

Well Being Trust in ACTION: Demonstrating Commitment to Advancing the Mental, Social, and Spiritual Health of the Nation



Led by clinical, community, and policy experts, Well Being Trust (WBT) brings a systems approach to prevention, treatment, and recovery for mental health and substance misuse issues, while prioritizing an upstream focus on resilience and well-being.

Through partnerships and strategic investments, WBT is transforming clinical delivery and helping foster community conditions—focused on equity—for intergenerational, lasting well-being that will ensure everyone can realize their fullest potential.

As a national foundation focused solely on mental health and well-being, WBT is strategically positioned to support the advancing mental health movement that is occurring in this country by concurrently applying five strategies to assure population level impacts.



1. **CLINICAL TRANSFORMATION:** Shifting the question from “What’s the matter with you?” to “What matters to you?” and embracing a whole-person (spirit, mind, and body) whole-systems design for services and supports across the continuum of care.
2. **COMMUNITY TRANSFORMATION:** There are bright spots throughout the country where communities have come together to improve the health and well-being of their family and neighbors; these must be amplified, shared and, as possible, brought to scale.
3. **POLICY AND ADVOCACY:** Developing and leveraging key public policy and advocacy initiatives that result in improved clinical and community outcomes.
4. **SOCIAL ENGAGEMENT:** Increasing awareness of the issues in a way that reduces stigma, normalizes conversations, and engages people so they can show up for one another.
5. **DATA AND MEASUREMENT:** Integrating and harnessing data to identify problems, inform solutions, and measure impact to ensure interventions are having impact at scale—ultimately preventing problems from becoming larger ones.



With life expectancy dropping for a second straight year, now is the time to invest and partner with WBT, which would allow for us to **scale efforts**, increase support to **more people**, and **deepen the impact** of the work happening all over the country.



Since January 2017, Well Being Trust has invested nearly \$30 million in more than 60 projects and created more than three dozen new partnerships to address clinical and community transformation, policy and advocacy, social engagement, and measurement and data systems. Following are a few examples.

Clinical Transformation

Well Being Trust worked with Providence St. Joseph Health system leaders to establish a **Clinical Performance Group**—a multi-year learning collaborative that addresses three of the most pressing and cost-driving challenges within the health system: integrating behavioral health into primary care; transforming substance use treatment and services; and finding better ways to care for people with mental health issues in the emergency department.

Well Being Trust provided investment to **Be Well OC (Orange County)**, resulting in the creation of the Be Well Blueprint, which established a plan for a dynamic ecosystem of interconnected stakeholders, each charged with improving access, quality of care, and population health outcomes more cost-effectively and with better value. This ecosystem, with three different “anchor wellness hubs” across the county, will address prevention, early intervention, crisis aversion, stabilization and acute care, and recovery by focusing on physical health, mental health, and substance use services.

Well Being Trust, in partnership with the **Institute for Healthcare Improvement**, has brought together eight leading health systems paired with community partners in an 18-month Learning Community, set within pilot emergency departments. Participants are testing a change package that includes fully integrating behavioral health in emergency departments and the community. The project will demonstrate that health systems can improve patient outcomes and experience while, at the same time, reducing emergency room utilization by optimizing patient access to community resources, like social safety net programs. Once completed, the models can be scaled to additional sites across systems.



Community Transformation

Well Being Trust funded the [Oregon Governor's Children and Youth with Special Health Needs Workgroup](#) to provide actionable solutions for Oregon's most vulnerable children—those in foster care or at risk of going into foster care and who are struggling with mental health and/or intellectual development disabilities. The group brought together 42 public/private stakeholder organizations and charged them with developing actionable policy and legislative reforms. Ultimately, the group, with near unanimity, provided recommendations, which are being fleshed out into policy option packages and legislative concepts by the Governor's office. The effort should result in reform of Oregon's system of care for the state's most vulnerable populations, allowing space to shift focus to preventing problems from occurring to begin with.

