



Fourth Quarter 2020

Well Being Trust Impact Update

Monthly Highlight: A Unified Vision

In early 2020, as COVID began to spread across the United States, the leaders of the nation's 14 leading mental health, addiction and well-being advocacy groups and professional organizations began meeting weekly to generate proposals for how to powerfully address the new wave of need. With our combined expertise working on the fault lines of substance abuse, suicide and severe mental illness towards well-being and resilience, this month we came together to release a Unified Vision for Transforming Mental Health and Substance Abuse Care, that offers actionable pathways for success. And, for the first time, there is strong agreement among stakeholders about what must be done.

The report was released with an [op ed in the Star-Ledger](#); coordinated social media outreach from all 14 organizations; and a press release. Well Being Trust developed a [custom landing page](#) with specialized design to host the report as a destination for the outreach, featuring the key report recommendations as well as the names and organizations of the CEOs and leaders who came together with Tyler under this effort. The report features seven critical elements of action to improve outcomes and work toward the ideal state where all people thrive: early identification and prevention; integration; workforce; emergency crisis and response; parity; equity and standards.

Clinical Transformation

- Well Being Trust developed a new [hub page for Health Care Systems and Leaders](#) to house relevant resources and critical context for those on the front lines in treating mental health and addiction. The new hub outlines the role of health care in improving mental well-being in Clinical Care, Coverage and Community contexts.
- Well Being Trust partnered with IHI to release a report on the *Health System's Role as a Catalyst to Improve Well-Being and Saving 100,000 Lives from Deaths of Despair* as a call to action and resource for health system leaders to become integral in contributing to an environment that promotes flourishing. Though the report was released earlier, in November WBT released an update to the report and a piece crystallizing and promoting the key recommendations of the report to health system leaders.
- Well Being Trust also worked with IHI to release a *Guide to Promoting Health Care Workforce Well-Being During and After the COVID-19 Pandemic* as part of the IHI Virtual Learning Hour Special Series on Caring for Caregivers. The COVID-19 pandemic is exacerbating existing issues with health care professional burnout and joy in work, escalating the stressors on the health care workforce to unprecedented levels. The guide details actions that individuals, leaders, and organizations can take to support the healthcare workforce during the COVID-19 pandemic and beyond, and aims to support health care leaders at all levels with actionable tools for combating burnout, fatigue, and emotional distress during and after the pandemic.



Policy and Advocacy

- Well Being Trust, together with ViacomCBS and the Benenson Strategy Group, conducted an online survey of Americans ages 13+ from June 24-30 to understand [attitudes towards mental health care](#). Released just before election day, the poll found that voters across party lines want their representatives in Congress to come together to make mental health care more available and affordable for all Americans as a key part of addressing this pandemic. A whopping 79% of all registered voters say the situation with coronavirus has affected their mental health, including 39% who say it has affected it “a lot.” The poll was released just before election day with a webinar, media outreach and social media promotion.



- Well Being Trust released [“Moving Toward Behavioral Health Integration for Low-Income People in California”](#) to highlight that integrating physical and mental health care will be critical to low income people navigating a fragmented system of care. This paper discusses behavioral health issues and delivery systems in California, the California behavioral health integration proposals, and the questions policymakers will face in integrating mental health and substance use disorder services in Medi-Cal.
- On Dec. 10, Well Being Trust Chief Strategy Officer, Dr. Benjamin Miller led a forward-thinking Healing the Nation [webinar](#) around how behavioral health advocates can leverage new opportunities at the federal and state level for major action on health care policy reform in 2021 and beyond. The Levers for Action webinar featured Kana Enomoto, Senior Expert from McKinsey & Company; Jane Beyer, Senior Health Policy Advisor at the Washington State Office of the Insurance Commissioner; and David Lloyd, Senior Policy Advisor from The Kennedy Forum. The speakers highlighted the regulatory authority federal and state agencies have to produce and enforce policies with potential for large-scale reforms, as well as legislation aimed at advancing first class parity at the state level.
- Well Being Trust, Mental Health America, and California Children’s Trust released Coverage of Services to Promote Children’s Mental Health, a guide to help parents demand access to coverage for the mental health services their children need. Throughout the COVID-19 pandemic, youth between the ages of 11 to 17 have been more likely than any other age group to report moderate to severe symptoms of anxiety and depression. The [report](#) shares exactly what mental health protections parents and their children are entitled to under existing law. In addition to providing parents with the insights needed to, if necessary, take legal action.

