

2018 ANNUAL REPORT





Tyler Norris, MDiv
CEO, Well Being Trust

FROM DOING GOOD THINGS, TO BECOMING ACCOUNTABLE FOR IMPACT

This is a time of historic opportunity to turn the tide on the diseases and deaths of despair, and to increase well-being for all in America.

Every one of us is touched by the suffering, and every one of us is essential to the solution. In playing our unique roles, we get to bring our pain, our joy, our lived experience, and our diversity as our greatest gifts. As Dr. King reminds us: Everybody can be great, because everybody can serve.

There is no clinical protocol, no community program, no governmental policy, no philanthropic grant (as vitally important as these are) that can substitute for the loving-kindness, compassionate care and radical inclusion that is necessarily at the heart of healing. Let us never confuse the importance of what we must do, with the greater call to who we are and can be.

- Today, as every day, we are given openings to **turn to one another** — our families, friends, and those we encounter in times of need. And in our times of need. We are given each other as a blessing. We can choose to listen to and serve each other with open-hearted respect. We can choose to find our truest, most courageous voice. And we can choose to honor the aspirations and struggles of others by being reliable allies on a shared journey.
- Today, as every day, we are given opportunities in our communities to **assure the vital conditions for intergenerational well-being**. In our homes,





in our schools and workplaces, in faith settings, and neighborhood gathering places, we can work together to ensure every person experiences economic inclusion, meaningful opportunities, and connected pathways to realize their fullest potential for flourishing.

- Today as every day, those of us with leadership roles in philanthropy, health care, business, community development, and the civic sphere are given the power to **ensure that our organizational practices, the public policies we support, and the way we use capital (natural, economic, social) supports human well-being, and the vitality of**

the living Earth of which we are a part, and on which we wholly depend.

Thirty-five years ago, inspired by leaders in health, the arts, civic and faith life, and community development, I began my professional journey to create healthy communities as gardens to grow people in. It is deeply painful to witness so many in our nation suffer so profoundly, and US lifespans begin to shorten. At the same time, it is heartening to see promising innovations in clinical care, digital tech, community development, policy advocacy, and civic engagement.





From my current role, I see us at a crossroads of shared complicity in creating the current outcomes. Today's results are the direct legacy of previous decisions made. We must face this reality as it is. Yet as leaders shaping legacies for generations to come, one thing is clear — we must now make a bold transition from merely 'doing good things' to becoming 'fully accountable for impact.' This is the ethical imperative before us.

As Well Being Trust enters its third year, we are calling on leaders across sectors, geography, politics and generations to do two things together, that none of us can deliver alone:

- To address the causes of our pain, our loneliness, our addictions, our othering and our suffering at their roots. Being, belonging, and becoming are not luxuries. Rather, they are prerequisites to total health and the source of our resilience against life's slings and arrows. We must invite co-creation at every turn, and lead with love.
- To join forces in creating impact at scale. To deliver adequate 'dose' (reach, intensity and duration) for population level outcomes, we must align our initiatives for comprehensiveness, and create economic incentives in a marketplace that values human flourishing, not just profitability of





services and products delivered. We must hold ourselves accountable for social impact, and lead with courage.

While the scale of the challenge before us is massive, our ability to rise together is stronger yet. Whatever may divide us, that which connects us is greater still.

Well Being Trust is committed to advancing comprehensive solutions to mental health and substance use issues, while creating a culture of well-being that benefits everyone. By focusing on and spreading what works, we are convening,

partnering and investing to accelerate the pace of positive change.

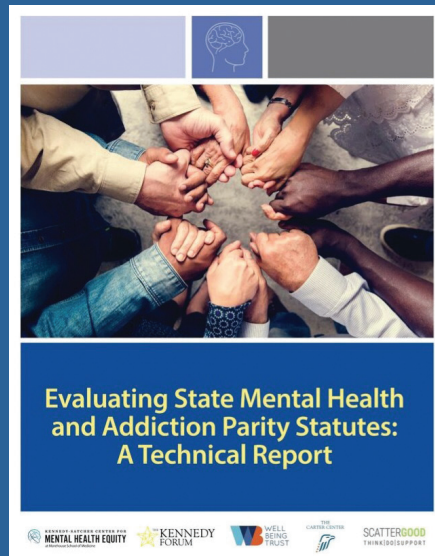
From wherever you serve, please join us in a growing movement of those being healed in the process of healing, and leading side by side for well-being in the nation.

In spirited partnership,

Tyler Norris, MDiv
CEO, Well Being Trust



In our first two years, we've invested over \$35 million in dozens of communities, organizations, and partnerships that span sectors and partisan divides — to transform the health of the nation and improve well-being for all.



CLINICAL: We are investing in integrating mental health care across the clinical-community continuum, applying a no wrong door approach. Alongside Kaiser Permanente, the Institute for Healthcare Improvement, and Providence St. Joseph Health, we're converting learning from early investments into comprehensive change packages with adaptive advising and replicable programs that can be scaled and spread. On the ground, we are investing in initiatives such as BeWell OC, advancing comprehensive place-based solutions to improve mental health and substance use outcomes.

COMMUNITY: We are investing to assure the community conditions for intergenerational well-being for all in America. Alongside 26 communities doing comprehensive place-based work, we're partnering with ReThink Health, Dr. Vivek Murthy, Policy Link, Community Initiatives, and scores of other national organizations. Beginning to emerge, is a trans-partisan living agenda for well-being in the nation. Via Well Being Legacy, an alliance is emerging of communities and national organizations seeking complementary benefits for economic inclusion, affordable housing, for racial equity, for food justice, for improved child development and other well-being drivers.



POLICY: We are convening policy leaders in communities, states, and in Washington DC, focused on **increasing access to high-quality affordable mental health and addiction care and upstream supports**. Among our partners are Bipartisan Policy Center, Hopelab, United States of Care, Trust for America's Health, Kennedy Forum and scores of others working towards an aligned well-being agenda. We are investing in the evidence and advocacy-base for mental health parity and for improving standards for mental health/SUD treatment.



SOCIAL ENGAGEMENT: We are helping shape the national discourse and **normalizing having conversations of significance on mental health and addiction**. This includes engaging with tweens and teens in social media and in cultural settings. It means youth getting the help they seek, in building skills to be a reliable friend in times of need, and in applying their lived experience to activism in the school and community settings where there is the greatest opportunity for impact. Working with iHeart Media, OZY, Subject Matter, Solutions Journalism and the Oregon Association of Student Councils — we've reached tens of millions through social dialogue, media partnerships, and on the ground actions.



