

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



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 multi-faceted, 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.**



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 supports across the clinical-community continuum of care.
2. **COMMUNITY TRANSFORMATION:** Shining the light on bright spots throughout the country where leaders are transforming 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 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.



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, learning and innovation. Following are a few examples.

## Clinical Transformation

Well Being Trust worked with Providence St. Joseph Health leaders to implement a **Clinical Performance Group (CPG) for Mental Health & Substance Use Disorders**—an enterprise-wide learning collaborative addressing four 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; 3). Finding better ways to care for people with mental health issues in the emergency department and address upstream non-medical factors; and 4) Launching a system-wide Zero Suicide initiative.

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.

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.



# 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 that can assure the **vital conditions for** intergenerational well-being.

The **Well Being Legacy** initiative is already a fast-growing collaborative of more than 75 local communities and national organizations. In July 2018, 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.

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



## THE PATH TO RESILIENCE.

PAIN IN THE NATION  



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

## Policy and Advocacy

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. BPC hosted a panel discussion among leading experts to examine best practices and barriers of integrating behavioral health into the “traditional” health care system, focusing 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 actionable policy options.

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, and NBC News.



# 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 and, in their own words, told the world about them. The article was incredibly well-received, resulting in thousands of 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.



## 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. We have:

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

Well Being Trust is working to harness data to identify areas of opportunity, inform solutions, and measure results that can ensure investments and initiatives are ever-increasing their impact at scale.

