WELL BEING TRUST
TOOLBOX

Solutions for advancing mental health and well-being in your community

WELL BEING TRUST

Who is the Well Being Trust Toolbox for?

The goal of the Well Being Trust Toolbox is to equip community leaders and decision makers with solutions and resources for improving mental health and well-being outcomes in their organizations and communities.

The evidence-informed resources here can help you improve the mental health and well-being of people and places — whether you are a health system executive looking to address behavioral health in the emergency department and upstream factors through clinical-community integration or an educator seeking to address youth suicide or substance misuse in your school through multisector partnerships.

What do you want to work on?

Well Being Trust's tools bring together work across the organization's five levers areas to drive systems-level change:

Clinical Transformation

Advancing whole-person (spirit, mind, and body), whole-systems design for integrated health services and social supports across the clinical-community continuum of care.

Community Transformation

Supporting organizations and community leaders to come together across sectors to improve the health and well-being of their families and neighbors by addressing community factors and health equity.

Learning & Innovation

Measuring impact to foster learning, creativity and scale up promising practices.

Policy & Advocacy

Supporting public policy and advocacy initiatives that increase affordable access to high-quality care and coverage for all, while addressing upstream conditions.

Social Engagement

Normalizing conversations on difficult subjects and providing diverse pathways for communities to voice and advocate for meaningful action.
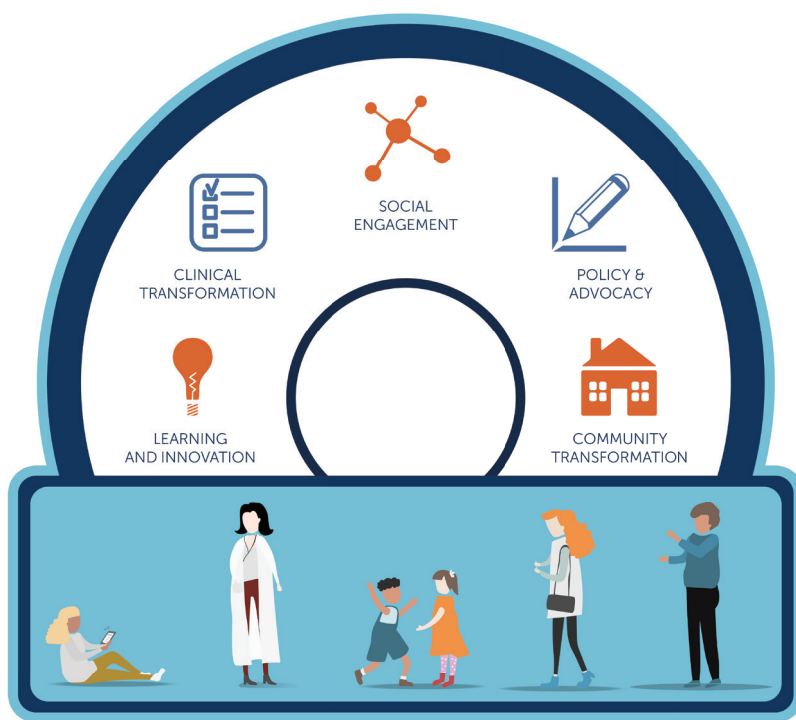
How do you use the Well Being Trust Toolbox?

The *Using the Toolbox* section is designed to provide information that can be adapted to your needs, regardless of where you are in the process of initiating or implementing organizational or community change. In this section, you will find Well Being Trust and partners' tools to support you at each step of a change process. You can start at the beginning by reviewing the current evidence or start at a later step in the process that may be better aligned with your organization or your community's needs or stage of development.

Understanding current evidence

Review synthesized research that identifies and lifts-up what works.

Measuring impact

Use measurement frameworks and data resources to inform how you measure the impact of your change efforts.

Identifying solutions

Select from a menu of evidence-based solutions to inform your approach – no matter what mental health related issues you are working on.

Learning from others' success

Get inspired by stories of health systems, organizations, and communities across the country that have already launched change efforts.

Collaborative problem solving

Peer learning networks serve as model communities for support and problem solving as organizations are launching new efforts or making changes. Consider developing your own learning community.

Raising awareness

Media and advocacy campaigns serve as models for how you can raise awareness of these issues in your organization or community. Consider spotlighting mental health, substance misuse, and well-being issues through podcasts, op-eds, social media, and blogs.

Implementation

Follow implementation blueprints, playbooks, or toolkits to guide your organization's real-world implementation.

As you identify a resource of interest, see the *Toolbox Library* section to learn more and access each publically available tool.

USING THE WELL BEING TRUST

TOOLBOX

In the following pages, you will find tools to support your organization or community's change process focused on the following issues:

The Toolbox is continuously growing. As we develop new ways to support your work, this "living toolbox" will expand with additional solution sets, resources, and stories.

INTEGRATE BEHAVIORAL AND PHYSICAL HEALTH CARE WITH SOCIAL NEEDS

Care providers, their partners, and patients/families need a comprehensive, coordinated approach that fully integrates mental health into the health care system and beyond. Well Being Trust has assembled the evidence and tools that providers, payers and policymakers need to understand what works when making system changes to integrate behavioral health and medical care as well as connecting patients/families to resources outside the hospital walls. Well Being Trust has convened peer-learning networks to develop blueprints guiding real-world implementation, and shared lessons learned from healthcare institutions that successfully collaborated with community organizations and launched integration efforts, overcoming significant barriers to do so.

LEVERS

Clinical Transformation

Learning & Innovation

Policy & Advocacy

Here is how you can use the Toolbox to integrate care across the clinical-community continuum:

REVIEW THE CURRENT EVIDENCE

The Pain in the Nation Report identifies the evidence for addressing drug, alcohol and suicide deaths by modernizing behavioral health services, including integrating medical and behavioral health services.

→ Pain in the Nation Report: Section 3B

The Bipartisan Policy Center Report identifies the major barriers to integrating medical and mental healthcare, including: (1) health insurance coverage and payment, (2) workforce gaps, and (3) administrative factors that foster fragmentation.

→ Bipartisan Policy Center Report: Clinical & Mental Health Integration

The Milliman Cost Savings Tool helps you develop the data needed to make the financial case for integration to payers by estimating healthcare cost savings from integrating effective care programs.

→ Milliman Integrated Care Cost Savings Tool

INTEGRATING PRIMARY CARE AND BEHAVIORAL HEALTH

✔ Cost savings

✔ Better treatment outcomes

✔ Lower rates of mortality

SELECT A SOLUTION

Well Being Trust identified concrete recommendations for improving behavioral health services for hospitals and health systems.

→ Pain in the Nation: Healthcare Systems Brief

Well Being Trust's federal- and state-level policy solutions provide a roadmap for policymakers and advocates to advance evidence-based treatment for mental health care.

→ Bipartisan Policy Center Report: Clinical & Mental Health Integration

DEVELOP A PEER NETWORK

Well Being Trust's learning community with Providence St Joseph Health is a model for how peer networks provide health system leadership with opportunities to share learnings for improving integrated care delivery. Consider developing your own peer network.

→ Clinical Performance Group Learning Collaborative

FOLLOW AN IMPLEMENTATION BLUEPRINT

A playbook guides implementation of high-quality solutions for tele-behavioral health.

A playbook guides implementation of integrating behavioral health in primary care.

LEARN FROM STORIES OF SUCCESS

Dismantling barriers to mental health treatment in primary care through technology use. Seattle-based health care network — Swedish — shares their experience piloting tools that supplement in-person doctors' visits with computerized depression screening, education, cognitive behavioral therapy, and mindfulness training.

→ Clinical Transformation Stories of Change Series: The Promise of Computerized Therapy

Implementing a consistent standard of care for depression. Providence St. Joseph Health shares what they learned when implementing a consistent standard of care for depression into the health system's electronic health records (EHR). The EHR tool guides clinicians through screening patients for depression and diagnosing the disease; treating the disease or connecting patients to care online or via a specialist; and helping patients manage medication and symptoms.

→ Clinical Transformation Stories of Change Series: A Standard of Care for Depression

Peer learning across clinics in launching integration efforts. Oregon's Providence Medical Group tells about their experience collaborating with PSJH Northern California ministry integrate behavioral health into primary care — sharing resources, knowledge, and providing lesson learned.

→ Clinical Transformation Stories of Change Series: Clinics Training Clinics

Scaling up integration models. Well Being Trust funded St. Joseph Heritage to develop and implement a behavioral health and primary care integration model across multiple clinics. A program evaluation will report the effectiveness and lessons learned to scale up the model.

ADDRESS MENTAL HEALTH AND SUBSTANCE MISUSE IN THE EMERGENCY DEPARTMENT

Emergency Departments across the US lack the capacity to support individuals with behavioral health needs and connect them with resources beyond the hospital walls. This leads to poor patient outcomes, overburdened staff, and rising costs for health systems. Well Being Trust collaborated with the Institute for Healthcare Improvement (IHI) and eight leading health systems to identify evidence-based models to improve treatment of behavioral health in the Emergency Department and connect patients to community-based services. Well Being Trust convened healthcare leaders via a peer-learning network and tasked them with testing a series of evidence-based models. Well Being Trust and IHI developed toolkits for healthcare leaders and providers to improve behavioral health integration in their Emergency Departments, partner with community organizations to strengthen the clinical-community continuum of care, and measure the impact of the work. Well Being Trust shares success stories from leaders at healthcare institutions through a series of podcasts and an upcoming virtual program, which will highlight case studies from the peer-learning network.

LEVERS

Clinical Transformation

Community Transformation

Learning & Innovation

Policy & Advocacy

Here is how you can use the Toolbox to address mental health and substance use in the Emergency Department:

REVIEW THE EVIDENCE

The IHI Innovation Report identifies the structural and non-structural barriers to addressing behavioral health in the Emergency Department that drive poor health outcomes.

→ IHI Innovation Report: Integrating Behavioral Health in the Emergency Department & Upstream

SELECT A SOLUTION

The IHI Innovation Report identifies eight models for integrating behavioral health into the Emergency Department that can be adapted to different healthcare settings.

→ IHI Innovation Report: Integrating Behavioral Health in the Emergency Department & Upstream

The report also identifies seven community-based and diversion models health systems can implement to support upstream service and minimize behavioral health need in the Emergency Department.

