatment planning (including tips on psychoeducation, collaboration with the family, psychotherapy and medications if warranted) and access to resources and referrals in the community.



# Cal-MAP

## Current Footprint



4300 consults for  
>3400 unique lives



300 practices

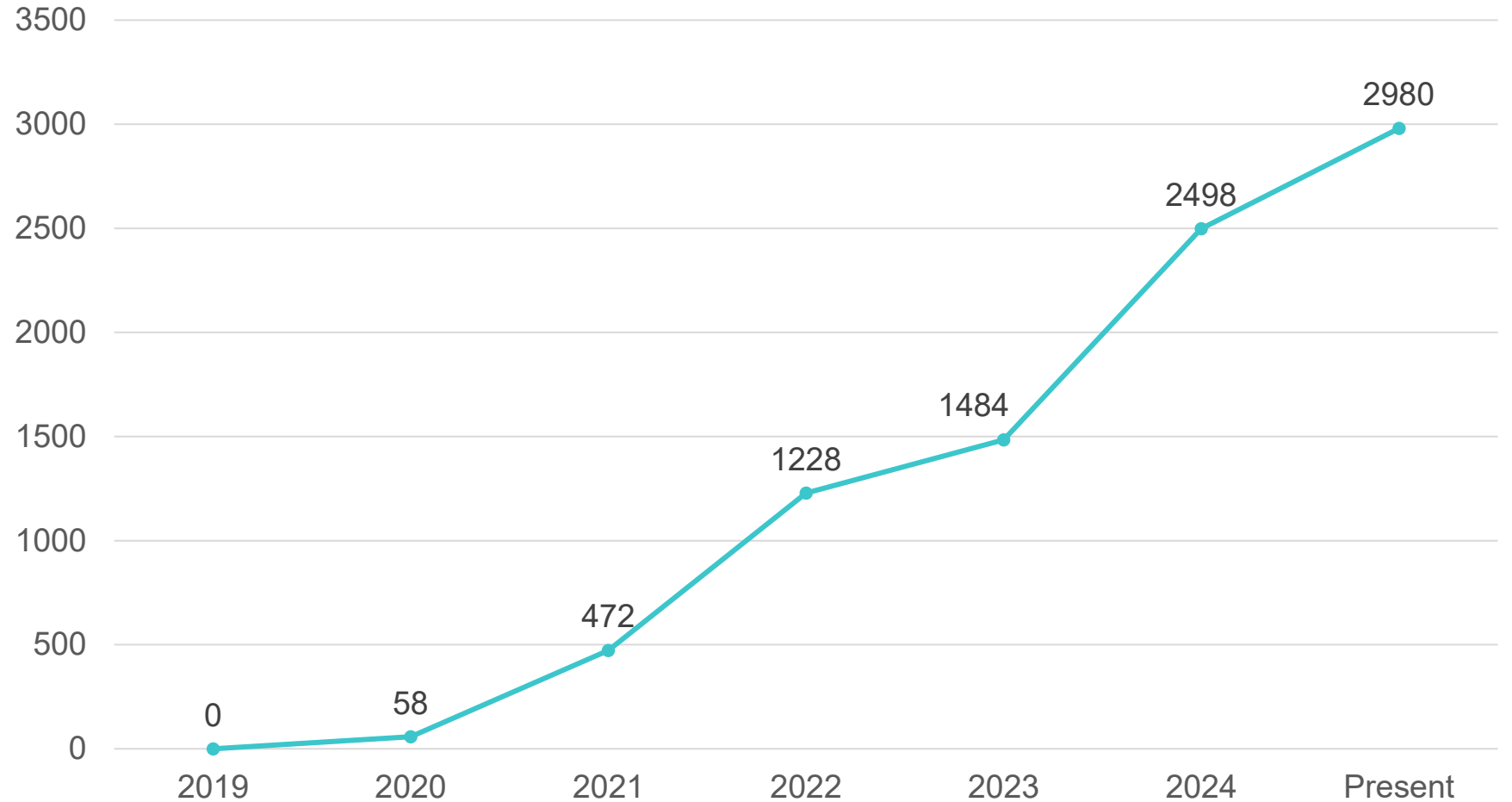


3,000 PCPs

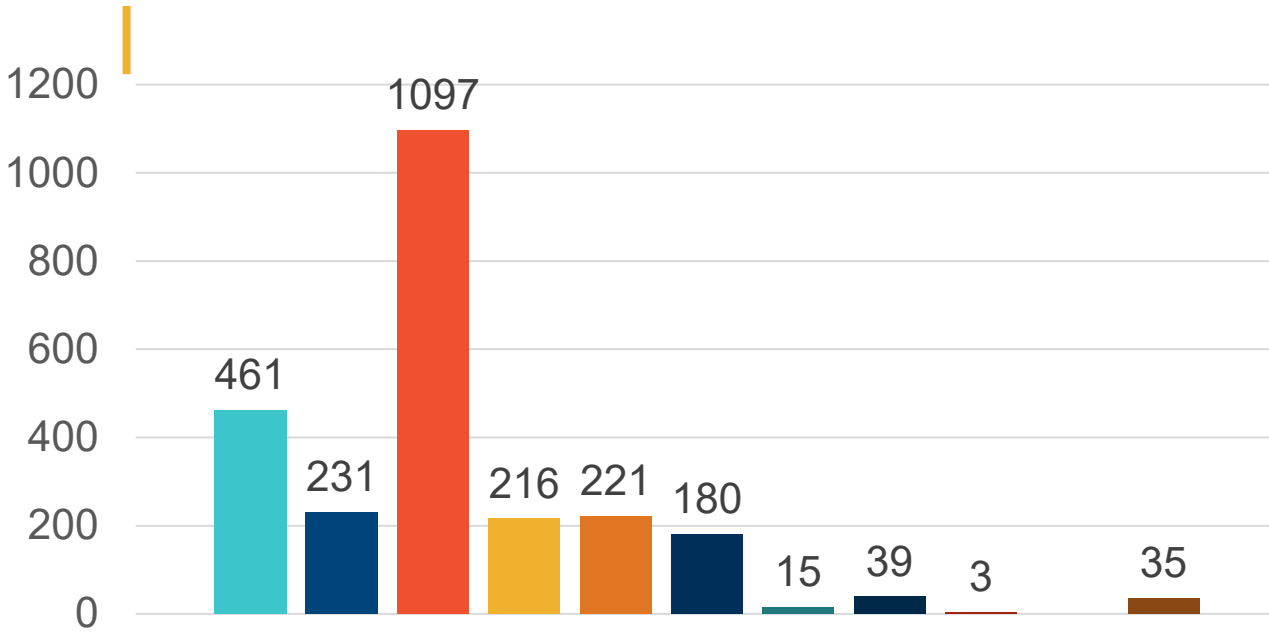


46 of 58 CA counties

Registered PCPs