WHO WE ARE, WHAT WE DO, AND WHY

Well Being Trust exists to advance the mental, social, and spiritual health of the nation.

WHY: Nearing the United States of America's 250th birthday, the country is at a pivotal moment. Life expectancy dropped again this past year, driven primarily by deaths of despair—opioids, alcohol and suicide. Some analyses suggest the country may be on a “worst-case” trajectory, with deaths from these three causes expected to double by 2025.

Behind these deaths are multiple deeply-rooted causes fueling increasing rates of anxiety, depression, substance misuse, and suicidal ideation. These include a pernicious blend of social isolation, loneliness, hopelessness, trauma, and shame — exacerbated by a lack of economic opportunity, toxic stress, stigma around taboo topics, and a vexing blend of opportunity-limiting socio-cultural-environmental factors in our communities that, all-too-often, thwart human flourishing.

Meaningfully addressing these “causes behind the causes” calls all of us to lead from where we stand—in our families, schools, businesses, neighborhoods, care settings, places of worship, and in all of our halls of democracy.

While the picture can appear to be bleak, at the same time, across the nation, many communities and regions are innovating to buck the trends and demonstrating how to improve outcomes. Rural and urban, conservative and progressive, coastal and heartland—community “bright spots” are lighting a wise path forward. Now is the time to join forces to address the causes of loneliness and despair at the roots.

This is the opportunity before us.





WHO AND WHAT: Led by clinical, community, and policy innovators, Well Being Trust brings an ecosystem approach to prevention, treatment, and recovery for mental health and substance misuse issues, while prioritizing an upstream focus on resilience and well-being in communities.

Through dozens of partnerships and strategic investments, Well Being Trust is:

- 1. Coalescing the evidence base on what works,** to shine a light on solutions in care settings, in communities, and via healthy public policy;
- 2. Convening and aligning leaders** and resources across sectors and perspectives; and
- 3. Strategically investing** to accelerate the growing well-being movement across the nation.

While the well-being movement is multifaceted, we are engaging around two inflection points:

- **Expanding affordable access to high-quality integrated, whole-person care, with “No-Wrong-Door” approach; and**
- **Fostering the “upstream” vital conditions for intergenerational well-being in communities—with a priority focus on the most vulnerable among us.**



Our vision is a nation where everyone has the opportunity to realize their fullest potential.

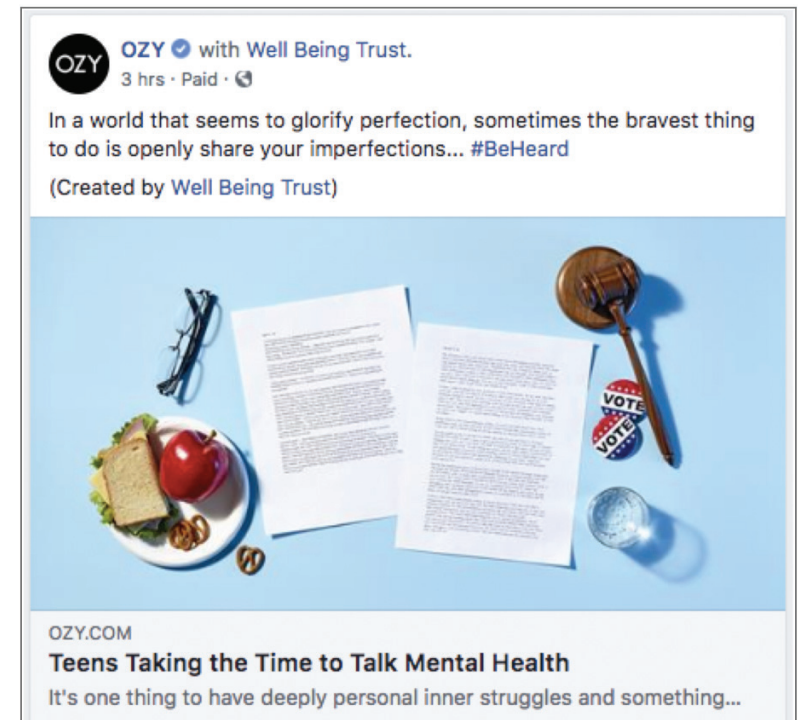


To deliver impact at scale and population-level benefits, we are concurrently advancing five 'levers':

- 1. CLINICAL TRANSFORMATION:** Shifting the question from "What's the matter with you?" to "What matters to you?" This requires a whole-person (spirit, mind, and body), whole-systems design for integrated services and support across the clinical-community continuum of care.
- 2. COMMUNITY TRANSFORMATION:** Shining the light on bright spots throughout the country where leaders are transforming organizations' practices and coming together across sectors to improve the health and well-being of their families and neighbors. This calls for strengthening, amplifying, spreading and scaling what works.
- 3. POLICY AND ADVOCACY:** Supporting, developing, and leveraging public policy and advocacy initiatives that will increase affordable access to high-quality care, while addressing upstream conditions. This requires building "co-benefit" partnerships across sectors, and coalescing a trans-partisan alliance rooted in pragmatic, community-level solutions.
- 4. SOCIAL ENGAGEMENT:** Increasing understanding of the issues and opportunities for impact in a way that helps people turn to one another and catalyzes distributed action across our communities and nation. This requires normalizing conversations on

difficult subjects and providing diverse pathways to meaningful action.

- 5. LEARNING AND INNOVATION:** Central to our success as an organization is the ability to assess impact, share our learnings, and scale up and out the most promising practices and policies to further mental health and well-being in the nation. Three years into our mission, Well Being Trust has made great strides in discerning promising practices and policies derived from unpacking on-the-ground learnings through our and other organization's investments, as well as aligning strategies with other organizations seeking to advance well-being in the nation.