→ IHI Innovation Report: Integrating Behavioral Health in the Emergency Department & Upstream

DEVELOP A PEER LEARNING NETWORK

Well Being Trust launched, in collaboration with IHI, a peer learning network that brings together leaders from US hospitals, health systems, and their community partners. The network serves as a model for collaboratively developing solutions to decrease avoidable, repeat visits to the Emergency Department for individuals with mental health issues, while also improving patient outcomes and staff safety. Consider developing your own peer learning network.

→ ED&UP Learning Community

FOLLOW AN IMPLEMENTATION BLUEPRINT

The IHI Innovation Report provides a roadmap for how to implement integrated behavioral health into Emergency Departments.

→ IHI Innovation Report: Integrating Behavioral Health in the Emergency Department & Upstream

A playbook identifies ways to care for people with mental health issues in the Emergency Department and how to address upstream non-medical factors before patients reach the Emergency Department.

MEASURE YOUR IMPACT

The IHI Innovation Report identifies measures and a system for using them so health care leaders can assess and communicate the impact of their integration efforts.

→ IHI Innovation Report: Integrating Behavioral Health in the Emergency Department & Upstream

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PSYCHIATRIC OBSERVATION UNITS

Decrease ED length of stay
by 3.4 hrs

Increase patient satisfaction score
by 6%

COMMUNITY MOBILE CRISIS TEAMS

Divert up to 95% of patients
from ED to appropriate mental health services

LEARN FROM STORIES OF SUCCESS

Working within and beyond the hospital walls. Providence St. Vincent Medical Center talks about partnering with a community organization to build a team of eight youth intervention specialists that support Emergency Department staff by evaluating youth with behavioral health issues and recommending a treatment plan within one hour of patients' arrival in the Emergency Department. These intervention specialists also follow up with youth for two weeks after discharge.

→ Clinical Transformation Stories of Change Series: Seeking Better Results
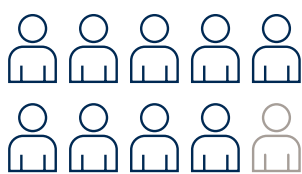
YOUTH INTERVENTION SPECIALISTS

9 out of **10** children return home
from the ED safety with support rather than being admitted to an inpatient psychiatric program

Mental health mentors in the Emergency Department. Hoag Memorial Hospital Presbyterian describes their experience collaborating with a local non-profit to train Emergency Department-based mentors to de-escalate tense or dangerous situations and connect patients and families to community resources for support.

→ Clinical Transformation Stories of Change Series: Caring for Children's Mental Health Needs

Redesigning the standard of care. Providence Regional Medical Center Everett walks through the implementation of new tools and standards to improve care for behavioral health patients in the Emergency Department, including adopting a nursing triage tool, training Emergency Department staff on trauma-informed care, and ensuring that patients leave with an at-home treatment strategy and receive follow-up calls from a nurse.

→ Clinical Transformation Stories of Change Series: A Standard of Care for Depression

Supporting rapid stabilization of psychiatric emergencies. Well Being Trust funded Providence Little Company of Mary Medical Center San Pedro to launch the Outpatient Center for Crisis Stabilization, the first of its kind in California to provide a safe and supportive environment to address immediate psychiatric emergencies rather than boarding patients in the Emergency Department. A program evaluation will report the effectiveness and lessons learned to scale up the model.

RAISE AWARENESS

IHI's WIHI podcast shares the work Well Being Trust has done with US health systems to transform clinical care by implementing Emergency Department integration efforts and partnering with community organizations.

→ IHI WIHI Podcast

EMPOWER YOUTH TO ADDRESS MENTAL HEALTH

Healthcare and other local leaders can make long-term investments in their community by collaborating across sectors to address youth mental health issues. Well Being Trust funded and synthesized evidence that shows how health systems can partner with schools and community organizations to promote youth well-being. Youth-led social campaigns raised awareness of the issue and increased Well Being Trust's community reach. Well Being Trust partnered with health systems and community leaders to convene youth and educators around how to implement real-world solutions to improve youth mental health. Well Being Trust also shared success stories of health system- and advocate-led efforts to improve youth mental health and well-being.

LEVERS

Learning & Innovation

Policy & Advocacy

Social Engagement

Here is how you can use the Toolbox to empower youth to promote their mental health and well-being:

REVIEW THE CURRENT EVIDENCE

The Vital Conditions Primer identifies how youth's sense of community, civic belonging, and social support can drive health outcomes.

→ Vital Conditions Primers

Through a collaboration with Hopelab, Well Being Trust investigated the relationship between internet use and the growing youth mental health crisis, and identified potential benefits of online resources and social media for depressed youth seeking connection and support from peers.

→ Hopelab Survey: Digital Heath among Teens and Young Adults

YOUTH WITH SYMPTOMS OF DEPRESSION SEEK SUPPORT AND RESOURCES ONLINE

75%
accessed health stories via videos, podcasts, and blogs

32%
connected with health providers via texting and video chat

SELECT A SOLUTION

Well Being Trust identified a set of policies and programs that have been proven to prevent substance use, reduce risks, and build protective factors among children, teens, and families.

→ Pain in the Nation Report: Section 3C

→ Pain in the Nation: Cross-Sector Strategies to Prevent Adolescent Substance Use and Suicide

Well Being Trust developed education-sector recommendations tailored to improve mental health among youth, including strategies for improving how to identify risk of mental and behavioral health concerns, and to ensure well-trained school health personnel.

→ Pain in the Nation: Education Brief

A policy scan in collaboration with Academy Health identifies evidence-based policy recommendations for advancing youth well-being.

RAISE AWARENESS

#BeWell engagement (over 800 million social impressions and 125,000 'intercepts' since mid-2017) is a highly visible campaign to educate and engage the youth, families and the public on the social and physical costs of mental health stigma, destigmatize discussions of mental health, and crowdsource solutions that work.

→ #BeWell Social Campaign

The Speak Your Mind campaign is a grassroots movement seeking to hold health professionals, local and national leaders, and governments accountable to reduce stigma and mental health care disparities worldwide.

→ Speak Your Mind Global Campaign

FOLLOW AN IMPLEMENTATION BLUEPRINT

#ICANHELP is an online health and wellness platform providing curriculum and trainings to empower youth and adult advocates to create a more inclusive internet by address cyber bullying and online harassment, and inspiring advocates to transform the culture of their communities and schools.

→ #ICANHELP Social Campaign and Platform

Well Being Trust compiled youth suicide prevention materials (presentations, local training seminars, administration- and student-facing mental health resources) for organizations to address suicide concerns in their communities.

→ Youth Suicide Prevention Trainings & Resources

WELL BEING TRUST'S YOUTH-FOCUSED WORK REACHED

20,000+
teachers and school administrators

120,000+
students

800+
million social impressions

The WeRise digital toolkit is a step-by-step guide for developing a community-wide campaign to engaged youth around mental health issues. Used by LA County Department of Mental Health, this toolkit led to a campaign that raised awareness of the intersection between mental health, civic engagement, and civil rights.

→ #WeRise Digital Toolkit

→ Evaluation of Los Angeles County's Mental Health Community Engagement Campaign

☀ LEARN FROM STORIES OF SUCCESS

Supporting student- and faculty-centered movements to address youth suicide. Providence St. Joseph Health tells about their collaboration with educators, students, and community organizations to adapt the Zero Suicide approach and depression care toolkit in schools.

→ Mental Health Summit on Youth Suicide

School-based mental health curriculum. Oregon high school students share their experiences leading a grassroots coalition to prioritize and shape the mental health and emotional well-being curriculum in their public schools.

→ #Work2BeWell Social Campaign

Engaging school nurses in mental health. School nurses in an Illinois high school talk about how they served as an early-intervention point to address youth mental health concerns and connecting students with needed resources.

→ OZY Mental States of the Nation Stories Series: Illinois

Locating mental health services at school. Funded by Well Being Trust, St. Joseph Queen of the Valley collaborated with the school district and community organizations to provide students mental health support on campus — from World Cafes that engage the entire student body to group and individual therapy for students that need it. A program evaluation will assess the effectiveness and their lessons learned.

PREVENT SUBSTANCE USE DISORDERS AND IMPROVE TREATMENT SERVICES

Policymakers, healthcare systems, community organizations, and advocates have developed innovative and evidence-based solutions to address the growing national drug misuse and overdose epidemic. Well Being Trust synthesized the evidence, solutions, implementation tools, and success stories that can help address the growing need for comprehensive Substance Use Disorder treatment services and wrap-around care.

LEVERS

Clinical Transformation

Community Transformation

Policy & Advocacy

Here is how you can use the Toolbox to prevent Substance Use Disorder and improve treatment services:

REVIEW THE CURRENT EVIDENCE

The Pain in the Nation Report, the related Data Update Brief and several additional briefs provide evidence for the urgent need to address drug- and alcohol-related deaths, particularly among minority populations and millennials.

→ Pain in the Nation Report: Sections 1 and 2

→ Pain in the Nation Executive Summary

→ Pain in the Nation Report: 2019 Data Update

→ Pain in the Nation: Millennial Generation Brief

→ Pain in the Nation: Minority Populations Brief

Well Being Trust's Technical Report evaluates mental health parity statutes in all 50 states, identifying where in the country policymakers should conduct more robust parity enforcement to improve access to care for patients with Substance Use Disorder.

→ Technical Report: Evaluating State Mental Health and Addiction Parity Statutes

SELECT A SOLUTION

The National Resilience Strategy provides a framework for addressing drug and alcohol-related deaths. Explore the key problems driving these deaths and their evidence-based solutions.

→ Pain in the Nation Microsite and National Resilience Strategy

→ Pain in the Nation: Fact Sheet

The Pain in the Nation report identifies over 60 evidence-based policies, practices and programs that can be implemented as part of a holistic approach to treating the underlying vital conditions for well-being that can lead to addiction and Substance Use Disorders.

→ Pain in the Nation Report: Section 3

The Pain in the Nation's Education Brief identifies a solution set tailored to educators, school administrators, and advocates to curb the rising rates of Substance Use Disorder for adolescents.

→ Pain in the Nation: Education Brief

The Healthcare Systems Brief identifies a solution set tailored to health systems that includes approaches for prevention, community partnerships, behavioral health and pain management practices that address Substance Use Disorder.