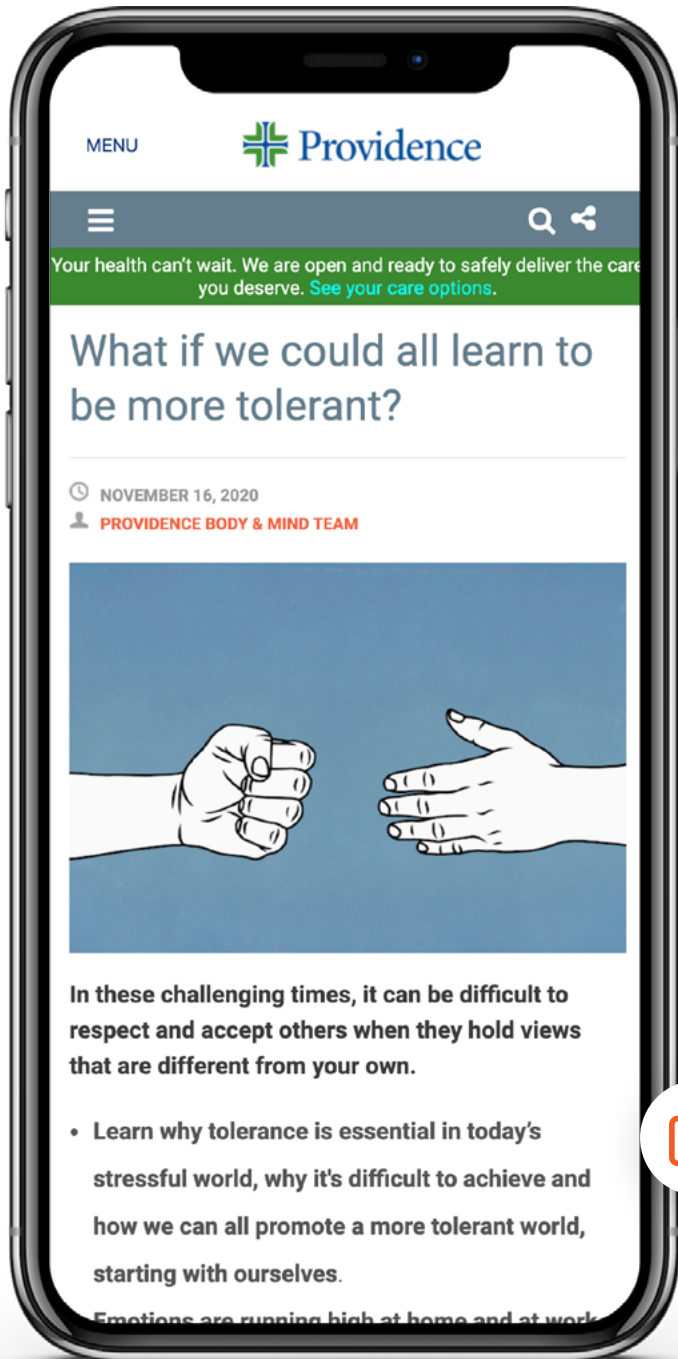
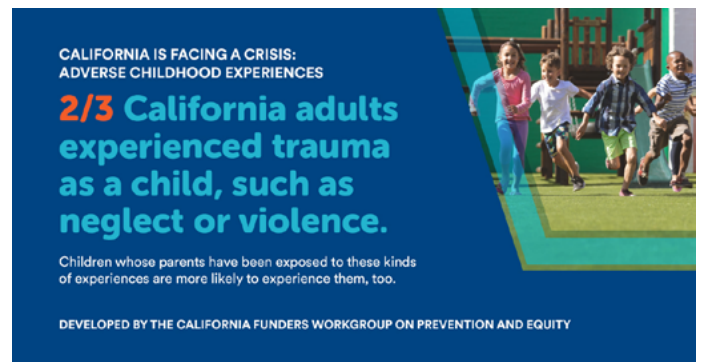
Community Transformation

- Well Being Trust supported Providence's engagement in the International Day for Tolerance by amplifying and sharing [Providence's blog](#) on the impact of tolerance and acceptance in our individual and collective well-being and health.

- Beyond Screening: Achieving California's Bold Goal of Reducing Exposure to Childhood Trauma

In collaboration with the California Funders Workgroup on Prevention and Equity, Well Being Trust released the *Beyond Screening: Achieving California's Bold Goal of Reducing Exposure to Childhood Trauma* [report](#), to lay out priorities for reducing the state's burden of ACEs by 50% in a generation.

Well Being Trust developed a blog post to tease out key recommendations — including strengthening economic supports to families; promoting social norms that protect against violence and adversity; increasing access to housing and health-promoting community development; and ensuring a strong start for children and youth in educational settings. The report also included striking statistics on the current state of ACEs in California, and Well Being Trust developed a series of graphics to help draw attention to this compelling and disturbing data, to help draw audiences into the solutions featured in the report.