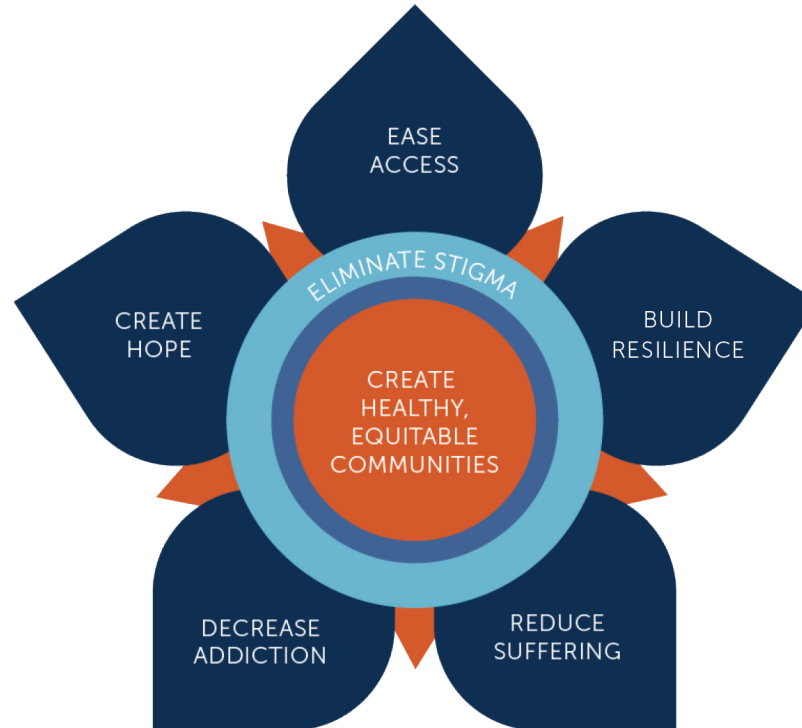


EXECUTIVE SUMMARY:

TWO YEARS OF EXISTENCE, TWO YEARS OF ADVANCES

In our second year of investments and partnerships, Well Being Trust continued to refine our portfolio and build capacity to deliver on shared goals. In each of our five focus areas, we listened, learned, and sharpened our approach. Below is a short synopsis of major milestones, with deeper detail in subsequent sections.

In 2018, Well Being Trust invested nearly \$10 million in our home state. We worked with California-based partners to identify the most significant areas of need and opportunity to invest in community-level initiatives that could provide substantial health and well-being improvements across the state.



One grant, to The Cambodian Family Community Center's **Body, Mind, and Spiritual Wellness Program**, is working to bring together services from a diverse group of partners—including Families Together of Orange County, the Minnie Street Family Resource Center, and St. Joseph Hospital of Orange—to reduce stigma around mental health and increase access to mental health services for underserved, low-income Cambodian populations, who have been impacted by the Cambodian genocide. The initiative conducts community outreach through a culturally- and linguistically-tailored approach and provides spiritual, physical, and creative opportunities to promote community connectedness and mental well-being.

St. Joseph Health — Humboldt County Perinatal Substance Use Disorder (SUD) Project is a community-based collaborative between North Coast Health Improvement and Information Network (NCHIIN), the Humboldt County Public Health Department and CA Center for Rural Policy (CCRP) focused-on identifying and decreasing substance use disorder among pregnant women in Humboldt County, CA where the rate of perinatal SUD is nearly 4 times the state average. The project uses a family-centered approach to expand prenatal screening and treatment, while establishing clear clinical guidelines related to cannabis use during pregnancy.





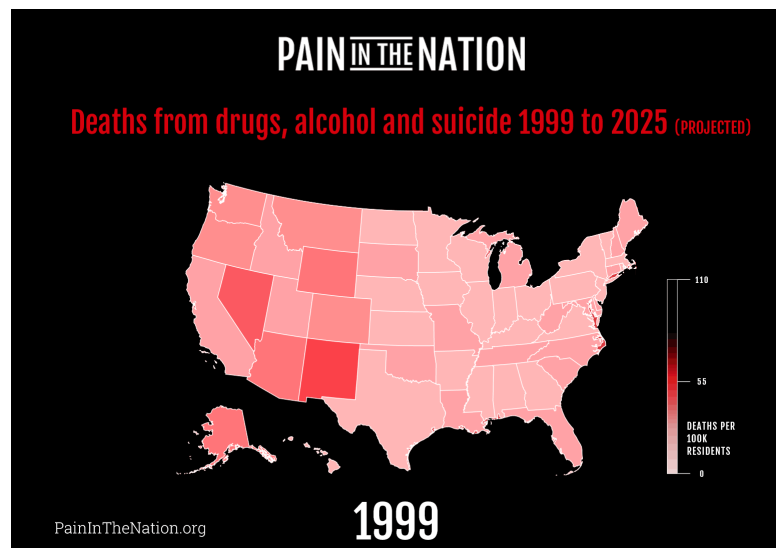
Well Being Trust provided seed investment to **Be Well OC** (Orange County, CA), resulting in the creation of the *Be Well Blueprint*, which established a dynamic ecosystem of interconnected stakeholders—together charged with improving access, quality of care, and population health outcomes more cost-effectively 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 the whole person and whole community.

To deepen our learning and begin to coalesce around an actionable set of promising strategies for positive impact, Well Being Trust teams travelled across the country, hearing from thousands of community members about their experiences (good, bad, and otherwise) in creating conditions for well-being. This listening tour culminated in the creation of **Well Being Legacy**, which highlights dozens of community successes and raises them up to serve as examples. Legacy is becoming an alliance of more than 75 local community and national organizations connecting leaders across traditional and



non-traditional sectors, thereby creating complementary benefits (co-benefits) for economic inclusion, racial equity, food justice, improved child development, and other conditions that pave the way for mentally healthy and well communities.

Well Being Trust continued its *Pain in the Nation* work with grantee/partner Trust for America's Health by issuing three new policy briefs, focused on alcohol, drug, and suicide death rate disparities; the education sector; and health care systems. Additionally, our two organizations provided timely comments around the release of new mortality data related to drugs, alcohol, and suicide. And, together, we created an interactive, solutions-focused web presence for tackling the "deaths of despair" and continued social media campaigns to highlight policy-oriented answers to the epidemics. To date, activities have resulted in more than 1 million social impressions.



To further improve conversations around mental health and well-being, Well Being Trust worked to change attitudes online/on social media, intentionally among teens/tweens and their caregivers. We partnered with iHeartMedia, BuzzFeed, Complex and others to launch the **#BeWell, #BeHeard, #BeThere** tween/teen campaign to 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, we have helped spark more than 200 million





impressions, including more than 3.5 million engagements, activating youth to stand up for mental health and well-being. Our work has received notable support from national personas such as Christina Millian, Abby Wambach, Brandon Marshall, and Azealia Banks, among many others.

To further engage youth in the movement, we partnered with the Oregon Association of Student Councils, #ICanHelp, YouthLine, Providence Oregon, and iHeart Media to create the **#Work2BeWell Campaign** and **Youth Board**. These organizations

have created a foundation and strategy for serving communities and providing resources for emotional and social well-being with a youth voice. The Youth Board is a group of 16 students from Oregon and California who together work on ideas, topics, social media campaigns, state legislative advocacy, and school events, and are creating a hub to house information for the various programs—making content and help accessible to everyone. The program is designed to be replicated across the country through the network of other student council associations that already exist.