→ Pain in the Nation: Healthcare Systems Brief

Well Being Trust's Technical Report outlines promising practices for policymakers to ensure robust state parity enforcement, including market conduct examinations and network adequacy assessments.

→ Technical Report: Evaluating State Mental Health and Addiction Parity Statutes

FOLLOW AN IMPLEMENTATION BLUEPRINT

A playbook guides providers on how they can transform Substance Use Disorder treatment and services.

CHOOSE FROM A MENU OF

60+ evidence-based

policies, practices and programs

SCHOOL SUBSTANCE MISUSE PREVENTION PROGRAMS

Up to $34 return

for every $1 invested

MARKET CONDUCT EXAMINATIONS

Settlements with insurers

Multi-million dollar

payments to providers in withheld reimbursement

💡 LEARN FROM STORIES OF SUCCESS

Public-private partnerships for health. Explore the BeWell Orange County model for ensuring that residents get mental health and substance use disorder prevention services and treatment. This community-based, cross-sector partnership brings together upstream and downstream resources in a campus setting that operates as a Regional Wellness Hub.

→ Be Well Orange County

Oregon doctors are addressing the opioid crisis. Learn how a low-tech toolkit, including screening tools, Substance Use Disorder education, and lab work guides, is assisting providers in working collaboratively with patients who have Opioid Use Disorder.

→ OZY Mental States of the Nation Stories Series: Oregon

Destigmatizing substance use treatment. Providence Alaska Medical Center discusses how the Center launched a bridge clinic that provides MAT and outpatient services to recently discharged patients and implemented tools, procedures, staff training, and medications to minimize withdrawal while at the hospital.

→ Clinical Transformation Stories of Change Series: Bridging Treatmentin Alaska

Filling a gap in care delivery. Funded by Well Being Trust, St. Joseph's Health in Humboldt County worked with community partners to open the region's first medical detoxification and residential treatment facility open to patients previously required to be medically cleared in the Emergency Department. The program evaluation will assess the effectiveness and their lessons learned for other regions.

PREVENT SUICIDE IN YOUTH AND ADULTS

Suicide rates in the United States have been on the rise and are linked to an increase in Substance Use Disorders and exacerbated by the lack of mental health services. Well Being Trust has synthesized the evidence highlighting the alarming rate of increase in death by suicide and identified evidence-based solutions to address the underlying factors that put the population at higher risk for suicide. Well Being Trust has also shared stories that show how community- and organization-driven programs, campaigns, and advocacy efforts have improved the mental health and well-being of community members.

LEVERS

Clinical
Transformation

Community
Transformation

Policy
& Advocacy

Social
Engagement

Here is how you can use the Toolbox to reduce deaths by suicide:

REVIEW THE CURRENT EVIDENCE

The Pain in the Nation Report documents the alarming increase in deaths by suicide over the past 20 years, highlights the link between alcohol, drug, mental health illness and suicide, and estimates suicide's financial costs for communities.

→ Pain in the Nation Report: Sections 1 and 2

Well Being Trust's Technical Report emphasizes the need for robust state parity enforcement in order to increase access to treatment, reduce costly late interventions, and address suicide deaths.

→ Technical Report: Evaluating State Mental Health and Addiction Parity Statutes

SELECT A SOLUTION

Well Being Trust's National Resilience Strategy provides a framework for addressing drug, alcohol, and suicide-related deaths. Explore four key problems driving suicide deaths and their evidence-based solutions.

→ Pain in the Nation Microsite and National Resilience Strategy

The Pain in the Nation Report provides a menu of policies, programs, and practices that have been shown to help prevent suicides and specifically highlights solutions for youth.

→ Pain in the Nation Report: Section 3A

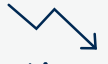→ Pain in the Nation: Cross-Sector Strategies to Prevent Adolescent Substance Use and Suicide

FOLLOW AN IMPLEMENTATION BLUEPRINT

A playbook serves as a step-by-step guide for healthcare leaders and providers in how to implement the Zero Suicide Initiative system-wide.

Well Being Trust compiled youth suicide prevention materials (presentations, local training seminars, administration- and student-facing mental health resources) and created a publicly available resource bank to assist organizations, school districts, and advocates with addressing suicide concerns in their communities.

→ Youth Suicide Prevention Trainings & Resources

ZERO SUICIDE INITIATIVE

80% ⬂
reduction
in suicide among HMO members

$400,000+
annual cost savings

💡 LEARN FROM STORIES OF SUCCESS

Launching the Zero Suicide Initiative across a system spanning seven states. Providence St. Joseph's Health is implementing a systematic process through which caregivers assess and reduce the risk of suicide among their patients. Leaders in each state share how they are assessing readiness in order to develop a strategic plan for implementation.

→ Clinical Transformation Stories of Change Series: Aiming for Zero

Supporting student- and faculty-centered movements to address youth suicide. Read about how leaders at Providence St. Joseph Health partnered with educators, students, and community organizations to adapt the Zero Suicide approach and depression care toolkit in schools and address suicide in their communities.

→ Mental Health Summit on Youth Suicide

A collaborative model to address children's mental health needs in Oregon. Providence St. Joseph Health's Providence Medical Center tells about their partnership with Youth Villages Oregon to evaluate youth in crisis and come up with a comprehensive, long-term treatment plan outside of the hospital.

→ Clinical Transformation Stories of Change Series: Caring for Children's Mental Health Needs

Partnering with families to prevent LGBTQ youth suicide. A clinical social worker at one California community organization shares how she developed educational materials and trainings to teach families and community members to be LGBTQ allies in order to curb suicide rates in LGBTQ youth.

→ OZY Mental States of the Nation Stories Series: California

A task force to change mental health policy. Task force members in Wyoming share how they formed a team to address Wyoming's high suicide rate and growing mental health crisis, by increasing outpatient treatment facilities to address the social and economic factors that contribute to mental health morbidities and mortalities.

→ OZY Mental States of the Nation Stories Series: Wyoming

RAISE AWARENESS

A call to action to reduce suicides and overdoses at the local level. Providence St. Joseph Health and Well Being Trust identify death by suicide as a national crisis, and detail their efforts to fund and develop action plans and partnerships to this problem.

→ Providence's To Your Health Blog Article

The #Work2BeWell social campaign created a youth-led, grassroots movement and coalition to prioritize mental health and address youth suicide by fostering mental health curriculum and creating spaces for dialogue and emotional support in Oregon public schools.

→ #Work2BeWell Social Campaign

ENHANCE THE VITAL CONDITIONS FOR INTERGENERATIONAL WELL-BEING

The social and economic circumstances in which a person lives directly impact their health and well-being. Well Being Trust and partners developed the Vital Conditions framework and the Well Being In the Nation (WIN) Network for conceptualizing health that encompasses the major social conditions that influence it and outlined an approach for improving population health. This framework serves as an approach for improving population health that is being acted on by the Well Being Alliance. These seven Vital Conditions include: basic need for health and safety, lifelong learning, meaningful work and wealth, humane housing, a thriving natural world, reliable transportation, and belonging and civic muscle. Well Being Trust has funded and identified the innovative, place-based solutions policymakers, healthcare systems, community organizations, and advocates are developing to foster environments that promote health and well-being.

LEVERS

Community Transformation

Policy & Advocacy

Here is how you can use the Toolbox to enhance the vital conditions for intergenerational well-being:

REVIEW THE CURRENT EVIDENCE

The Vital Conditions Primers identify how the seven vital conditions shape the exposures, choices, opportunities and challenges that influence the well-being of individuals and communities.

→ Vital Conditions Primers

The Lown Institute Report describes how California has increased spending on health care coverage and services, but the state has failed to match that investment in programs and services that focus on improving the social and economic factors that keep people healthy.

→ Lown Institute Report: California's Health Care Paradox

SELECT A SOLUTION

The Vital Conditions Primers identify priorities and policies that communities can work towards to enhance each of the seven vital conditions.

→ Vital Conditions Primers

Well Being Trust outlines in a chapter of the Practical Playbook how collaborative, multisector partnerships are key to improving the health of communities.

→ Practical Playbook Chapter

DEVELOP A PEER NETWORK

Well Being Trust brought together 180 youth, local, and national leaders to explore how to improve the health and well-being of their communities. The Well Being Alliance builds on that work, creating a network of 20 national organizations serving as a learning community in advancing intergenerational well-being by supporting organizational practice changes, public policies and investment strategies. Consider developing your own peer learning network or joining the Well-Being In the Nation Network.

→ Well Being Legacy Event

→ Well Being Alliance

MEASURE YOUR IMPACT

Well-Being In the Nation Measures are a "living library" of measurement frameworks and data resources for assessing health equity, well-being and all social determinants of health.

→ Well Being in the Nation Measures

RAISE AWARENESS

Well Being Trust's Cities Speak and National Civic League articles are a call to action for city leaders and community partners to take concrete actions in their communities to enhance community health and wellness using the vital conditions framework.

→ Cities Speak Article

→ National Civic League Article: Vital Conditions

HUMANE HOUSING

Well Being Trust raised awareness of how housing drives health outcomes and spotlights communities forming cross-sector partnerships to address homelessness, housing affordability, and provide paths to homeownership.

LEARN FROM STORIES OF SUCCESS

Addressing youth homelessness. Learn how community organizations in Laramie County, WY are working together to support stable housing by launching a pilot house for homeless youth.

→ Well Being in the Nation Pacesetter Stories Series: Laramie County, WY

Expanding homeownership. Read about how Thunder Valley Community Development Corporation is building energy efficient homes on the Pine Ridge Reservation and working with families to support them in navigating the process of homeownership.

→ Well Being in the Nation Pacesetter Stories Series: Thunder Valley CDC

Partnerships to develop affordable housing. Health systems and housing providers are increasingly partnering to ensure communities have access to affordable housing. Learn why Providence St. Joseph Health and Enterprise Community Partners, Inc. manage hundreds of affordable housing units.

→ Multi-Housing News Article

Healthcare cost savings. When Medicaid-covered residents moved into affordable housing properties in Portland, OR and had access to integrated health services, they used more primary care, had fewer ED visits, and accumulated lower medical expenditures than in the year before they moved in. Many also reported better access to and better quality of care.