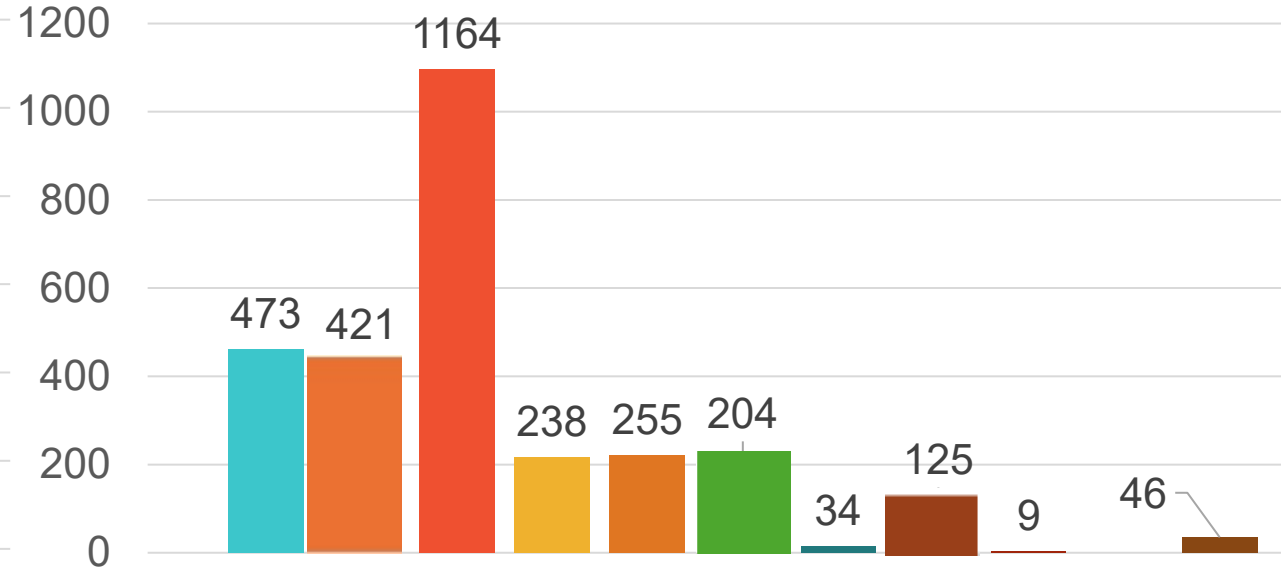


# Registered PCPs by CA Region



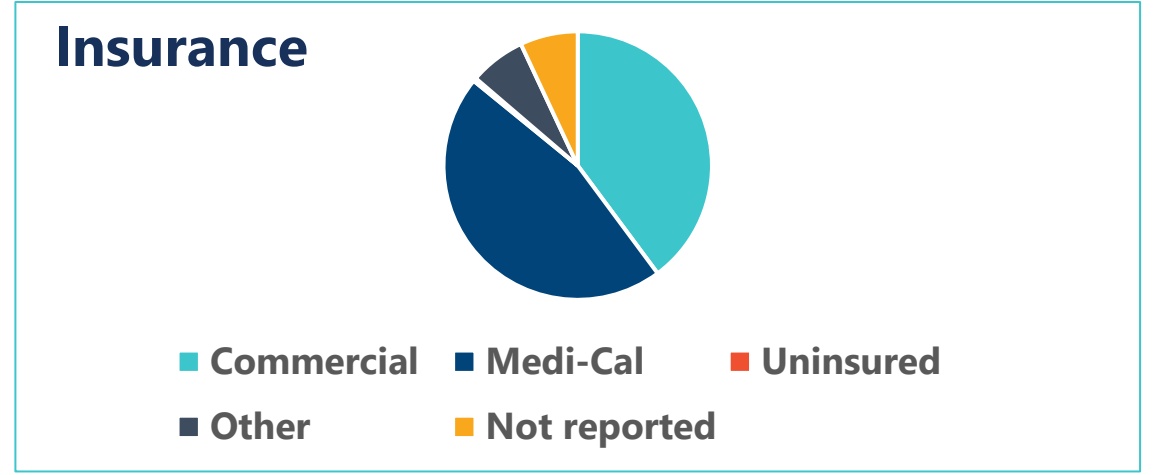
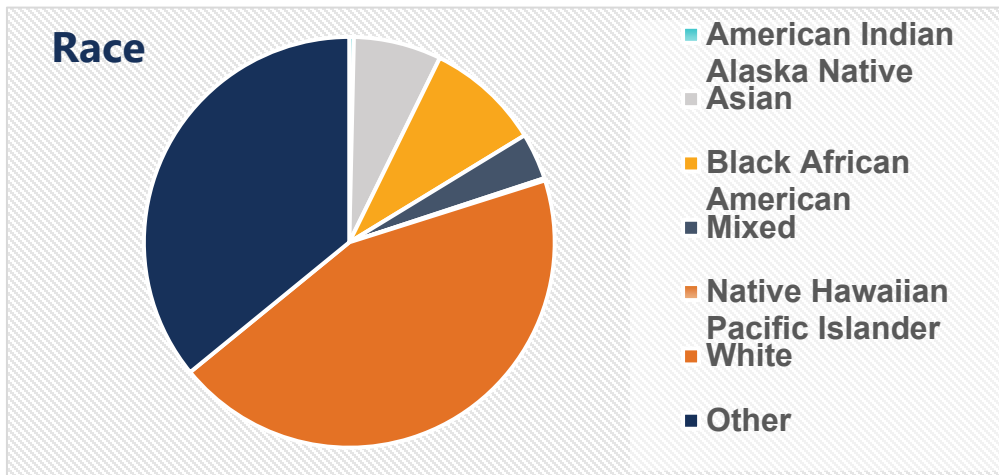
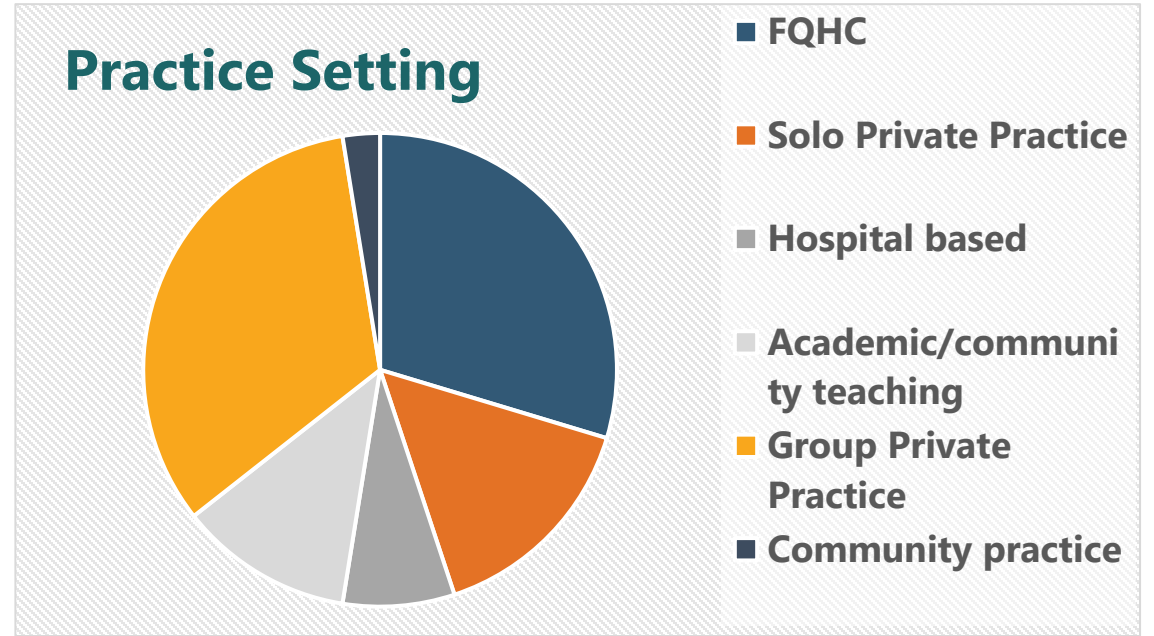
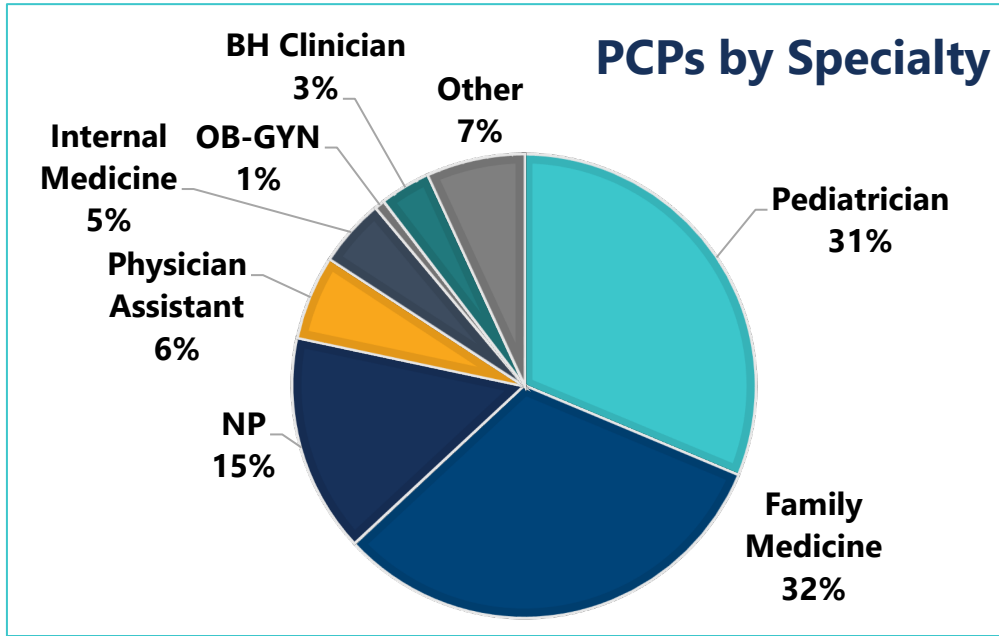
- Superior California
- San Francisco Bay Area
- Central Coast
- Inland Empire
- Orange
- Unknown
- North Coast
- Northern San Joaquin Valley
- Southern San Joaquin Valley
- Los Angeles
- San Diego - Imperial