CLINICAL TRANSFORMATION

Well Being Trust worked with Providence St. Joseph Health leaders to develop the **Clinical Performance Group (CPG) for Mental Health & Substance Use Disorders**—an enterprise-wide learning collaborative addressing three of the most pressing and cost-driving challenges within the health system:

1. Integrating behavioral health into primary care;
2. Transforming substance use treatment and services; and
3. Finding better ways to care for people with mental health issues in the emergency department and address upstream non-medical factors.

Just over one year in, the work has resulted in a **coordinated network** of behavioral health leaders and caregivers throughout the system; **cross-divisional alignment** between behavioral health, primary care, community health investment and population health; emerging progress toward a system-wide behavioral health registry; four pilot locations working on **digital solutions** that support treatment for depression; development of an inpatient opioid withdrawal and maintenance management **clinical pathway**; and a substance use disorder model of care **value proposition**.



Mental Health Treatment, Wherever It's Needed

There should be no wrong door for mental health. This is what it might look like if people suffering from mental illness or substance use disorder could get help wherever they turned:

- The Emergency Department** (0.4 mi): Connects mental health patients to care via referrals or telehealth.
- Mental Health Facility** (500 ft): Maintains strong connections to other medical care clinicians and facilities.
- Primary Care Practice** (200 ft): Screens for mental health and substance use disorders at every visit, and includes a therapist or social worker.
- Pediatrician's office** (1 mi): Discusses children's mental health with parents at every visit.
- SPECIALIST PROVIDER** (0.2 mi): Screens for mental health and substance use disorders at every visit.
- Diabetes Clinic** (0.7 mi): Makes connection between depression and diabetes, and screens patients at every visit.
- Emergency Responders** (0.1 mi): Are trained in Mental Health First Aid as well as CPR.

PARTICIPATING HEALTH SYSTEMS IN WBT'S EMERGENCY DEPARTMENT AND UPSTREAM PROJECT



In 2019, the CPG will be partnering with cross-disciplinary regional and community leaders to advance Zero Suicide as a means to prevent deaths of despair.

Well Being Trust, in partnership with the **Institute for Healthcare Improvement**, brought together eight leading health systems (Alina Health, Hoag, Kaiser Permanente, Maine Health, Memorial Hermann, Northwell Health, Orlando Health, and Providence St. Joseph Health) 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 experiences 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.





Be Well
ORANGE COUNTY

Well Being Trust, joining forces with Kaiser Permanente, Providence St. Joseph and others, provided the first seed investment to **Be Well OC** (Orange County), resulting in the creation of the *Be Well Blueprint*, building out a dynamic ecosystem of interconnected stakeholders across sectors, each accountable for doing their part to improve access, quality of care, and address population health outcomes more 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 whole person care, mental health, and well-being.

To date, Be Well OC has engaged more than 100 organizations across multiple sectors, including public and private health care, law enforcement, elected leaders, academic and faith communities, and businesses large and small. Be Well Orange County is

advancing a distributed model of leadership and driving county-wide, community-centric action.

Going forward, the coalition will focus on significantly improving crisis care for Orange County via a first-of-its-kind Regional Wellness Hub, and establishing a foundation for a new county-wide system of care, one driven by cross-sector partnerships toward the *Blueprint's* common vision. This Regional Hub will be a potential model for other communities. To activate the *Blueprint*, Be Well OC will empower backbone and impact organizations, forging a fundamental shift in how Orange County works together to meet big needs. Success in this area will create demonstrable new workflows and partnerships with metrics on outcomes, experience, and cost. Equally importantly, success also will create a new narrative for a community long at odds with each other in the face of increasing mental health needs, strained resources, outdated policies, and adversarial politics.



COMMUNITY TRANSFORMATION

Since inception, Well Being Trust leaders traveled across the country, hearing from community members and national leaders about what it takes to measurably and sustainably enhance health and well-being. This learning is beginning to inform a “living agenda for well-being in the nation” of practices, policies, and investments, rooted in American pragmatism, that can assure the vital conditions for intergenerational well-being.

Well Being Legacy

The **Well Being Legacy** initiative is already a fast-growing collaborative of more than 75 local communities and national organizations. In July, Well Being Trust convened the inaugural gathering of Well Being Legacy in Oakland, California. With our co-hosts and partners, we brought together 180 youth, community, and national leaders to advance a nationwide conversation on creating the conditions for intergenerational well-being for all.



Defining a Well-Being Agenda for Cities

The conditions for the long-term well-being of people today, and our children in the future, are produced largely outside the health care system. Here are four actions city leaders can take to define a well-being agenda:



1. Articulate a positive, long-term vision.

In order for a city to be well and stay well, city leaders must envision a future where better health for all is possible.



2. Plan across the lifespan — and the generations.

Well-being can be achieved only when all your residents are cared for at every stage of life.



3. Build on what's already working.

Investing in what is already available to residents is key to your city's long-term health.



4. Lead with humility.

Only together can city leaders effect real, lasting change.

When like-minded people come together with a vision for a healthier future, change can happen.

“When we think about the big challenges in life, they seem very overwhelming. As one person, how do you change issues around housing — or as one person, how do you change how an entire nation thinks about race? It is in our relationships with each other that we can heal...that we can affirm each other’s qualities, and that we build the foundations for movements that can make big changes. And we all have the power to do that — to be that for each other.”