→ SFGate Blog Series: Health is Wealth

COMBINING AFFORDABLE HOUSING AND INTEGRATED HEALTH SERVICES

12% $
decrease in Medicaid costs

20%
increase in Outpatient primary care utilization

18%
decrease in ER visits

RAISE AWARENESS

Well Being Trust's *Yes Magazine* article raised awareness among community advocates of the impact of living conditions and housing insecurity on the health and well-being. Well Being Trust, in this article, made the case for reinvestment in the economic factors that promote health.

→ Yes Magazine Article

A Multi-Housing News article highlights the overlap between those who cannot afford or access safe housing, those who live in poverty and those who do not have health insurance and calls for a partnership between the housing and health-care sectors to address housing as a crucial factor to health and well-being.

→ Multi-Housing News Article

RELIABLE TRANSPORTATION

Well Being Trust raised awareness of how reliable transportation drives health outcomes and spotlights communities forming cross-sector partnerships to invest in public transportation systems and develop walkable communities.

LEARN FROM STORIES OF SUCCESS

Engaging business leaders in expanding transportation. Read how a collaboration of non-profits in Greenville, SC is using news and social media to engage local businesses and frame public investment in transportation as key to business interests.

→ Well Being in the Nation Pacesetter Stories Series: Greenville, SC

Creating a walkable, transit-served community. In Oklahoma City, local foundations, businesses, and tribal groups have come together to create a more livable city. A 1% sales tax funded various improvements, including public transit, sidewalks along major city streets, and the completion of a citywide system of biking and walking trails.

→ Practical Playbook Chapter

Transit improvements with an equity lens. Learn about how partners in King County, WA are using a community-developed equity and social justice plan and a $54 billion mass transit expansion to create the conditions for more equitable health and well-being across the county.

→ Well Being in the Nation Pacesetter Stories Series: King County, WA

OKLAHOMA CITY'S MULTISECTOR IMPROVEMENT PROJECTS

1 million
pounds of weight lost community-wide

Lowest
unemployment levels in the United States

RAISE AWARENESS

Well Being Trust's article in the National Civic Review lays out the case for how current transportation systems negatively affects communities' health and how cities can forge new, inclusive transportation options that that support community well-being.

→ National Civic League Article: Reliable Transportation

THE WELL BEING TRUST TOOLBOX

LIBRARY

Well Being Trust's tools bring together and combine work across the organization's five focal areas to drive systems-level change. Once your organization or community is ready to start using the tools, explore the Toolbox Library in the following pages to learn more and access each publically available tool.

THE WELL BEING TRUST TOOLBOX
LIBRARY AT-A-GLANCE

Clinical Transformation

Evidence and solutions	Milliman Integrated Care Cost Savings Tool	Pain in the Nation: Millennial Generation Brief
	IHI Innovation Report: Integrating Behavioral Health in the Emergency Department & Upstream	Pain in the Nation: Minority Populations Brief
		Pain in the Nation: Cross-Sector Strategies to Prevent Adolescent Substance Use and Suicide
	Pain in the Nation Report	
	Pain in the Nation Executive Summary	Hopelab Survey: Digital Heath among Teens and Young Adults
	Pain in the Nation Microsite and National Resilience Strategy	Bipartisan Policy Center Report: Clinical & Mental Health Integration
	Pain in the Nation: Fact Sheet	
	Pain in the Nation: Healthcare Systems Brief	OHSU Evaluation Report: Well Being Trust's California Portfolio

Implementation Blueprints & Trainings	Clinical Performance Group Playbooks
	IHI Innovation Report: Integrating Behavioral Health in the Emergency Department & Upstream

Stories & Case Studies	Clinical Transformation Stories of Change Series
	ED&UP Learning Community Case Studies
	Be Well Orange County
	OHSU Evaluation Report: Well Being Trust's California Portfolio

Peer Learning Networks	Clinical Performance Group Learning Collaboartive
	Emergency Department and Upstream (ED&UP) Learning Community

Website, Media & Social Campaign	IHI WIHI Podcast
	ED&UP Co-Branded Virtual Program
	Providence's To Your Health Blog Article

Community Transformation

Evidence and solutions

Vital Conditions Primers

Well Being In the Nation Measures

Practical Playbook Chapter

Pain in the Nation Report

Pain in the Nation Executive Summary

Pain in the Nation Microsite and National Resilience Strategy

Pain in the Nation: Fact Sheet

Pain in the Nation: Education Brief

Pain in the Nation: Millennial Generation Brief

Pain in the Nation: Minority Populations Brief

Pain in the Nation: Cross-Sector Strategies to Prevent Adolescent Substance Use and Suicide

OHSU Evaluation Report: Well Being Trust's California Portfolio

Implementation Blueprints & Trainings

Youth Suicide Prevention Trainings & Resources

Stories & Case Studies

Well Being In the Nation Pacesetter Stories Series

Be Well Orange County

Practical Playbook Chapter

OZY Mental States of the Nation Stories Series

OHSU Evaluation Report: Well Being Trust's California Portfolio

Peer Learning Networks

Well Being Legacy Event

Well Being Alliance

Mental Health Summit on Youth Suicide

Website, Media & Social Campaign

Yes Magazine Article

Well Being Trust Blog Article

National Civic League Article: Vital Conditions

National Civic League Article: Reliable Transportation

Multi-Housing News Article

Cities Speak Article

Providence's To Your Health Blog Article

SF Gate Blog Series

Policy & Advocacy

Evidence and solutions

Vital Conditions Primers

Practical Playbook Chapter

Pain in the Nation Report

Pain in the Nation Executive Summary

Pain in the Nation Microsite and National Resilience Strategy

Pain in the Nation: Fact Sheet

Pain in the Nation Report: 2019 Data Update

Pain in the Nation: Education Brief

Pain in the Nation: Healthcare Systems Brief

Pain in the Nation: Millennial Generation Brief

Pain in the Nation: Minority Populations Brief

Pain in the Nation: Cross-Sector Strategies to Prevent Adolescent Substance Use and Suicide

Technical Report: Evaluating State Mental Health and Addiction Parity Statutes

Lown Institute Report: California's Health Care Paradox

Bipartisan Policy Center Report: Clinical & Mental Health Integration

Policy Scan Findings: Moving Policy Upstream to Advance Adolescent Flourishing

Stories & Case Studies

Practical Playbook Chapter

OZY Mental States of the Nation Stories Series

Peer Learning Networks

Well Being Legacy Event

Well Being Alliance

Website, Media & Social Campaign

Speak your Mind Global Campaign

Social Engagement

Evidence and solutions	Hopelab Survey: Digital Heath among Teens and Young Adults Evaluation of Los Angeles County's Mental Health Community Engagement Campaign
Implementation Blueprints & Trainings	Youth Suicide Prevention Trainings & Resources #ICANHELP Social Campaign and Platform #WeRise Digital Toolkit
Stories & Case Studies	#BeWell Social Campaign
Peer Learning Networks	Mental Health Summit on Youth Suicide
Website, Media & Social Campaign	#Work2BeWell Social Campaign #ICANHELP Social Campaign and Platform #BeWell Social Campaign Speak your Mind Global Campaign

Innovation & Learning

Evidence and solutions

IHI Innovation Report: Integrating Behavioral Health in the Emergency Department & Upstream

Well Being In the Nation Measures

OHSU Evaluation Report: Well Being Trust's California Portfolio

Implementation Blueprints & Trainings

IHI Innovation Report: Integrating Behavioral Health in the Emergency Department & Upstream

Stories & Case Studies

OHSU Evaluation Report: Well Being Trust's California Portfolio

Website, Media & Social Campaign

Well Being Trust Blog Article

Milliman Integrated Care Cost Savings Tool

Not publically available; contact albert@wellbeingtrust.org for details

TOOL TYPE(S)

Evidence & Solutions

LEVER

Clinical Transformation

AUDIENCE(S)

Providers

Payers

Public/Advocates

TOOL DESCRIPTION

A cost simulation tool built using commercially-insured, Medicare and Medicaid claim and membership data and patient outcomes in effective integrated programs. The tool averages the impact that effective integrated care programs have on healthcare costs.

INTENDED USE BY AUDIENCE(S)

Audiences can use the tool to project healthcare cost savings and simulate how an effective integrated care program's positive results might grow over time. The tool reveals savings in pharmacy costs, emergency room visits, and inpatient and outpatient visits for both physical and mental health care. It gives healthcare institutions the evidence needed to make the financial case to insurers, Medicaid, and Medicare to launch behavioral health and primary care integration efforts.

Clinical Performance Group Learning Collaborative

Forthcoming; contact arpan.waghray@swedish.org for details

TOOL TYPE(S)

Peer Learning Networks

LEVER

Clinical Transformation

AUDIENCE(S)

Providers

TOOL DESCRIPTION

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 emergency departments and address upstream non-medical factors; and 4) Launching a system wide Zero Suicide initiative.

INTENDED USE BY AUDIENCE(S)

Members of this peer learning network work together to identify solutions to improving integrated care delivery, forming a network with resources and support for transformation initiatives in their institutions.

Clinical Performance Group Stories of Change Series

May – December 2019

TOOL TYPE(S)

Stories & Case Studies

LEVER

Clinical Transformation

AUDIENCE(S)

Providers

Payers

Purchasers

Philanthropy

Public/Advocates

TOOL DESCRIPTION

Brief stories spotlighting the work of the Clinical Performance Group aiming to transform the way that clinical settings provide mental health care. Stories include examples of behavioral health and primary care integration, behavioral health and emergency department integration, improving substance use, and supporting the health of caregivers. To date, ten stories have been published with the goal of 11 stories by the end of 2019.

Caring for the caregivers — and their families: Well Being Trust is helping Providence St. Joseph Health make sure their staff members are well taken care of so they can provide high-quality, passionate care for patients.

Clinics training clinics on how to expand behavioral health care: Oregon's Providence Medical Group is helping a PSJH's Northern California system integrate mental health into primary care.

A standard of care for depression: Addressing one of America's most common mental illness can be challenging for primary care providers. This is one example of practitioners working to change that.

Caring for children's mental health needs in — and out — of the emergency department: A collaboration in Oregon could be a model for addressing mental health needs.

Seeking better results for behavioral health patients: Emergency departments are not set up for patients with behavioral health concerns. Providence Regional Medical Center Everett is redesigning its standard of care.

Aiming for zero: Dr. Arpan Waghray discusses how Well Being Trust is Supporting Providence St. Joseph Health in working to reduce deaths by suicide.

