

Well Being Trust and Providence: Partnering to Transform Mental Health and Save Lives from Deaths of Despair

**Celebrating 5 years of advancing mental, social, and spiritual health
for caregivers, patients, communities, and the nation**

PROOF POINTS, CASE STORIES AND SOLUTIONS



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

Since our 2016 endowment by Providence and January 2017 launch—envisioned and chaired from the start by Providence CEO Dr. Rod Hochman—Well Being Trust has been partnering and investing to catalyze clinical, community, and policy actions that can save lives from deaths by drugs, alcohol and suicide; and increase equitable well-being across the nation.

Different and Complementary

With a \$6M annual budget and a full-time caregiver team of seven, Well Being Trust is a small impact philanthropy with a national scope. Our primary goal is to save 100,000 lives from deaths of despair in a decade and increase equitable well-being.

Well Being Trust was carefully designed to play a very different, yet complementary role to its founder Providence, a large integrated health system with related internal health care initiatives, employing 120,000 caregivers serving in 52 hospitals and hundreds of care settings across Alaska, California, Montana, New Mexico, Oregon, Texas and Washington.

Well Being Trust recognizes that the work of transforming mental health outcomes in the nation cannot be fulfilled by any one organization. As such, it is employing a “social movement and distributed leadership” approach for impact informed by the wisdom of people with lived experience, and implemented by individuals, organizations and communities around the nation. With more than 200 partners and grantees, Well Being Trust is bringing an ecosystem approach to prevention, treatment, and recovery, while leading a growing movement designed to benefit all in America. Onward, together!

In spirited partnership,

Tyler Norris, MDiv
CEO, Well Being Trust



Our Goal
Saving 100,000
lives from deaths
of despair and
measurably
improving the
well-being for
everyone in America.



Examples of Providence and Well Being Trust alignment and shared work are reflected in:

- **\$30M in California-focused investments**, made in collaboration with Providence regional and system leaders from 2017–2020, supporting more than 50 place-based “tests of change.” This includes “proof points” now being spread and scaled, such as:
 - [Work2BeWell](#): a youth leadership and digital wellness, empowerment and action platform led by and for youth, setting the pace for peer support and engaged activism.
 - [Be Well OC](#) a comprehensive place-based “community ecosystem initiative” modeling what excellence in community investing for population-level outcomes looks like.
 - [#BeWell](#), [#BeHeard](#), [#BeThere](#), an integrated communications, engagement, and stigma-reduction initiative that mobilized millions of people.
- **Co-founding and co-funding the Providence Mental Health and Substance Use Disorder Clinical Performance Group** and the care pathways, playbooks and solution sets it is producing. This has become central to the formation of the Behavioral Health Leadership Council, now accountable to drive health system and community outcomes.
- **Caring for Caregivers, tele-spiritual health; and support for Providence Chaplains** and leaders via the **No One Cares Alone** initiative. This has become all the more important to help caregivers get the help they need, address compassion fatigue and else, deepened by the Covid pandemic and related layered crises.



WORK2BEWELL



Be Well
ORANGE COUNTY



Framework for Excellence

With the guidance of Well Being Trust’s [Board of Directors](#) and [National Advisory Council](#), everything we do is rooted in the evidence base, as reflected in the Framework for Excellence in Mental Health and Well-Being—a consensus platform for implementing comprehensive change in **integrated care delivery**; **affordable coverage with parity**; and addressing the upstream **community conditions** that shape health and well-being outcomes. View a draft of the [2021 “refresh” of the Framework for Excellence in Mental Health and Well-Being graphic](#).

Movement Building

All Well Being Trust + Providence partnerships and co-investments in ministry and system initiatives are rooted in Providence system priorities, and seek to leverage system resources. When considering engagement and investment in Providence, Well Being Trust applies three design principles that support Providence co-design and leadership for uptake, spread and scale:



Accelerating innovation for scale and spread by Providence

(e.g. How will the investment create results and deliverables that Providence will then adapt and implement across the system? How can this in turn be spread nationwide?)