— Dr. Vivek Murthy, 19th Surgeon General of the United States and Senior Fellow, WBT, at Well Being Legacy

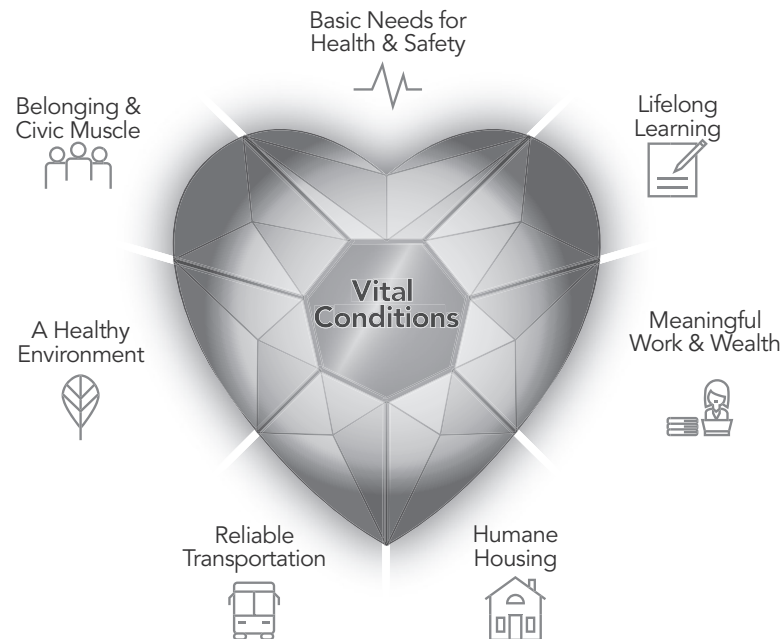


Among the underlying questions: What needs to be asked of each generation to leave a legacy of well-being for future generations? How can we best ensure benefits accrue equitably to all? What are the implications for leaders to contribute to “living legacies” worthy of our lives and roles?

Over three days, we explored *what it could mean for the nation if every person had the opportunity to realize their fullest potential for well-being*—mentally, physically, spiritually, socio-culturally, and economically. Rooted in the lived experience of the attendees, the learnings of

diverse communities across the nation, and the growing evidence base on what works in advancing comprehensive strategies for well-being, we addressed impactful ways to increase equitable access to living wage jobs; affordable housing and active mobility; lifelong learning opportunities; healthy natural environments and safe places to live, work, worship and play; and meaningful ways to engage in our democracy.

The event unpacked the **seven vital conditions** for intergenerational well-being, examined the legacies of past decisions, and explored what it will take to *create new living legacies*.





This Legacy work is at the core of the community transformation focus of Well Being Trust. As our most “upstream” strategy, it complements our portfolio of other more “downstream” investments in clinical transformation for whole person care; policy advocacy for increasing affordable access to quality mental health services; and social engagement with tweens, teens, and their families to “normalize the conversation” and build well-being and resilience skills.

In 2019, this work will be carried even further with many partners, including 100 Million Healthier Lives, Community Commons, Community Initiatives, PolicyLink, ReThink Health, and in coordination with communities from Seattle, Washington to Greenville, South Carolina and Algoma, Wisconsin to Omaha, Nebraska.

EMOTIONAL WELL BEING LAB

In 2018, Well Being Trust continued to **incubate** a new social venture led by the 19th Surgeon General, Vivek Murthy, MD. With ours and others support, his formative Emotional Well Being Lab 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 also serves as our first Senior Fellow, helping guide our National Advisory Council.



POLICY AND ADVOCACY

“Well Being Trust is the biggest foundation focused on—like its name—the well-being of Americans. They have just gotten started and their primary focus is [mental health and parity]. We are blessed to have the Well Being Trust jump into this space right now at such a critical juncture for this movement. And, I thank Tyler and Ben and all those at Well Being Trust...”

—Patrick J. Kennedy, former U.S. Representative (D-R.I.) and former member of the President’s Commission on Combating Drug Addiction and the Opioid Crisis



Well Being Trust’s policy strategy and agenda focuses on improving mental health and well-being—both today and tomorrow. As an organization, this requires us to leverage each arm of our portfolio (social, clinical, community, and data and measurement) to address areas specific to mental health and substance misuse and the underlying conditions that can lead to mental health

crises and substance misuse disorders. We believe that, as a national foundation focused on advancing the mental, social, spiritual health of the nation, we have an opportunity to make a positive impact through policy.

Well Being Trust funded the **Bipartisan Policy Center (BPC)** to identify policy options to improve the integration of mental health into

primary/clinical settings and services. On August 16, BPC hosted a panel discussion among leading experts to further examine best practices and barriers of integrating behavioral health into the “traditional” health care system. The panel focused on the existing delivery structure, public and private program financing, practitioner challenges, accomplishments on the ground, and consumer priorities. This deep dive expanded to include gaps in political information and the federal and state policy environment surrounding mental health policy development, culminating in the public release of an actionable policy options document— which highlights various options for the government to consider related to integrating mental health.

As a founding partner of the **United States of Care (USofC)**, Well Being Trust leadership continues to serve as the mental health and well-being policy partner. From the beginning of the work, Well Being Trust has been a trusted advisor to USofC to help advance mental health in their state-level work with a specific focus on helping develop state-specific strategies for advancing effective integrated policy.

In July, Well Being Trust and Hopelab released a **new national survey** of 14- to 22-year-olds that provides new evidence on the growing mental health crisis

THE PATH TO RESILIENCE.

PAIN IN THE NATION

Trust for America's Health
WWW.HEALTHYAMERICANS.ORG

WB WELL BEING TRUST

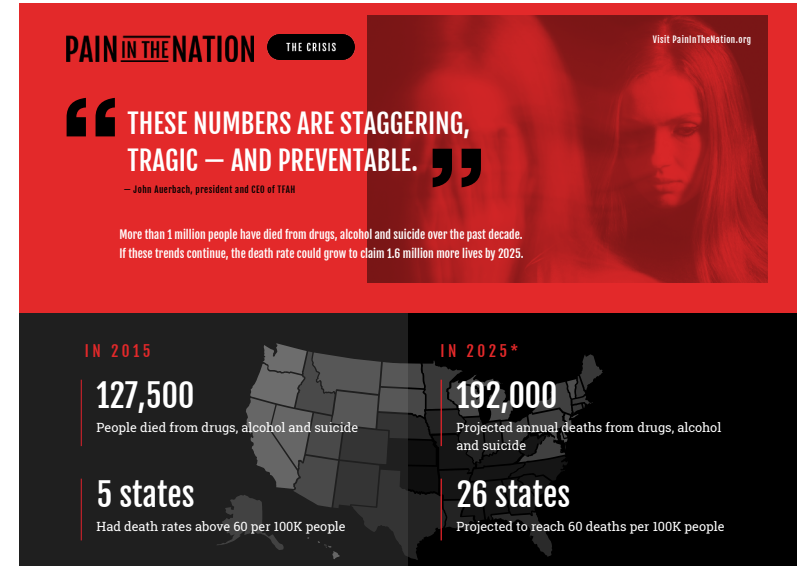


affecting young people, finding that large numbers of teens and young adults experiencing moderate to severe symptoms of depression turn to the internet for help, including researching mental health issues online (90 percent). The survey revealed a complex relationship between social media use and well-being, noting many young people say social media helps them find connection, support, and inspiration during times of depression, stress, or anxiety, but the survey also raised important concerns regarding respondents’ mixed experiences with social media.