Mental health mentors in the Emergency Department: How Hoag Memorial Hospital Presbyterian in Orange County, California, has brought dedicated support for mental health patients inside the emergency department—providing bedside counselors for patients in crisis.

The promise of computerized therapy: Seattle health care network Swedish is using technology to dismantle barriers to mental health treatment in the primary care office.

Bridging treatment in Alaska: Providence Alaska Medical Center, in Anchorage, is piloting several initiatives that increase access to successful substance use disorder treatment, without stigma.

INTENDED USE BY AUDIENCE(S)

These stories highlight healthcare institutions that have successfully launched transformation efforts and overcome barriers in their local communities. These specific examples provide audiences with concrete solutions and changes they could potentially make at their own organization.

Clinical Performance Group Playbooks

Forthcoming; contact arpan.waghray@swedish.org for details

TOOL TYPE(S)
Implementation Blueprints
& Trainings

LEVER
Clinical Transformation

AUDIENCE(S)
Providers

TOOL DESCRIPTION
The Clinical Performance Group is developing five implementation playbooks:
(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; (4) Spreading high quality solutions for tele-behavioral health; (5) Implementing the Zero Suicide initiative system wide.

INTENDED USE BY AUDIENCE(S)
Change packages will serve as a blueprint for providers to guide real-world implementation.

Emergency Department and Upstream (ED&UP) Learning Community

March 2018 – September 2019

TOOL TYPE(S)
Peer Learning Networks

LEVER
Clinical Transformation

AUDIENCE(S)
Providers

TOOL DESCRIPTION
An 18-month learning collaborative of US hospitals, health systems, and their community partners working to improve outcomes for both patients and staff. This peer learning network is a partnership between Well Being Trust and the Institute for Healthcare Improvement (IHI) focused on patients' experience of care and staff safety while also decreasing avoidable, repeat visits to the Emergency Department for individuals with mental health issues. Members of this peer learning network test changes to address mental health and substance use in their Emergency Departments and aim to demonstrate the advantage of taking a systems approach to improvement.

INTENDED USE BY AUDIENCE(S)
This peer learning network is developing products that can be used to support audiences in bringing these clinical transformation efforts to scale in other institutions (e.g. case studies, change package). The ED&UP Learning Community serves as a model of excellence for how peer learning networks can support providers and health systems in clinical transformation.

IHI Innovation Report: Integrating Behavioral Health in the Emergency Department & Upstream

2018

TOOL TYPE(S)

Evidence & Solutions

Implementation Blueprints & Trainings

LEVER

Clinical Transformation

Innovation & Learning

AUDIENCE(S)

Providers

TOOL DESCRIPTION

The IHI Innovation Report (1) synthesizes the evidence that lack of capacity to address behavioral health needs in the Emergency Department results in poor patient outcomes, overburdened staff, and high costs for health systems; (2) identifies the structural and non-structural barriers to integrating behavioral health in the Emergency Department; (3) presents 15 models for behavioral health integration in the Emergency Department or upstream and evidence of each model's effectiveness; (4) outlines key drivers and a theory of change to guide implementation of integration efforts; and (5) describes a measurement framework for tracking the progress and impact of integration efforts.

INTENDED USE BY AUDIENCE(S)

Audiences can use the report in a variety of ways: (1) to understand the current evidence supporting integration efforts; (2) as a menu of solutions for audiences to choose from when selecting one of the 15 models of integration; (3) as an implementation blueprint to structure integration efforts using the key drivers; and (4) the measurement framework outlines measures that can be feasibly collected to identify and communicate the impact of integration efforts.

Emergency Department and Upstream (ED&UP) Learning Community Case Studies

Forthcoming 2020

TOOL TYPE(S)

Stories & Case Studies

LEVER

Clinical Transformation

AUDIENCE(S)

Providers

Public/Advocates

TOOL DESCRIPTION

A series of brief case studies spotlighting the work of the ED&UP Learning Community, a joint venture of Well Being Trust and the Institute for Healthcare Improvement (IHI) that aims to transform the way health systems and their community partners address behavioral health in the emergency departments.

INTENDED USE BY AUDIENCE(S)

These stories will highlight healthcare institutions that have successfully launched transformation efforts and overcome barriers in their local communities. These specific examples will provide audiences with concrete solutions and changes they could potentially make in their system's emergency departments.

IHI WIHI Podcast on Emergency Department and Upstream (ED&UP)

July 2018

TOOL TYPE(S)

Media & Social Campaigns

LEVER

Clinical Transformation

AUDIENCE(S)

Providers
Public/Advocates

TOOL DESCRIPTION

A podcast in a "talk show" format discussing the promising new practices tested in the ED&UP Learning Community. Discussion features healthcare executives' from participating health systems speaking about why they launched integration efforts at their institutions and insights from their experiences.

INTENDED USE BY AUDIENCE(S)

This podcast raises awareness around concrete steps health systems and their community partners can take to address behavioral health needs in the Emergency Department. The YouTube video of this podcast has over 350 views as of December 2019. This podcast also serves as a model for audiences on how they can raise awareness through media on similar issues.

Emergency Department and Upstream (ED&UP) Co-Branded Virtual Program

Forthcoming

TOOL TYPE(S)

Media & Social Campaigns

LEVER

Clinical Transformation

AUDIENCE(S)

Providers

TOOL DESCRIPTION

An online virtual program in collaboration with the Institute for Healthcare Improvement (IHI).

INTENDED USE BY AUDIENCE(S)

This virtual program will spotlight the work and products of the ED&UP Learning Community.

Vital Conditions Primers

July 2018

TOOL TYPE(S)

Evidence & Solutions

LEVER

Community Transformation

Policy & Advocacy

AUDIENCE(S)

Providers

Public/Advocates

Policymakers

TOOL DESCRIPTION

Well Being Trust and partners developed the Vital Conditions framework to organize the major social conditions that influence health and outlined an approach for improving intergenerational well-being. These seven Vital Conditions include: basic need for health and safety, lifelong learning, meaningful work and wealth, humane housing, a thriving natural world, reliable transportation, and belonging and civic muscle. Each of the seven vital conditions primers includes key statistics, a brief description of historical policies that continue to influence US communities' current health and the major forces shaping the health of people and places today. Additionally, each primer lists several opportunities for audiences to take action and enhance intergenerational well-being.

INTENDED USE BY AUDIENCE(S)

The Vital Conditions Primers serve as a framework for audiences to organize the complex, multisector action needed to enhance intergenerational well-being. Audiences can use the Vital Conditions Primers to understand the current evidence and identify potential solutions for their community or organization to work on.

Well Being In the Nation Pacesetter Stories Series

September 2019

TOOL TYPE(S)

Stories & Case Studies

LEVER

Community Transformation

AUDIENCE(S)

Philanthropy

Public/Advocates

Policymakers

TOOL DESCRIPTION

The Well Being In the Nation Pacesetter stories highlight specific communities that are taking collaborative action to address the seven vital conditions and enhance intergenerational well-being. Each vignette includes historical background of the community, the challenge they faced, the partnerships they forged, the actions they took, and how they hope to build on this work in the future. The series features diverse communities from across the US, including: Algoma, Wisconsin; Laramie County, Wyoming; Thunder Valley Community Development Corporation; New York City, New York; Stockton, California; San Luis Valley, Colorado; Allen County, Kansas; Proviso Township, Illinois; Snohomish County, Washington; Greenville, South Carolina; Omaha, Nebraska; DeKalb County, Georgia; King County, Washington.

INTENDED USE BY AUDIENCE(S)

These stories highlight communities that have successfully launched inclusive community transformation efforts and overcome barriers at the local level harnessing multisector partnerships.

Well Being Legacy event and Well Being Alliance

July 2018; October 2018

TOOL TYPE(S)
Peer Learning Networks

LEVER
Community Transformation

Policy & Advocacy

AUDIENCE(S)
Providers

Public/Advocates

Policymakers

TOOL DESCRIPTION

The Well Being Legacy event in July 2018 included 180 youth, local, and national leaders exploring how to improve the health and well-being of their communities. Leaders discussed the historical legacies and how those forces shape the health of communities today and identified approaches for moving forward with a community agenda to advance well- being.

The Well Being Alliance built in the findings and momentum of the Legacy event, by bringing together a group of 30 highly committed national organizations working to achieve population- level well-being outcomes in the nation. The Alliance works to co-create a common framework for action with a focus on equity, adopt shared metrics, and advance organizational practice changes, public policies, and investment strategies. Well Being Alliance members have made compacts with all other Members identifying specific actions their organization will take in 2019-2020.

INTENDED USE BY AUDIENCE(S)

The Well Being Legacy event and Well Being Alliance function as models for how to bring together multi-sector leaders in a peer learning and action network to advance the vital conditions for intergenerational well-being. The compacts among Well Being Alliance members serve as an innovative model for driving co-benefit actions and holding peer network members accountable for specific actions to improving health and well-being outcomes.

Well Being In the Nation Measures

June 2019

TOOL TYPE(S)
Evidence & Solutions

LEVER
Community Transformation

Innovation & Learning

AUDIENCE(S)
Providers

Philanthropy

Public/Advocates

Policymakers

TOOL DESCRIPTION

The Well Being In the Nation Measures are the result of a multi-year, multisector collaborative process identifying the domains and publically available, cross-sector measures critical to improving population health and addressing the vital conditions of well-being. The framework is organized into a set of core measures, leading indicators, and a flexible expanded set of measures. Core measures are grouped into three themes – well-being of people, well-being of places, and equity. Leading indicators are measures that are both available and benchmarkable aligned with the domains of community vitality, economy, education, environment and infrastructure, food and agriculture, health, housing, public safety, transportation, and demographics. The flexible, expanded set of recommended measures include additional measurement options for all domains, including for subgroups across the life course or for key sectors.

INTENDED USE BY AUDIENCE(S)

The Well Being In the Nation Measures are designed to be a living library of measures that can be used across different initiatives by various sectors and can evolve over time. Audiences can use the complete list of measures to refine healthy community indexes. A parsimonious set of indicators can be used by employers or payers to track improvements in population health on a yearly basis. Healthcare providers and community organizations can use measures relevant to a specific domain or specific population around which their work is focused to evaluate health initiatives.