Increasing learning and capacity to inform Providence investments and impacts

(e.g. How will the investment apply, and contribute to, learning for a population-level impact on the ground?)



Serving as a conduit for Providence to national resources and relationships

(e.g. How will the investment access and leverage best of class partners and assets?)

JOIN US



“Providence created Well Being Trust to advance the mental, social and spiritual health of the nation, and to save lives from deaths of despair. We partner with Well Being Trust to design integrated care pathways, advance policy for increased access to mental health care, and to create and sustain the upstream community conditions for human flourishing.”

Rod Hochman, M.D. President and CEO, Providence. 2021 Chair, American Hospital Association, Chair, Governing Board, Well Being Trust

Proof Points, Case Stories and Solution Sets



What follows, are expressions of what is possible through the Well Being Trust + Providence shared agenda. Even better health and well-being for individuals and communities will come from [collaborative, cross-sector, “dose-sufficient” initiatives](#) that spark sustained leadership inside care settings, schools, faith organizations, housing and social services and beyond. For lasting change to manifest, the community must always be at the heart of leadership.



The Providence + Well Being Trust partnership is actively harnessing the collective powers of our 170-year ministry, and a pace-setting impact philanthropy to deliver on our shared goals of saving **100,000 lives from “deaths of despair” by 2030 and creating equitable well-being for all.**



We look forward to your reflections on these stories, and your ideas and leadership toward Providence adapting and apply learning from these powerful proof points, case stories and solution sets.



Increasing Access to Whole Person Care

Primary Care Integration Program



THE CHALLENGE

Most primary care clinics across the nation do not have adequate mental health resources available for patients, which prevents them from delivering a whole-person approach to integrated care.



A SOLUTION

To improve access to behavioral health care, Providence developed the Primary Care Integration Program in 2017.

The program embedded a licensed therapist and a psychiatric consultant into six primary care clinics in the Orange County and High Desert regions of California to screen, treat, and manage mental health conditions such as depression, anxiety, life transitions/adjustments, and other mild to moderate mental health illnesses.



OUTCOMES

This integrated approach to care helped patients who participated in the Primary Care Integration Program throughout Orange County and High Desert regions of California in several ways including:

- Simplified the process for **connecting patients to behavioral health services**.
- Increased positive clinical outcomes, exemplified by a **50% decrease in patients' PHQ-9 score** (patient health questionnaire that accesses degree of depression severity).
- Improved provider and patient satisfaction, **resulting in an average score of 94%** in an annual patient and provider satisfaction survey.

This whole-person and team-based care also helped decrease patients' total cost of care. Between cost savings and insurance reimbursements generated by therapists' services, the program was able to cover operating costs. Today, the program continues to operate in 13 clinics (including the six original clinics) and plans to expand to three more clinics in 2022.



“Overall, enrolled patients reported improvements in their depression and anxiety symptoms. Patients were appreciative of having access to this type of integrated program to learn skills and coping strategies to tackle life’s challenges and struggles.”

Julie Fortune, LMFT, Regional Director, Behavioral Health & Primary Care Integration, Providence

Be Well Orange County

Providing best-in-class mental health and substance use disorder treatment programs to all residents



THE CHALLENGE

Fragmentation within the current health and mental health care systems, combined with a lack of coordination with other vital community systems, such as public health, education, housing, and social services, is one of the greatest factors which limits our ability to get past merely “doing good things” and rather, be accountable for measurable impact at a population level.