On October 3, Well Being Trust, along with the Kennedy-Satcher Center, the Kennedy Forum, and the Carter Center, released *“Evaluating State Mental Health and Addiction Parity Statutes,”* with 32 states receiving a failing grade for statutes designed to ensure equal access to mental health services. The analysis was spotlighted at a major event on Capitol Hill, during which several members of Congress spoke. The effort resulted in significant media and social placements, including an article in the *Washington Post*, an op-ed co-authored by **Ben Miller and Patrick Kennedy** in STAT News, and a web build-out by media partner **Ozy**.



Well Being Trust continued the *Pain in the Nation* work with grantee Trust for America’s Health by issuing three new policy briefs, focused on alcohol, drug and suicide death rate disparities; the education sector; and health care systems. Additionally, with TFAH, WBT provided timely comments around the release of new mortality data related to drugs, alcohol, and suicide. And, together, we created an interactive, solutions-focused web presence for tackling the “deaths of despair” and continued social media campaigns to highlight policy-oriented answers to the epidemics. To date, activities have resulted in more than 1 million social impressions.



Mental Health Services Need an Overhaul

In 2018, WBT thought leaders and partners published opinion articles and think pieces focused on transforming policy in *STAT News* (with Patrick Kennedy); *The Hill* (with John Auerbach); *Health Affairs*; *Washington Examiner*; *APHA's Public Health Newswire*; *District Administration* (with John Auerbach); *Youth Today*; *San Jose Mercury News*; *Austin American-Statesman*; *Pittsburgh Tribune-Review* (with Joe Pyle); *Duluth News Tribune* (with Allison O'Toole); and *Concord Monitor* (with Jeanne Ryder).

Additionally, our research, policy expertise, and grantee work were highlighted by—among others—*USA Today*, *PBS Newshour*, *NPR*, *Washington Post*, *Kaiser Health News*, *Newsweek*, *The Atlantic*, *NBC News*, *U.S. News & World Report*, *Health Affairs*, *New England Journal of Medicine*, and *Bustle*.

Here's What States Can Do

- 1. Go beyond referrals.**
Integrate mental health services throughout the health care system
- 2. Improve health policies.**
Ensure mental health services are comprehensive and not simply add-ons
- 3. Treat the mind and the body as one**
Define, in policy, mental illnesses to include all disorders in the DSM or ICD, with no exclusions
- 4. Increase affordability**
Make co-pays and out-of-pocket costs the same for mental health and physical health services
- 5. Simplify processes.**
Help families understand their rights, and file claims and appeals when denied coverage improperly
- 6. Create quality and consistency**
Develop standards for identifying and treating mental health and substance use disorders
- 7. Dismantle silos**
Redesign how we deliver, pay for, administer, and train clinicians for mental health and substance use disorder services
- 8. Enforce mental health parity laws**
Empower regulatory agencies to enforce the law
- 9. Demand accountability**
Require stakeholders to demonstrate compliance with parity laws
- 10. Lead with a vision**
Provide local leaders with resources to allow them to create a vision for a redesigned health system that has integrated mental health

WELL BEING TRUST | UNITED STATES of CARE



SOCIAL ENGAGEMENT



To transform the national conversations around mental health and well-being, Well Being Trust worked to change attitudes online/on social media, intentionally among teens/tweens and their caregivers. We partnered with iHeartMedia, BuzzFeed, Complex and others to launch the **#BeWell, #BeHeard, #BeThere** tween/teen campaign to 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, we have helped spark more than 200 million impressions, including more than 3.5 million engagements, activating youth to stand up for mental health and well-being. Our work has received notable support from national personas such as Christina Millian, Abby Wambach, Brandon Marshall, and Azealia Banks, among many others.





With media partner Ozy, we helped coordinate and publish an incredibly important article by two teens: *Teens Taking Time to Talk Mental Health*. With our help, OZY found two teens who aren't afraid of their own imperfections, face their mental health issues head-on and, in their own words, told the world about them. The article was incredibly well-received, resulting in 46,000 pageviews, with an average time spent of 7:12, and more than 100,000 impressions across channels. The teens also presented their stories in their own words at the Fall Conference of the Oregon Student Council Association, inspiring hundreds of teens to tell their stories and embrace their whole selves.

In addition, WBT worked with Ozy to launch several articles on mental health parity and an online hub—*"Mental States of the Nation"*—featuring our work on the parity scorecard with the Kennedy Center. This work resulted in nearly 180,000 pageviews.



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 well-being. Given WBT's expertise in connecting across channels with teens, tweens, and millennials, our expertise was exactly what they needed. Launched publicly in May 2018, the campaign,






Feeling nervous or excited about going back to school is normal and expected!

[Learn More](#)

Did you know spending time outdoors can improve your mental and physical health? Click here to share how you're staying well this summer!

#BeHeard
#BeThere




1/5 of us live with a mental health condition. If it isn't you, it's your friend or family member. Learn how to #BeThere for each other today.

#BeHeard
#BeThere

#WhyWeRise, 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. All told, from May through October, the campaign registered nearly 23 million impressions and the program was independently evaluated by RAND, with the analysis finding attitudes around mental health and well-being were changed for the better.

WBT partnered with Providence St. Joseph Health, the Oregon Association of Student Councils, #ICanHelp, YouthLine, Providence Oregon, and iHeart Media to create the **#Work2BeWell Campaign** and **Youth Board**. These organizations have created a foundation and strategy for serving communities and providing resources for emotional and social well-being with a youth voice.

The Youth Board is a group of 16 students from Oregon and California who together work on ideas, topics, social media campaigns, state legislative advocacy, and school events, and have created a hub to house information for the various programs—making content and help accessible to anyone. The program is designed to be replicated across the country through the network of other student council associations that already exist.

In total, WBT's youth-focused work—from just June through December—reached more than **20,000 teachers and school administrators and more than 120,000 students**.

At the start of April, Well Being Trust launched its **30-Day #BeWellChallenge**, an influencer-led campaign that encouraged users to prioritize their mental health and wellness, and engage with the #BeWell movement. Every day in April, an influencer issued a #BeWellChallenge





on social media—a quick daily activity aimed at pushing participants to be mindful of their mental well-being and health needs. For example, Michael Flowers Jr. asked participants to “focus on the mental and physical health benefits of laughter and humor by posting a video that makes them laugh.” And, on day 13, Demrick challenged participants to “focus on the importance of social healthiness by calling a loved one to say, ‘Hi.’” then, on day 30, Kia Shine challenged participants to be a helping hand, and he taught us about the mental wellness benefits of altruism. By the end of April, the #BeWellChallenge amassed **more than 6.5 million impressions**.