Media Highlights

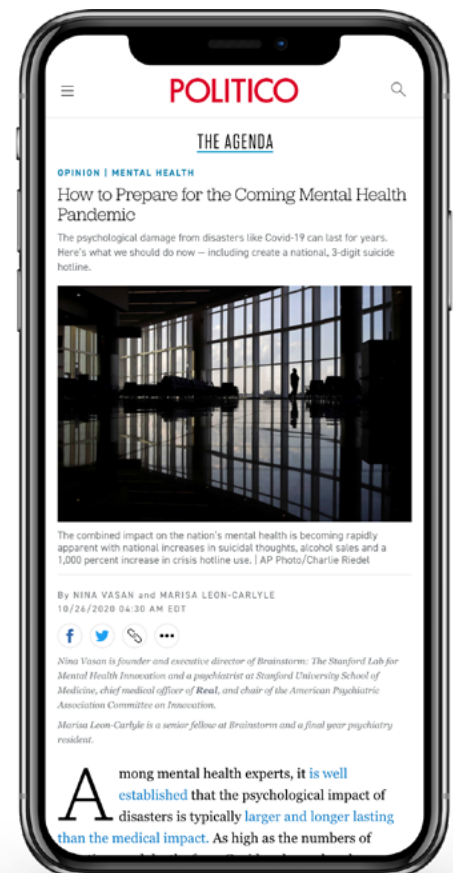
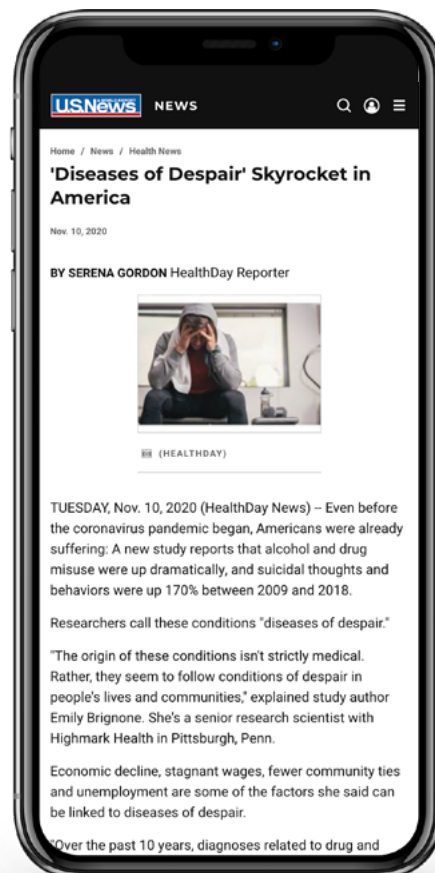
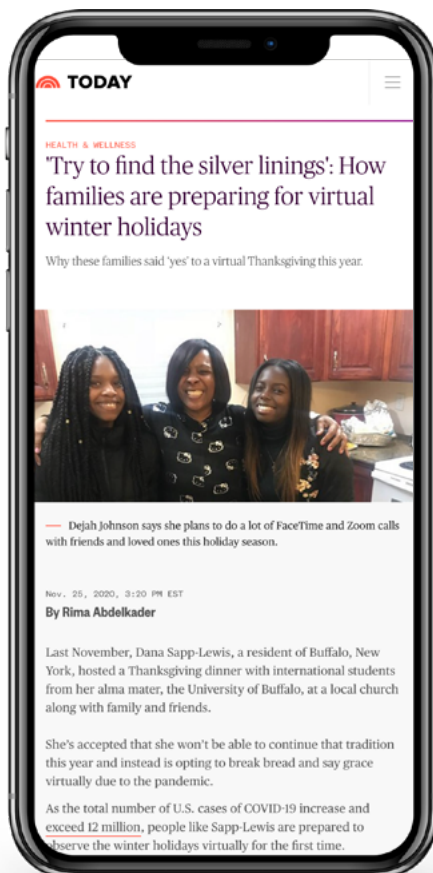
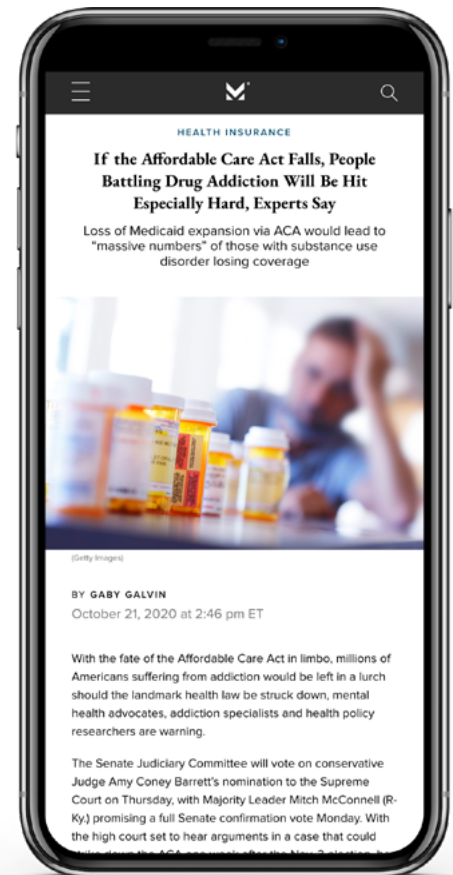
See full Q4 media coverage [here](#).