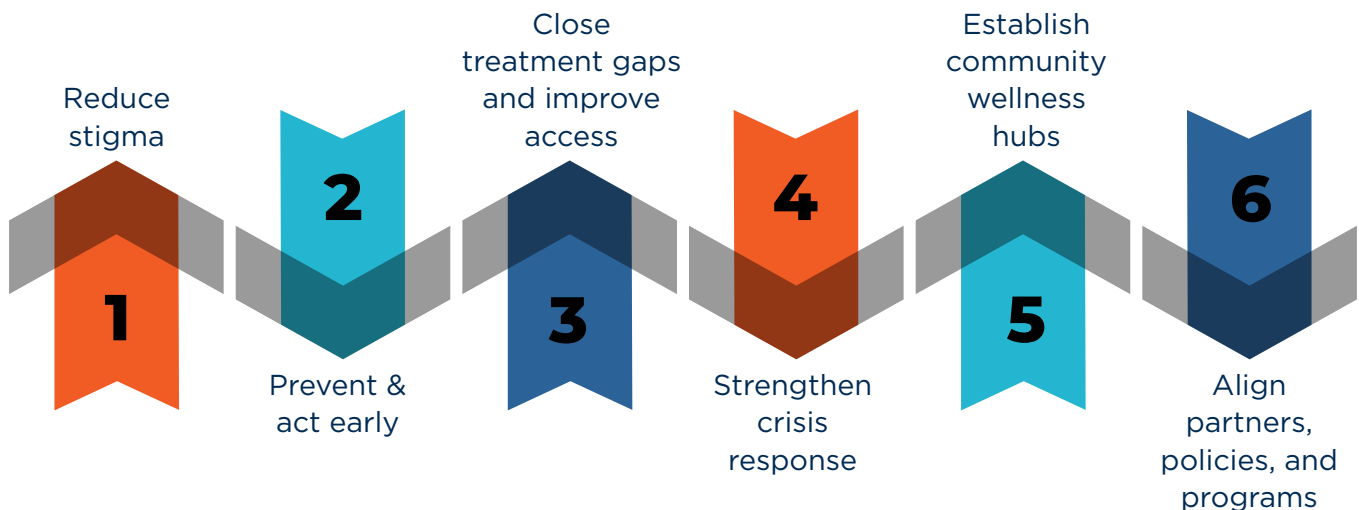
A SOLUTION

[Be Well Orange County](#) is a dynamic ecosystem of interconnected community stakeholders collaborating to improve access to health care, quality of care, and population health outcomes, and to deliver services more cost-effectively and with better value. This national model is now ripe for adaptation across the Providence footprint.

In 2018, Well Being Trust became a lead investor in this groundbreaking initiative. Additional investments came soon after from the Orange County Board of Supervisors, CalOptima, Hoag, Kaiser Permanente, Memorial Care and Providence.

The initiative is the first of its kind in California to leverage the cross-sector capabilities of public, private, academic, faith-based entities, and others to create a coordinated system of care for mental health and substance use disorder. Nearly 500 organizations play a role in the Be Well ecosystem.

The program has a six-prong approach:





“Be Well OC is about systems transformation, and this is a significant step forward. Hospital emergency rooms aren’t designed to effectively address mental health crises. So, we’re adding the equivalent of urgent care for mental health and substance use into a comprehensive care facility. Patients and families experiencing a mental health crisis deserve the best care, at the right place, and at the time they need it most.”

*Marshall Moncrief, CEO,
Be Well OC*

This quote was included in a press release (Jan. 13, 2021) announcing the opening of the Be Well OC First Mental Health Campus in Orange County.

Be Well Orange County

Providing best-in-class mental health and substance use disorder treatment programs to all residents (continued)

OUTCOMES

- **First campus opened in 2021; includes crisis stabilization center.** The first of three planned campuses opened in January 2021 and features mental health crisis stabilization services, the County’s first sobering center, and quality residential care for both mental health and substance use treatment. An integrated support center offers resources to clients and their families and rounds out the excellent care that is the hallmark of the Be Well Experience.



- **The 60,000 square-foot campus has 93 beds and can serve 100 people daily.**



Be Well Orange County

Providing best-in-class mental health and substance use disorder treatment programs to all residents (continued)

- **Integrated services:** Withdrawal management, adult residential treatment (transitional, co-occurring and substance use), and an integrated support center are some of the services and programs provided at the new campus.
- **Services for adults and youth:** The facility will primarily treat adults; it will also feature limited youth and adolescent crisis stabilization services, and strong partnerships with Children's Hospital of Orange County and other community-based organizations to assist with further treatment needs.
- **Free, on-site warmline provided by NAMI:** A free and confidential telephone service providing emotional support and resources to Orange County residents is provided by NAMI and located at the campus.