Beginning in November, Well Being Trust began posting Wellness Wednesday chats/videos about #mentalhealth from a variety of influencers. The program is designed to educate people by utilizing influential spokespeople to reinforce that we are all human and that we all

deal with mental health challenges big or small. The program is normalizing mental health conversations, building resilience, and creating hope. To date, the program has published 10 videos featuring Tyron Woodley, Ricky & Amy Correa, Joseito Lopez, Zo Williams, Kris Lofton, Kalin White, Khleo Thomas, and Ayyde—**efforts resulted in nearly 1 million impressions**.

WBT launched a PSA across channels, using influencers such as Christina Milian, Walk the Moon, Echosmith, Hayley Kiyoko, Leon Bridges, Marlon Wayans, T-Boz, Shar Jackson, Big Boy, JoJo, Brandon Marshall, Jermaine Jones, and DJ Skee, resulting in **274,000 impressions** and nearly 30,000 engagements.

All of the marketing and communications work culminated in Well Being Trust being named a finalist for a **PR Daily Award for Cause Marketing**.



LEARNING AND INNOVATION

Central to our success as an organization is the ability to assess impact, share our learnings, and scale up and out the most promising practices and policies to further mental health and well-being in the nation.

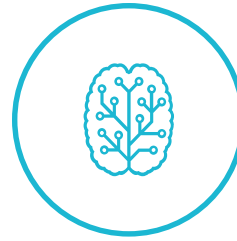
Almost three years into our mission, Well Being Trust has made great strides in discerning strategies that can best unpack complex, on-the-ground learnings through our investments, as well as align with other organizations looking to better assess well-being in the nation. This past year, the following has occurred, which we believe further solidifies our role as a leader in mental health and well-being, and most importantly, strengthens our stance on issues that can advance mental health and well-being.

- **Evaluate our investments:** This past year, Well Being Trust was able to formalize relationships that will help inform our organization on the impact of key investments. Further strengthening our ability to learn

from our own investments, Well Being Trust will be able to apply these evaluative strategies to future opportunities, partnerships, and investments.

- For California, Well Being Trust has contracted with an external evaluator to help assess the impact of several of our investments
- **Set and share measures across sectors:** A central problem to scaling many efforts is the lack of common language and measurement. In partnership with many others, Well Being Trust has been at the forefront of establishing and advancing measures that support vital conditions necessary for achieving intergenerational well-being. The beginning of this process was through our





community work and the Well Being Legacy effort. Now, Well Being Trust is building off this work to ensure that all sectors are becoming more aligned with measures that support well-being.

- Worked with Community Commons to create infrastructure of sharing community-level stories and data around well-being
- Began working with the National Committee on Vital Statistics to create metrics on measuring well-being across communities and the nation
- **Accelerate shared learnings and advance the implementation of promising strategies:** Building off a common set of core measures, Well Being Trust can start to advance what works and what doesn't for mental health and well-being. Sharing data through stories, community profiles, policy briefs, and external written communication, Well Being Trust aims to add to the local and national dialogue on well-being,

allowing for promising practices to be adopted and, in some cases, scaled.

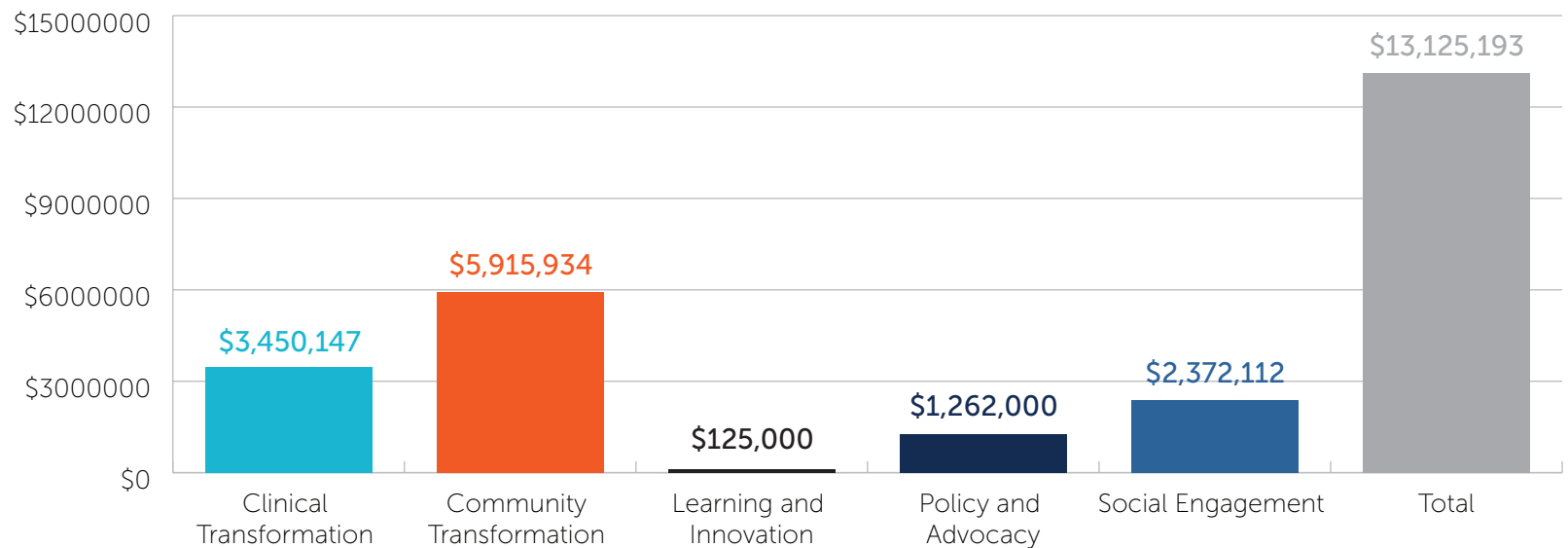
- In partnership with Providence St. Joseph Health System a menu of solutions was created, which highlighted evidence-based practices for better addressing mental health and substance use disorders.
- We also partnered with Providence Ventures around innovations in tele-psychiatry and digital tools for behavioral health.