To deepen our learning and begin to coalesce around an actionable set of promising strategies for positive impact, Well Being Trust has travelled across the country, hearing from thousands of community members and leaders about their experiences (good, bad, and otherwise) in creating the conditions for well-being. This listening and learning tour culminated in the creation of Well Being Legacy, which highlights dozens of community successes and raises them up to serve as examples. Going forward, Well Being Legacy—which is being advanced via a growing partnership of more than 50 local communities and national organizations—is connecting leaders across traditional and non-traditional sectors, thereby creating complementary benefits (co-benefits) for the built environment, for racial equity, for food justice, for improved child development, among others.



THE PATH TO RESILIENCE.

PAIN IN THE NATION  



Well Being Trust is incubating a new social venture led by the 19th Surgeon General, Vivek Murthy, MD. With our support, his formative entity is building out the science base and growing the public/influencer discourse on what increases and what depletes personal, family and community well-being. Dr. Murthy now serves as our first senior fellow, helping guide our Advisory Council.

Policy and Advocacy

Through partnership with [Trust for America's Health \(TFAH\)](#) and the [Robert Wood Johnson Foundation](#), we released *Pain in the Nation: The Drug, Alcohol and Suicide Epidemics and the Need for a National Resilience Strategy*, resulting in significant media coverage. The report presented 60 evidence-based policy and advocacy strategies to help decrease deaths due to alcohol, drugs and suicide and called for a national resilience strategy, which has since been fleshed out into an interactive web-based experience. In addition, along with TFAH, we've issued three new policy briefs, focused on alcohol, drug and suicide death rate disparities; the education sector; and healthcare systems. In total, work around the main report, briefs and interactives resulted in 1,000,000 social impressions and more than 1,000 print/online/broadcast stories, with a publicity value of nearly \$1 million.

With the [Bipartisan Policy Center](#), we are conducting a thorough review of existing research and stakeholder engagement to identify gaps in information necessary to make policy decisions, including gaps in evidence and analysis. This deep dive will expand to include gaps in political information and the federal and state policy environment surrounding behavioral health policy development. The product will be a major public release of an actionable policy options document—which includes an assessment of the merits of each approach—that will also include a live webcast and dissemination to media and members and staff of Congress.

Social Engagement

We partnered with iHeartMedia, BuzzFeed and Complex to launch the #BeWell, #BeHeard, #BeThere tween/teen campaign to remove stigma and activate youth to support each other's well-being. This campaign also gives parents and families tools to start conversations and find common ground. Since the campaign launch in August 2017, we have helped spark more than 90 million impressions, including 80,000 uses of the hashtags #BeWell and #BeHeard, activating youth to stand up for mental health and well-being. Our work has received notable support from national personas such as Abby Wambach, Brandon Marshall and Azealia Banks, among many others. Through on-air, digital and social promotions as well as live event activation at high schools and community gatherings, this effort is successfully starting important conversations, reducing stigma, and engaging youth as champions.

In early 2018, the Los Angeles County Department of Mental Health approached Well Being Trust to develop an awareness campaign focused on mental health and wellness. Given WBT's expertise in connecting across channels with teens, tweens and millennials and helping reduce the stigma associated with mental health, our support expertise was exactly what they needed as they began their campaign. Launched publicly in May 2018, the campaign, **Why We Rise**, quickly became a call to action, asking people to join a movement to break through barriers and defy old assumptions about mental health care. Well Being Trust helped amplify the #WhyWeRise message and the importance of telling one's mental health story.



Measurement and Data Systems

Well Being Trust continues to increase investments in measurement and data systems to demonstrably improve effectiveness of the field in three areas:

1. Assessing the current state of mental health and well-being to gain unique insights into places and populations who are facing significant issues and barriers to accessing care;
2. Measuring the progress of WBT investments toward achieving our larger vision; and,
3. Communicating what we've learned and accomplished to the wider clinical and non-profit community to help rally others to the cause.

To accomplish these goals, we are:

- Using and contributing to open source projects—as a foundation, our core mission is to contribute to the public good, so, as we build technology, we want to actively support the open source culture by using and contributing our code where practical;
- Relying on open data standards—we have the unique opportunity to inform the national conversation about measuring mental health and well-being, but, unless we make our data open and easily accessible, we won't succeed in changing the larger conversation; and,
- Iterating and rapidly improving—to spend our resources wisely, we will focus our process on using an 'agile' development methodology that ensures we can make a minimum investment in order to achieve the greatest results.