Be Well Orange County

2019

TOOL TYPE(S)

Stories & Case Studies

LEVER

Clinical Transformation

Community Transformation

AUDIENCE(S)

Philanthropy

Public/Advocates

Policymakers

TOOL DESCRIPTION

Be Well Orange County is a partnership of public, private, academic, and faith-based organizations developing a coordinated ecosystem to support mental health in the county. Be Well Orange County has developed a blueprint to guide their work, including a distributed leadership structure, six goals for the partnership (e.g. Be Well results), tactics to achieve each goal, and performance indicators to measure the partnership's progress.

INTENDED USE BY AUDIENCE(S)

Be Well Orange County serves as an example for audiences of how a community can work to bridge the clinical-community continuum and address mental health by engaging multisector partnerships.

Yes Magazine Article: For Healthy Communities, Look Beyond Diet and Exercise

July 2019

TOOL TYPE(S)

Media & Social Campaigns

LEVER

Community Transformation

AUDIENCE(S)

Philanthropy

Public/Advocates

Policymakers

TOOL DESCRIPTION

An article describing the seven vital conditions and how the vital conditions framework can support the work of the wider community health movement.

INTENDED USE BY AUDIENCE(S)

This article is a brief introduction to the vital conditions framework for audiences. It also serves as a model for audiences on how they can raise awareness through online media platforms on similar issues.

Well Being Trust Blog Article: A Framework to Improve Community & Enhance the Quality of Life of Millions

August 2019

TOOL TYPE(S)

Media & Social Campaigns

LEVER

Community Transformation

Innovation & Learning

AUDIENCE(S)

Providers

Philanthropy

Public/Advocates

Policymakers

TOOL DESCRIPTION

A blog post describing the Well Being In the Nation measurement framework and making the case for these indicators serving as the backbone for how the country advances the vital conditions for intergenerational well-being.

INTENDED USE BY AUDIENCE(S)

This article introduces audiences to the Well Being In the Nation measurement framework and explains how audiences can use this living library to measure the impact of their work. It also serves as a model for audiences on how they can raise awareness through online media platforms on similar issues.

National Civic League Article on Vital Conditions: Building Civic Capital for Health and Well-Being: Seven Ingredients for Your Community

Summer 2019

TOOL TYPE(S)

Media & Social Campaigns

LEVER

Community Transformation

AUDIENCE(S)

Philanthropy

Public/Advocates

Policymakers

TOOL DESCRIPTION

An article highlighting Well Being Trust's vital conditions for intergenerational well-being and describing how each of the National Civic League's seven components of civic capital form the infrastructure for creating health and well-being. These seven components include: engaged residents, inclusive community leadership, collaborative institutions, embracing diversity and equity, authentic communication, culture of engagement, and shared vision and values.

INTENDED USE BY AUDIENCE(S)

This article raises awareness around how audiences can enhance the vital conditions through the use of tools that map and measure the problem-solving capacity of communities. This article also serves as a model for audiences on how they can raise awareness through online media platforms on similar issues.

National Civic League Article on Reliable Transportation
Vital Condition to Well-Being: Reliable Transportation

Fall 2019

TOOL TYPE(S)

Media & Social Campaigns

LEVER

Community Transformation

AUDIENCE(S)

Philanthropy

Public/Advocates

Policymakers

TOOL DESCRIPTION

An article spotlighting reliable transportation as one of Well Being Trust's vital conditions for intergenerational well-being. The article highlights how the historical patterns of land development have negatively affected US communities' current health – especially communities of color. The article also outlines five policy solutions communities can take to ensure reliable transportation, including stories from cities that have already made changes. These solutions include: create transit-oriented communities, capitalize on changing preferences, create "complete streets" and safe routes to school, invest in smart transportation systems, and adopt new success measures.

INTENDED USE BY AUDIENCE(S)

This article raises awareness around how audiences can enhance intergenerational well-being through advocating for specific policies that support reliable transportation. This article also serves as a model for audiences on how they can raise awareness through online media platforms on similar issues.

Practical Playbook Chapter: Building an Agenda for Population Health from the Grassroots Up

2019

TOOL TYPE(S)

Evidence & Solutions

Stories & Case Studies

LEVER

Community Transformation

Policy & Advocacy

AUDIENCE(S)

Providers

Payers

Philanthropy

Public/Advocates

Policymakers

TOOL DESCRIPTION

This chapter calls for a greater emphasis on operationalizing a "health in all practices, all policies, and all investments" approach and holding communities accountable for population health outcomes. The chapter identifies obstacles to advancing population health and spotlights how two specific communities have overcome these obstacles through multisector partnerships. The chapter concludes with recommended actions for seven specific sectors: health care providers, health care payers, health policymakers, health care investors, academic institutions, community organizations, and the business community.

INTENDED USE BY AUDIENCE(S)

The Practical Playbook is a practical guide for health sector audiences to building multisector partnerships to improve public and population health. This article identifies a menu of actions or solutions that audiences across sectors can select from to enhance intergenerational well-being through multisector partnership. It also lifts up stories of communities who have launched efforts to enhance well-being.

Multi-Housing News Article: Why Housing and Healthcare Must Join Hands

January 2019

TOOL TYPE(S)
Media & Social Campaigns

LEVER
Community Transformation

AUDIENCE(S)
Philanthropy

Policymakers

TOOL DESCRIPTION
An article making the case that humane and affordable housing is one of vital conditions for well-being and must be addressed alongside health. This article also provides several case studies of health systems and housing providers that have partnered to provide humane housing and the evidence that these innovative efforts have reduced health care costs.

INTENDED USE BY AUDIENCE(S)
Multi-Housing News is a resource for leaders of the multi-housing industry for current news and analysis to help them run their businesses more efficiently and profitably. This article raises awareness around how housing policy can enhance intergenerational well-being through advocating for specific policies. This article also serves as a model for audiences on how they can raise awareness through online media platforms on similar issues.

Cities Speak Article
An Imperative for our Time: Defining and Supporting a Well-Being Agenda for Cities

December 2018

TOOL TYPE(S)
Media & Social Campaigns

LEVER
Community Transformation

AUDIENCE(S)
Philanthropy

Public/Advocates

Policymakers

TOOL DESCRIPTION
An article calling for action from city leaders and community partners to foster well-being and access to resources in their communities by taking four concrete actions that enhance community health and wellness. These include: articulate a positive, long-term vision, plan across the lifespan, build on what is already working, and leading with humility. For each, stories of cities that are taking these actions to improve intergenerational well-being are highlighted as examples.

INTENDED USE BY AUDIENCE(S)
Cities Speak is the blog for The National League of Cities and is a resource for leaders in local government. This article raises awareness around the role of cities in enhancing intergenerational well-being. This article also serves as a model for audiences on how they can raise awareness through online media platforms on similar issues.

Pain in the Nation Report and Executive Summary

November 2017

TOOL TYPE(S)

Evidence & Solutions

LEVER

Clinical Transformation

Community Transformation

AUDIENCE(S)

Providers

Payers

Philanthropy

Public/Advocates

Policymakers

TOOL DESCRIPTION

The Pain in the Nation Report and Executive Summary identify how to curb drug- and alcohol-related deaths and suicide by creating a National Resilience Strategy. The report calls for applying a holistic approach to incorporate prevention and evidence-based treatments that address the underlying determinants of health fueling the crisis: underlying pain, substance use disorders, mental illness, financial insecurity, prolonged stress, and feelings of hopelessness. The report identifies over sixty research-based policies, practices, and programs for health systems, clinicians, and policymakers.

INTENDED USE BY AUDIENCE(S)

This report and summary is a call to action for clinicians, health systems leaders, policy makers, and the wider community to advocate for, modernize, and expand the behavioral health system to encompass whole-person health. The report serves as a solution set for audiences to select an evidence-based approach tailored to their organization or community in order to address drug- and alcohol-related deaths and suicide.

Pain in the Nation: Microsite and National Resilience Strategy

November 2017

TOOL TYPE(S)

Evidence & Solutions

LEVER

Clinical Transformation

Community Transformation

Policy & Advocacy

AUDIENCE(S)

Providers

Payers

Public/Advocates

Philanthropy

Policymakers

TOOL DESCRIPTION

Pain in the Nation microsite outlines recent trends and a National Resilience Strategy to address drug- and alcohol-related deaths and deaths by suicide. Evidence-based solutions are identified and grouped by target: alcohol, drugs, and suicide. The proposed evidence-based solutions are a paradigm shift that targets upstream factors of substance abuse and mental health. This strategy calls for redirecting priorities to focus on early childhood, increasing community- and school-based support for tweens, teens, and young adults, as well as increasing access to peer and expert networks to help achieve parity and behavioral health integration.

INTENDED USE BY AUDIENCE(S)

Pain in the Nation's National Resilience Strategy can assist policymakers, hospitals, clinicians, and health systems curb deaths related to substance use and suicide by implementing a comprehensive systems approach to address social determinants of health. Interactive map features Pain in the Nation microsite allow audiences to explore the longitudinal trends in alcohol, drug, and suicide-related deaths. Interactive graphics provide audiences an easy-to-navigate menu of evidence-based solutions.

Pain in the Nation: Fact Sheet

November 2017

TOOL TYPE(S)

Evidence & Solutions

LEVER

Clinical Transformation

Community Transformation

Policy & Advocacy

AUDIENCE(S)

Providers

Payers

Public/Advocates

Philanthropy

Policymakers

TOOL DESCRIPTION

The Pain in the Nation Fact Sheet brings together the key trends on rising rates of substance use, alcoholism, and suicide related deaths statistics, solutions, and investment payoff using infographics.

INTENDED USE BY AUDIENCE(S)

The Fact Sheet highlights the key messages from the Pain in the Nation Report and serves as a concise summary for leaders looking for a digestible overview of the report.

Pain in the Nation Report: 2019 Data Update

March 2019

TOOL TYPE(S)

Evidence & Solutions

LEVER

Policy & Advocacy

AUDIENCE(S)

Providers

Payers

Public/Advocates

Philanthropy

Policymakers

TOOL DESCRIPTION

The 2019 Data Update from the Pain in the Nation report describes the updated trends since the 2017 report was released. In this issue brief, Well Being Trust and Trust for America's Health report a slight reduction in deaths from alcohol, drugs, and suicide, but a report a spike in deaths from synthetic opioids since the initial report release. They offer a state-level analysis of mortality by cause of death, and provide recommendations for addressing the substance use and suicide epidemics.