Overall, Well Being Trust is working to partner in harnessing data to identify areas of opportunity, inform solutions, and measure results that can ensure investments and initiatives are ever-increasing their impact at scale. As a national organization, this is a challenging proposition, one that requires strategic partners, but one that we believe is essential in accomplishing our mission.

2018 GRANTMAKING AT-A-GLANCE

Since January 2017, Well Being Trust has invested nearly \$30 million in more than 60 initiatives and created more than three dozen new partnerships to address clinical and community transformation, policy and advocacy, social engagement, and measurement and data systems. In 2018, our grantmaking was leveraged in these areas:

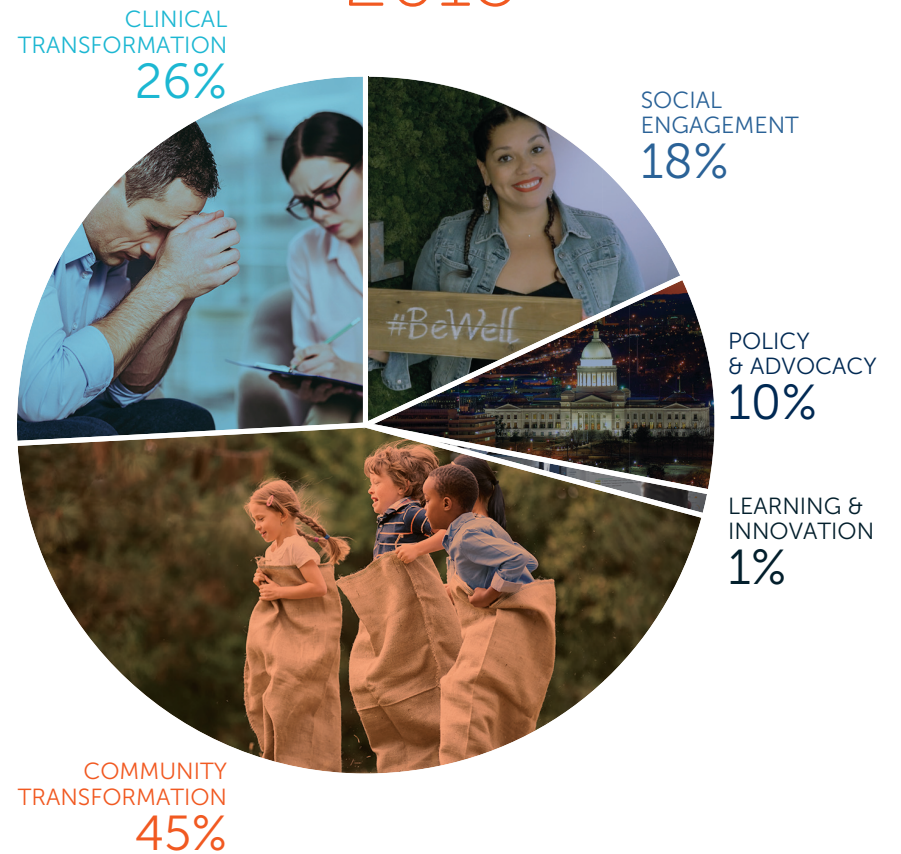
TOTAL DOLLARS:



2017



2018



PLACE-BASED AND SYSTEMS GRANTMAKING HIGHLIGHTS

California Mental Health and Wellness Initiative

In 2017, Well Being Trust, in partnership with the Providence St. Joseph Health System, created the California Mental Health and Wellness Initiative. This three-year initiative (2017-2019) aims to improve the provision of mental health care services in the state of California, while deepening Well Being Trust's commitment to creating healthy equitable communities. Since 2017, Well Being Trust has awarded more than \$20 million for nearly 50 initiatives and programs advancing the mental, social and spiritual health of the people of California.

Enterprise Community Partnership's Health & Housing System's Integration Project The same people who face the toughest time finding an





affordable place to live also encounter the most difficulty meeting their health-care needs. Nearly a quarter of people who live in poverty don't have health insurance coverage, compared to fewer than one in 10 people who are not poor, according to the National Center for Health Statistics. Millions in the U.S.—and around the world—face toxic tradeoffs between medical care and basics like food and shelter.

These twin challenges have a deep impact on our nation's health and well-being. To improve the well-being of all, the nation must address them together, rather than separately. There can be no good health without good housing—and so the housing and health-care sectors must partner closely to help ensure the most vulnerable have access to a stable, healthy

foundation to succeed in life. This effort explores how to align the health care and affordable housing sectors in designing community-based solutions for integrated, health-focused housing. With a design thinking approach, the project will hopefully yield innovative models that can be scaled nationally.

St. Joseph Health — Humboldt County Perinatal Substance Use Disorder (SUD) Project

is a community-based collaborative between North Coast Health Improvement and Information Network (NCHIIN), the Humboldt County Public Health Department and CA Center for Rural Policy (CCRP) focused on identifying and decreasing substance use disorder among pregnant women in Humboldt County, CA, where the rate of perinatal





SUD is nearly four times the state average. The project uses a family-centered approach to expand prenatal screening and treatment, while establishing clear clinical guidelines related to cannabis use during pregnancy.

Providence Saint John's Health Center's Community Care Coordination Program for Vulnerable Patients (Santa Monica, CA): This program brings together The People Concern, St. Joseph Center, and Venice Family Clinic to provide intensive patient navigation and case management for high needs individuals experiencing

homelessness, ensuring a smooth transition from the Emergency Department to community services. Case managers at The People Concern and St. Joseph Center will work with social workers, other case managers, and community care coordinators at Saint John's Health to develop a coordinated care plan for individuals, and establish a permanent medical home at Venice Family Clinic.

The California State University Northridge Foundation's Counseling Services for the Catholic School Collaborative (Northridge, CA): This program





seeks to provide mental health services for parents, students, and families at four K-12 Catholic Schools in the San Fernando Valley region of Los Angeles. Many of the students attending the target schools are low-income from first generation Mexican and Central American families.

St. Joseph Queen of the Valley Community Outreach Department's Building and Strengthening Community-wide Systems for Preventing and Addressing Adverse Childhood Experiences (ACEs)

(Napa, CA): This grantee is building a collaboration

among community-based nonprofits, public serving agencies, and health care providers to develop a countywide approach to addressing ACEs. The collaborative will focus on developing provider training and education; strategies to integrate mental health services into school district wellness programs; and supportive interventions around mental health in county Emergency Departments. It will also expand substance misuse counseling for pregnant women.



NATIONAL ADVISORY COUNCIL



Maureen Bisognano



Vivek Murthy, MD

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