**2019-2023**

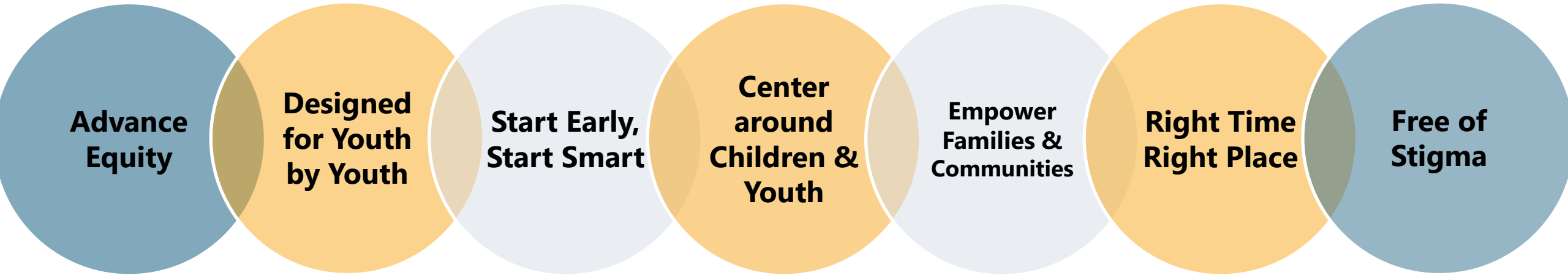


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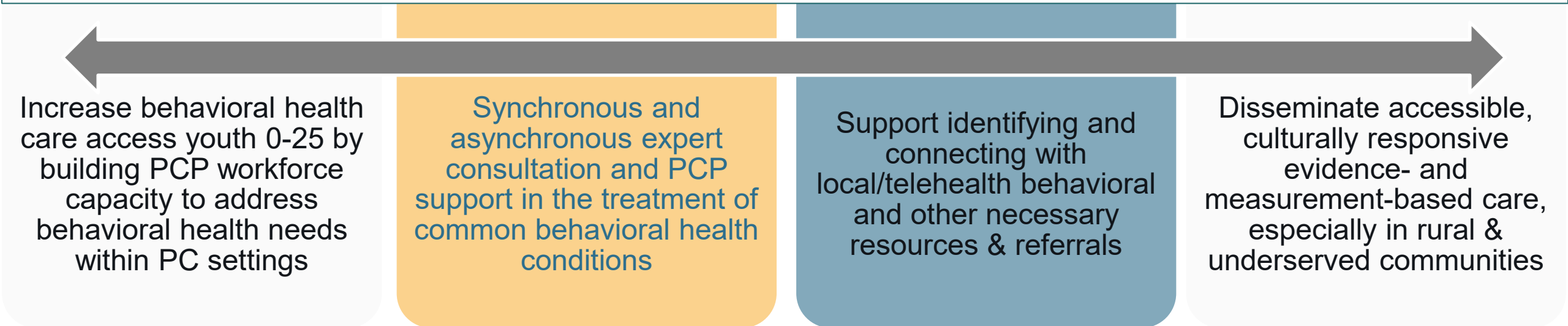
**2024**



# California CYBHI Aims



## Cal-MAP Aims





# Feedback

*"Love this resource. Our patients have to wait months for an open appointment with psychiatry and that is a long time to be suffering with undertreated mental illness. It affects kids' well-being from school, relationships, families, sense of self, and friendships. Seeing kids find improvement in their mental health is amazing!"*