INTENDED USE BY AUDIENCE(S)

This brief encourages health systems, policymakers, and providers shift their focus from the federal response to prioritize downstream treatments for substance use disorder, and incorporate the recommended Four Levels of Prevention Continuum to address early prevention and upstream factors of substance use disorders.

Pain in the Nation: Education Brief

April 2018

TOOL TYPE(S)
Evidence & Solutions

LEVER
Community Transformation
Policy & Advocacy

AUDIENCE(S)
Philanthropy
Public/Advocates
Policymakers

TOOL DESCRIPTION
The Education Brief examines the impact of educators and school behavioral health services on addressing the rising rates of substance use disorders in adolescents and young adults. Along with the increase in teen suicide rates and substance misuse among children, Pain in the Nation reports on the indirect and multigenerational effects on children and teens whose family members experience substance use disorders and related deaths, as well as steps that educators across the country can take to address whole-student health.

INTENDED USE BY AUDIENCE(S)
The brief provides a three tier Social Behavioral Health Services Framework that school district leaders, educators, and school teams can utilize to create multi-teared systems of support in their schools and districts.

Pain in the Nation: Healthcare Systems Brief

May 2018

TOOL TYPE(S)
Evidence & Solutions

LEVER
Clinical Transformation
Policy & Advocacy

AUDIENCE(S)
Providers
Payers

TOOL DESCRIPTION
The Healthcare Systems Brief describes the front line work being done to address drug, alcohol, and suicide crises in the nation. The brief advocates for hospital and health systems to identify concrete solutions for a preventative, whole health approach to alcohol-, drug-, and suicide-related deaths by better connecting patients to upstream health services and integrating behavioral health across systems.

INTENDED USE BY AUDIENCE(S)
These hospital and health systems solutions identify concrete recommendations for improving behavioral health services through community partnerships, care integration, medication assisted treatment services, boosting the number of behavioral health providers, and increasing chronic disease and addiction management efforts.

Pain in the Nation: Millennial Generation Brief

June 2019

TOOL TYPE(S)

Evidence & Solutions

LEVER

Clinical Transformation

Community Transformation

Policy & Advocacy

AUDIENCE(S)

Providers

Payers

Public/Advocates

Philanthropy

Policymakers

TOOL DESCRIPTION

The Millennial Generation Brief describes the steadily increasing alcohol and drug related fatalities as well as suicide for the generation of Americans in their 20s and early 30s. This brief determines the impact of addiction on the Millennial generation by examining the lack of protective factors present in the age group: elevated risk factors for alcohol and substance abuse, limited social safety nets, few specialized preventative efforts targeted at young adults, and less access to care and services.

INTENDED USE BY AUDIENCE(S)

This brief provides recommendations that can be used by policymakers, health care systems, and community advocates to ensure Millennial access to evidence-based prevention, screening, and treatment to address the gaps in their care.

Pain in the Nation: Minority Populations Brief

February 2018

TOOL TYPE(S)

Evidence & Solutions

LEVER

Clinical Transformation

Community Transformation

Policy & Advocacy

AUDIENCE(S)

Providers

Payers

Public/Advocates

Philanthropy

Policymakers

TOOL DESCRIPTION

The Minority Populations Brief reports on the steadily climbing overdose rate for ethnic and minority populations. The brief examined the racial disparities in the rates of drug deaths and outlined the increases in deaths in the last decade in communities of color, with the Black population seeing the highest rise in deaths due to synthetic opioid use. This brief reports on the synthetic opioid trend over time, and places a spotlight on the increasing synthetic opioid-related death rates among specific groups.

INTENDED USE BY AUDIENCE(S)

Pain in the Nation's National Resilience Strategy can assist policymakers, hospitals, clinicians, and health systems curb deaths related to substance use and suicide by implementing a comprehensive systems approach to address social determinants of health. This new data from Pain in the Nation is a call to action for policymakers and funders to invest at the local, state, and national levels in prevention and early identification of substance use disorders.

Pain in the Nation: Cross-Sector Strategies to Prevent Adolescent Substance Use and Suicide

October 2019

TOOL TYPE(S)

Evidence & Solutions

LEVER

Clinical Transformation

Community Transformation

Policy & Advocacy

AUDIENCE(S)

Providers

Payers

Philanthropy

Public/Advocates

Policymakers

TOOL DESCRIPTION

This report focuses on curbing adolescent substance use, suicide, and related risk factors, and calls for development and implementation of strategies to reduce disparities in resources and infrastructure related to adolescent drug use and drug-related deaths. The report identifies evidence-based programs for preventing substance use and promoting mental health as well as decreasing risks and building protective factors. It concludes with the identification of gap and barriers to cross-sector approaches to improving adolescent well-being and specific policy recommendations.

INTENDED USE BY AUDIENCE(S)

This report serves as a solution set for audiences interested in implementing evidence-based programs or policies to prevent adolescent substance misuse and suicide, highlighting the importance of multisector approaches.

Policy Scan Findings: Moving Policy Upstream to Advance Adolescent Flourishing

Forthcoming

TOOL TYPE(S)

Evidence & Solutions

LEVER

Policy & Advocacy

AUDIENCE(S)

Philanthropy

Public/Advocates

Policymakers

TOOL DESCRIPTION

The Policy Scan Findings is a partnership with AcademyHealth and Adolescents and Children Together for Health (ACT for Health) that aims to align policy recommendations with the evidence for the effectiveness of strategies to enhance adolescent psychological, social, and emotional health and well-being. This report reviews the evidence for specific interventions and strategies, maps strategies to relevant policy recommendations and assesses their alignment with recent evidence, and identifies a final list of policy recommendations prioritized by a National Expert Panel. Policy recommendations are organized by ecological level, including: global/cultural, national, community, school, family, interpersonal, individual.

INTENDED USE BY AUDIENCE(S)

Audiences can use the report to select from a menu of evidence-based policy solutions in order to enhance adolescent psychological, social, and emotional health and well-being. Audiences can also use the report to ensure the strategies and policies they are currently working on have evidence that support their effectiveness.

Providence's To Your Health Blog Article: It's time to redouble efforts to prevent suicide and addiction-related deaths

December 2018

TOOL TYPE(S)

Media & Social Campaigns

LEVER

Clinical Transformation

Community Transformation

AUDIENCE(S)

Philanthropy

Public/Advocates

Policymakers

TOOL DESCRIPTION

An article describing Well Being Trust's approach to addressing the alarming rise in suicide and substance use disorders and its alignment with the mission of Providence St. Joseph's Health.

INTENDED USE BY AUDIENCE(S)

The To Your Health blog brings together news and stories from across the Providence St. Joseph Health system for providers, staff, and patients. This article raises awareness around Well Being Trust's initiatives aimed at addressing mental health and substance use. This article also serves as a model for audiences on how they can raise awareness through online media platforms on similar issues.

Technical Report: Evaluating State Mental Health and Addiction Parity Statutes

2018

TOOL TYPE(S)

Evidence & Solutions

LEVER

Policy & Advocacy

AUDIENCE(S)

Payers

Purchasers

Philanthropy

Public/Advocates

Policymakers

TOOL DESCRIPTION

The technical report provides the evidence for how evaluating state addiction parity statutes and implementing legislative changes can make improvements in access to care for patients who have substance use disorders. Highlighting the impact of each state's enforcement of the Federal Parity Law, this report outlines major coverage and access disparities in the decade since the law went into effect, and advocates for holding health plan executives and state officials accountable for improving parity in their states. The report concludes with several promising practices for successful implementation and monitoring of parity, including implementation of market conduct examinations and networks adequacy assessments.

INTENDED USE BY AUDIENCE(S)

This report can be used as a framework for policymakers, legislators, and state regulators to enact strong parity statute to ensure strong parity enforcement. The promising practices outlined serve as a menu of solutions for audiences seeking to enhance parity enforcement.

OZY Mental States of the Nation Stories Series

2018

TOOL TYPE(S)

Stories & Case Studies

LEVER

Community Transformation

Policy & Advocacy

AUDIENCE(S)

Public/Advocates

Policymakers

TOOL DESCRIPTION

Partnering with Mental States of the Nation and Well Being Trust, OZY's story series highlights solutions-based stories of projects and campaigns doing on-the-ground work to improve the mental health of their communities. Pulling from a recent report released by the Kennedy-Satcher Center for Mental Health Equity, an interactive map assigned "grades" for how well each state is enforcing mental health parity. Stories spotlight specific initiatives being adopted to improve mental health in: OR, CA, AZ, MT, WY, MN, IL, TN, KY, and WV.

INTENDED USE BY AUDIENCE(S)

The Mental States of the Nation Story Series are bright spot stories, serving as examples for policymakers and advocates on how to implement initiatives to improve the cultural factors that influence mental health disparities.

Lown Institute Report: California's Health Care Paradox

July 2019

TOOL TYPE(S)

Evidence & Solutions

LEVER

Policy & Advocacy

AUDIENCE(S)

Payers

Purchasers

Public/Advocates

Philanthropy

Policymakers

TOOL DESCRIPTION

The Lown Institute Report outlines how California has increased spending on health care coverage and services, but has failed to match that investment in programs and services that focus on improving the social and economic factors that keep people healthy. This report identifies how vital community conditions outside of medical treatment impact community health, and calls for a shift to invest more resources in socioeconomic determinants of health such as housing stability, financial security, and economic opportunity. The report also highlights specific actions California can take to address the gap in social services spending, including: tackling price inflation, reducing excess volume of services, improving care delivery processes, and supporting investments in community conditions.

INTENDED USE BY AUDIENCE(S)

This report makes the case to healthcare leaders, policymakers, purchasers, and payers that investing in community conditions is as vital to community health as the expansion of medical services, and can have important consequences for health. Audiences can use this report to understand the current evidence for investing in social programs and identify policy-level solutions to work on.

Hopelab Survey: Digital Health Among Teens and Young Adults

February-March 2018

TOOL TYPE(S)

Evidence & Solutions

LEVER

Clinical Transformation

Social Engagement

AUDIENCE(S)

Providers

Philanthropy

Public/Advocates

Policymakers

TOOL DESCRIPTION

Through a collaboration with Hopelab, Well Being Trust investigated the relationship between internet use and the growing youth mental health crisis, and identified potential benefits of online resources and social media for depressed youth seeking connection and support from peers. Conducted in 2018 on more than 1,300 US teens and young adults, this survey indicated social media as a tool of connection, support, and inspiration for youth with depression and anxiety.