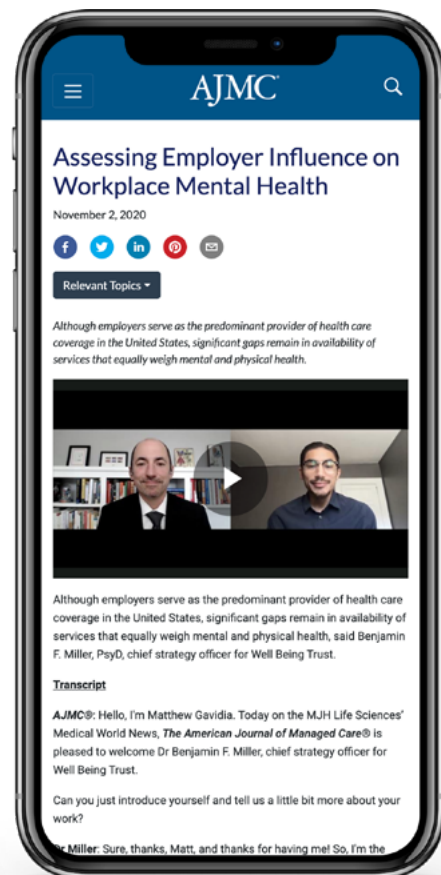
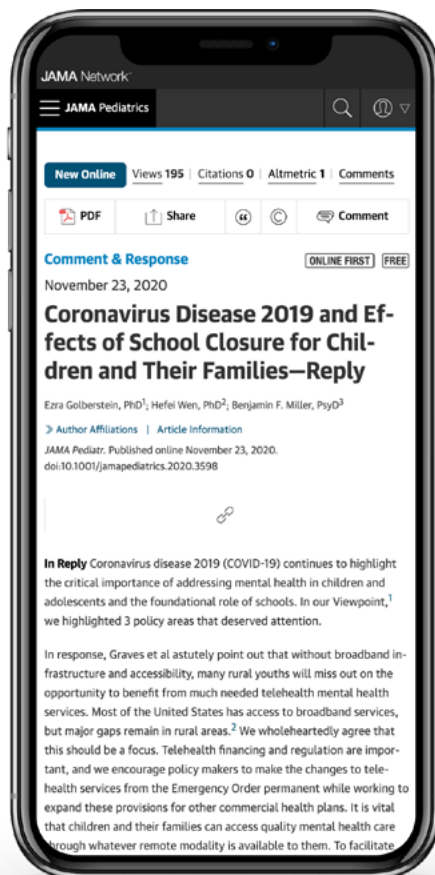
386,667,931

Total Unique Monthly Visitors
(National Coverage)

45,530

Broadcast Reach
(COVID-mental health interview with Dr. Benjamin Miller; deaths of despair mentions)





Social Media Highlights November 1 - December 18

Overall



~148,400

Total Impressions



166

Likes



178

Mentions



810

Link Clicks



2,003

Profile Visits

Top Tweet:



Well Being Trust

@WellBeingTrust • Dec 16

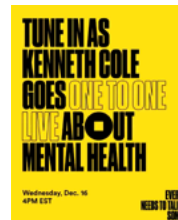
Watch as [@kennethcolereal](#) goes LIVE with his "1". Joined by [@afspnational](#) Chief Medical Officer, Dr. Christine Moutier.



Kenneth Cole

[@kennethcolereal](#)

Join me and the [@mentalhealthcln](#) today at 4pm on IG live <https://instagram.com/mentalhealthcoalition?igshid=1x8izdiu2qa4p>



2,829

Impressions



16

Engagements

Top Media Tweet:



Well Being Trust

@WellBeingTrust • Nov 5

What is [#socialmediaaddiction](#)? Watch here for the signs and some strategies you can use to help. The digital world has changed our lives forever. Learn more about [#digitalwellness](#) and explore free [#mentalhealth](#) resources here: <http://Wellbeingtrust.net/6013HB3hT>

Social Media Addiction - WBT

[#Work2bewell](#)



1,493

Impressions



48

Engagement

Top Mention:



Social Health Labs

@SocialHealthLab • Dec 15

We're excited to share our first public initiative: a monthly microgrant program to support community builders across the country!

Learn more and apply: socialhealthlabs.com/microgrants

Thank you [@WellBeingTrust](#) for funding this initiative.



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Engagements