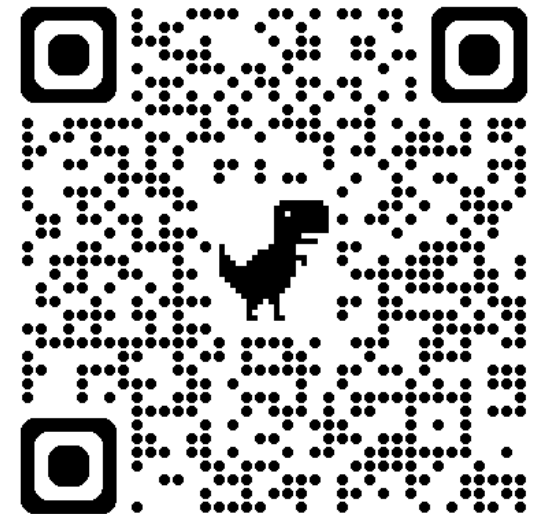
*Patients are appreciative that I have this access and feel more confidence moving forward with my treatment plan knowing that a specialist has advised me.*

*It allows the patient to get more timely treatment.*

*"I believe it saves lives."*



<https://Cal-MAP.org>



> **50 annual Credits**

- Continuing Medical Education **CME**
- Continuing Education **CE**
- **Pediatrics MOC 2**  
&
- American Academy of **Family Practice AAFP**  
CME available



**Webinars**

**Live Webinars**  
Broad-based & Condition-specific Topics  
**1<sup>st</sup>, 3<sup>rd</sup>, 5<sup>th</sup> Thursdays 12-1pm**

**On-Demand Webinars**  
CME/CE eligible prior webinar recordings  
**Anytime**

**Project ECHO**  
Online learning community

**Core & Advanced**  
Screening, diagnosis & treatment / medication for common mental health conditions in Primary Care  
**2<sup>nd</sup> Wednesday 12-1pm**

**School- & School-based health Center**  
Common Mental Health Topics  
**2<sup>nd</sup> Wednesday 2:30-3:45**

**Universal Therapy Skills**  
All Audiences: PCPs, therapists, school staff  
**4<sup>th</sup> Thursdays 12-1pm**

Earn  
**Cal-MAP Core Certification**  
in fundamental best practices  
**ADHD**  
**Depression**  
**Anxiety**  
**Autism**  
**Suicidality**  
**SSRIs**  
by completing 6 hours of related training via  
**Project ECHO**  
-or-  
**Webinars**  
-or-  
**Pre-recorded Webinars**



*Demonstrate your badge on your CV & LinkedIn profile*

# Therapists say they can't meet high demand as anxiety, depression linger

A survey by the American Psychological Association found that 6 in 10 psychologists say they don't have openings for new patients



By [Teddy Amenabar](#)

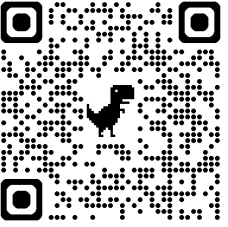
"We can't find therapy for our kids! Can we (pediatricians) be taught how to help hold kids who are waiting?" – PCP



## Universal Therapy Skills

All Audiences: PCPs, therapists, school staff

Thursdays 12-1pm



### Schedule

Date	Start Time	Session and Presentation Title(s)
9/26/24	noon-1 pm	Introduction to Single-Session Consultation and Common Factors
10/24/24	noon-1 pm	Leveraging Connections Among Thoughts, Feelings & Behaviors to Support Mental Health
1/23/25	noon-1 pm	ABC Model & Behavior Plans
2/27/25	noon-1 pm	DBT Behavior Chains & Distress Tolerance
3/27/25	noon-1 pm	Emotion Regulation & Validation
4/24/25	noon-1 pm	Interaction Cycles, Attending, Praise
5/22/24	noon-1 pm	Opposite Action Plans
6/26/25	noon-1 pm	Motivational Interviewing

Nonprofit, nonpartisan state news.



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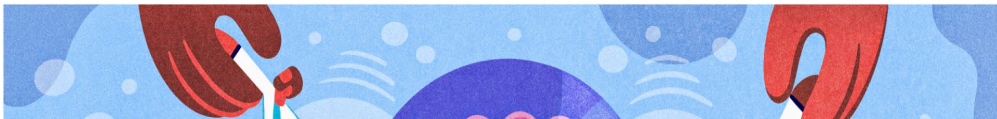