INTENDED USE BY AUDIENCE(S)

The results of this survey highlight the potential of online tools to positively engage youth in mental health treatment, and can identify ways to invest in youth wellbeing through digital mental health resources.

Bipartisan Policy Center Report: Clinical & Mental Health Integration

January 2019

TOOL TYPE(S)

Evidence & Solutions

LEVER

Clinical Transformation

Policy & Advocacy

AUDIENCE(S)

Providers

Payers

Philanthropy

Public/Advocates

Policymakers

TOOL DESCRIPTION

The Bipartisan Policy Center Report outlines the major barriers to clinical and mental health integration. Barriers are organized into three categories: insurance coverage barriers, workforce barriers, and federal administrative barriers. Policy options for how to bridge the gaps are highlighted in each section.

INTENDED USE BY AUDIENCE(S)

These federal- and state-level policy solutions provide a roadmap for policymakers and advocates to advance evidence-based treatment for mental health care and overcome specific barriers to integrating clinical and mental health care.

#Work2BeWell Social Campaign

September 2019

TOOL TYPE(S)

Media & Social Campaigns

LEVER

Social Engagement

AUDIENCE(S)

Public/Advocates

TOOL DESCRIPTION

Work2BeWell is a youth-led, grassroots movement and coalition to prioritize mental health and emotional well-being curriculum in public schools in Oregon. By youth and for youth, this movement aims to provide approaches to conversations and open dialogue around mental health and youth suicide. Through student advisory councils, Work2BeWell advocates for school districts to promote a culture of wellbeing by bringing together students, teachers, administrators, and district leaders to shape mental health curriculum.

INTENDED USE BY AUDIENCE(S)

The intended audience for this product is school administrators, counselors, teachers, students, and community members. The Work2BeWell movement harnesses the power of social engagement and youth advocacy to improve mental health and emotional well-being curriculum in public schools.

Mental Health Summit on Youth Suicide

May 2019

TOOL TYPE(S)

Peer Learning Networks

LEVER

Community Transformation

Social Engagement

AUDIENCE(S)

Public/Advocates

TOOL DESCRIPTION

The Mental Health Summit, hosted by George Fox University, facilitated "A Necessary Conversation on Youth Suicide" lead by mental health specialist Dr. Justin Coffey. This conversation encouraged a student- and faculty-centered movement to adapt and adopt the Zero Suicide approach and depression care principles and toolkit to address youth mental health concerns.

INTENDED USE BY AUDIENCE(S)

The intended audience for this product is school administrators, counselors, teachers, students, and community members. This conversation at the Mental Health Summit can be used as a starting point for school advocates to adopt the Zero Suicide approach and depression care toolkit in schools.

Youth Suicide Prevention Trainings & Resources

May 2019

TOOL TYPE(S)

Implementation Blueprints & Trainings

LEVER

Community Transformation

Social Engagement

AUDIENCE(S)

Public/Advocates

TOOL DESCRIPTION

After the Mental Health Summit on Youth Suicide, resources pertaining to youth suicide that were shared during the event were compiled into a publically available DropBox. Resources combine past presentations, local training seminars, administration- and student- facing mental health resources, as well as culturally-specific mental health resources into one easily accessible, living library that can be accessed by anyone interested in strengthening the mental health support in their community.

INTENDED USE BY AUDIENCE(S)

This Dropbox of materials can be used by school administrators, faculty, students, and parents to facilitate conversations about youth suicide and provide resources, tools, and trainings for their communities.

#ICANHELP Social Media Campaign and Platform

2017

TOOL TYPE(S)

Implementation Blueprints & Trainings

Media & Social Campaigns

LEVER

Social Engagement

AUDIENCE(S)

Public/Advocates

TOOL DESCRIPTION

The #ICANHELP Campaign and Platform is an online health and wellness platform that aims to empower, train, and support students to harness the power of social media to address cyber bullying and online harassment in their communities. To create a more inclusive internet, #ICANHELP utilizes training programs to assist students and faculty to harness the power of social media positively.

INTENDED USE BY AUDIENCE(S)

The intended audience for this product is students, school administrators, teachers and parents. #ICANHELP harnesses stories and social media to inspire youth and adult advocates to take action to transform their school's culture by spreading online positivity utilizing the #ICANHELP programs, training, and curriculum.

#BeWell Social Media Campaign

August 2017

TOOL TYPE(S)
Stories & Case Studies
Media & Social Campaigns

LEVER
Social Engagement

AUDIENCE(S)
Philanthropy
Public/Advocates
Policymakers

TOOL DESCRIPTION
The #BeWell Social Media Campaign aims to spur cultural change by harnessing the power of dialogue and language to reframe discussions of mental health. Partnering with influencers, #BeWell engages the public and advocates through various social media platforms, hashtags, posts, and content with aims to lift the stigma of mental health and its treatment. This movement includes multiple initiatives, education materials, and platforms that educate and engage the public on the cultural and physical costs of mental health stigma by highlighting the problems and crowdsourcing solutions on how to increase access to holistic mental health treatment and destigmatize mental health.

INTENDED USE BY AUDIENCE(S)
The intended impact for this movement is the public and advocates, including individuals, group, communities, and eventually policymakers and Congress by utilizing websites, media, social campaigns, social media posts, and educational materials to garner social engagement in the millions to destigmatize mental health concerns.

SF Gate Blog Series:

The best way to promote community health is to "meet them where they live"

Here's why meaningful and healthy work matters to good health

Here's why community involvement helps you live a healthier, happier life

Health is wealth: why community conditions are so vital to health

2019

TOOL TYPE(S)
Media & Social Campaigns

LEVER
Community Transformation

AUDIENCE(S)
Philanthropy
Public/Advocates
Policymakers

TOOL DESCRIPTION
The SF Gate Series is a year-long blog series focused on educating the public on the community-based social determinants of health that influence mental health and wellbeing. The emphasis is placed on the formation of programs and coalitions that focus on "place," i.e. issues or needs that impact health and can be directly tied to zip code, neighborhood, and cultural groups.

INTENDED USE BY AUDIENCE(S)
This series raises awareness for how community-based organizations have focused on the promotion of general wellbeing in their communities and inspired community transformation. This series also serves as a model for audiences on how they can raise awareness through media on similar issues.

Speak Your Mind Global Campaign

2019

TOOL TYPE(S)

Media & Social Campaigns

LEVER

Policy & Advocacy

Social Engagement

AUDIENCE(S)

Public/Advocates

Policymakers

TOOL DESCRIPTION

The Speak Your Mind campaign calls on national leaders and government to take urgent action and secure meaningful change by harnessing the collective power of advocates across the globe. Through pledges and community organizing, this grassroots movement is rooted in civic engagement and organizes to hold health professionals, local and national leaders, and governments accountable to reduce mental health care disparities worldwide.

INTENDED USE BY AUDIENCE(S)

Audiences can use this tool to start Speak Your Mind campaigns locally to raise awareness for mental health issues and encourage world leaders to invest in mental health access for all.

#WeRise Digital Toolkit

2019

TOOL TYPE(S)

Implementation Blueprints & Trainings

LEVER

Social Engagement

AUDIENCE(S)

Philanthropy

Public/Advocates

Policymakers

TOOL DESCRIPTION

The #WeRise toolkit was developed by the Los Angeles Department of Mental Health Community Engagement Campaign to help facilitate the transformation of the mental health care system through performances, visual art, conversations, and workshops. Built on the premise of mental health as a civil right, the toolkit provides the tools necessary to spark collective activism, and allows advocates to launch #BeWell movements nationwide.

INTENDED USE BY AUDIENCE(S)

This toolkit provides audiences with the basics for launching a social campaign, resources on sponsorship and fundraising, event and digital engagement resources, media outreach, and graphic assets to aid young advocates. With the toolkit, audiences can host We Rise events and social media campaigns to raise awareness around mental health issues and advocacy.

Evaluation of Los Angeles County's Mental Health Community Engagement Campaign

2018

TOOL TYPE(S)

Evidence & Solutions

LEVER

Social Engagement

AUDIENCE(S)

Philanthropy

Public/Advocates

Policymakers

TOOL DESCRIPTION

The evaluation of LA County's Mental Health Community Engagement Campaign provides evidence of the effectiveness of the WeRise mental health campaign in the LA community. Overall, this evaluation reported that those who were reached by the campaign benefitted from it: the campaign reached one out of five young people in LA, engaged racial and ethnic minorities, and increased the social media presence of mental health and wellbeing on Twitter.

INTENDED USE BY AUDIENCE(S)

Through their Mental Health Community Engagement Campaign and 2019 Toolkit, the LA County Department of Mental Health successfully raised awareness of the intersection between mental health, civic engagement, and civil rights. This evaluation includes key findings from LA's campaign as well as recommendations for future campaign approaches nationwide.

OHSU Evaluation Report: Well Being Trust's California Portfolio

Forthcoming

TOOL TYPE(S)

Evidence & Solutions

Stories & Case Studies

LEVER

Clinical Transformation

Community Transformation

Innovation & Learning

AUDIENCE(S)

Providers

Philanthropy

Public/Advocates

TOOL DESCRIPTION

By 2022, Well Being Trust will have funded a $30 million portfolio of initiatives in California focused on clinical and community transformation to address mental and substance use. Well Being Trust has engaged an external evaluator to help assess the impact of four of the largest investments. Programs include: launching a crisis stabilization unit; developing a community coalition to address adverse childhood events (ACEs) in schools, health systems, and community organizations; standing up an Accountable Community for Health (ACH) and a medical detox facility; and scaling up team-based care and integration efforts across multiple practices in a region.

INTENDED USE BY AUDIENCE(S)

The forthcoming program evaluation will report on the impact of four programs in the California Portfolio and include lessons learned that audiences can use to scale up models for clinical and community transformation.

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Well Being Trust is an impact philanthropy dedicated to advancing the mental, social, and spiritual health of the nation. Created to include participation from people and organizations across sectors and perspectives, Well Being Trust is committed to innovating and addressing the most critical mental health challenges facing America, and to transforming individual and community well-being.

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