HEALTH

## Unanswered cries: Why California faces a shortage of mental health workers



BY JOCELYN WIENER  
SEPTEMBER 8, 2022



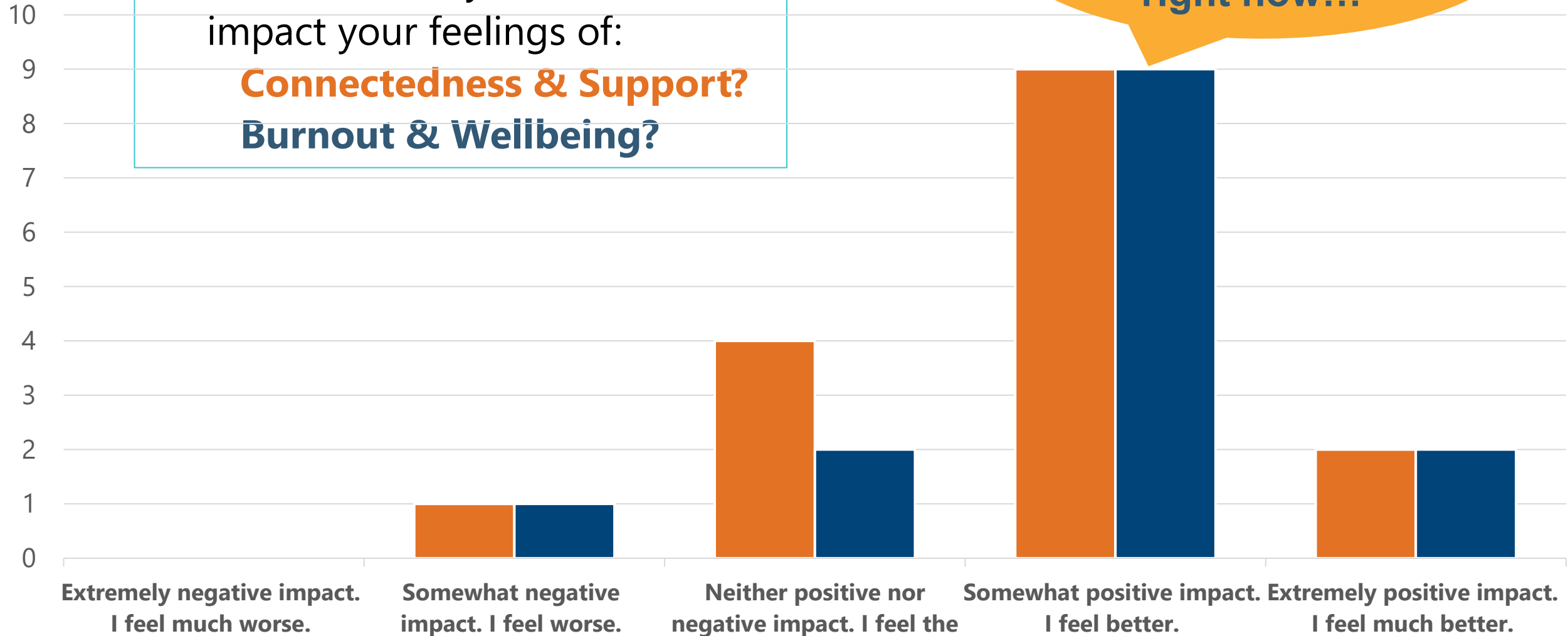
# Addressing Wellness & Burnout

Building Community through **Project ECHO**

2-question Zoom Poll: How much did today's ECHO<sup>®</sup> impact your feelings of:

**Connectedness & Support?**

**Burnout & Wellbeing?**



**“This is a definite work lifeline for me right now!!!”**

## Contact Us & Resources

- If you have any questions pertaining to Cal-MAP, please email us at [CYBHI@dhcs.ca.gov](mailto:CYBHI@dhcs.ca.gov).
- To learn more about Cal-MAP, visit the website at [cal-map.org](http://cal-map.org).



# Q&A



OFFICE OF THE CALIFORNIA SURGEON GENERAL



# Join Us for the Next Quarterly Public Webinar

Thursday, March 13<sup>th</sup>, 2024

3:00pm-5:00pm PST

Sign up for the CYBHI Newsletter for updates and registration information

- In the footer on every page of the CYBHI website
- Or visit the [sign-up page](#)
- Scan the code for the webinar registration page
- ***Be sure to check your spam folder so you don't miss your email***



# CYBHI

Children and Youth  
Behavioral Health Initiative



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