Success starts with accepting that the mental health sector alone cannot solve the challenges of this complex and pervasive issue. Be Well OC brings together a robust, community-based, cross-sector strategy—public-private, academic, faith, & others—to positively impact challenges that diminish mental health and well-being.

By harnessing a best practice model known as Collective Impact, a clearly defined leadership structure helps to advance education and mental illness prevention, stigma reduction, mental health promotion, early identification of problems, and comprehensive, coordinated treatment.

The new ecosystem requires a responsive, accountable, and transparent approach to leadership, including clearly identified and measurable results to ensure success of the Collective Impact approach.



“The integration of mental health and substance abuse services in a central, easily accessible location, like the Be Well OC Campus, is critical. Coordination in care and operational synergy among services improves the experience of both the patient and the provider. In addition, co-locating social support services with clinical care honors whole-person needs and a whole-systems approach, in order to meet the ultimate goal: improving the mental and emotional well-being of the Orange County community.”

Dr. Richard Afable, president and board chair, Mind OC

This quote was included in a press release (Oct. 16, 2019) announcing the groundbreaking of the Be Well OC Mental Health and Wellness Campus in Orange County.

Comprehensive Care for the Most Vulnerable

Providence-Tarzana Treatment Center Housing and Recovery Program



THE CHALLENGE

A fragmented health care system makes it difficult to provide whole-person care to patients with overlapping health concerns.



A SOLUTION

Providence Cedars-Sinai Tarzana Medical Center collaborated with Tarzana Treatment Centers, Inc. (TTC), which provides integrated primary and behavioral health care services in California, to launch a Housing and Recovery Program in 2018. The program has provided emergency, transitional, and permanent housing placement services, substance use disorder treatment and integrated health care to nearly 400 individuals who are homeless. Patients were identified through outreach in the emergency departments of Providence Cedars-Sinai Tarzana, Providence Saint Joseph, and Providence Holy Cross.



TARZANA MEDICAL CENTER



Nearly **400 individuals** accessed housing placement services and substance use disorder treatment.



“The grant and support from Well Being Trust has been instrumental in our ability to address significant areas of need and make a real impact in our communities to improve health and well-being. Since we launched the program in 2018, our teams have provided critical support services to individuals in our communities who are homeless and many of whom struggle with mental health and/or substance use disorders.”

Jeanne Sulka, Director, Strategy and Business Development

Comprehensive Care for the Most Vulnerable

Providence-Tarzana Treatment Center Housing and Recovery Program (continued)

By streamlining emergency department visits and directly linking patients who are homeless and at-risk to comprehensive substance use and mental health services and resources, the program was able to:



Improve access to health care and quality of care experience.



Decrease addiction through evidence-based interventions.



Connect patients to emergency housing and case management services.



OUTCOMES

Approximately **70 percent of patients** participating in the Providence-Tarzana Treatment Center for Housing and Recovery Program who were linked to behavioral health services received emergency, bridge, or transitional housing services.

The project's positive outcomes led to a snowball effect in investments to continue this model of care. Some examples include:

- The city of Los Angeles approved funding to continue the grant to TTC in partnership with Los Angeles Homeless Services Authority.
- Providence Community Benefit committed resources to provide housing and substance use disorder navigators in three hospital ministries' emergency departments.
- Providence and TTC also continued to partner to ensure at-risk emergency room patients are referred to TTC.
- TTC was awarded another grant to place navigators in two Project Roomkey sites in San Fernando Valley until early 2021.
- Providence Tarzana has also been in conversations with city and state officials who have shared the potential for future grant opportunities.



Transforming Care + Connecting with Community for those in crisis

Improving Behavioral Health Care in the Emergency Department and Upstream



THE CHALLENGE

Patients with mental health conditions or substance use disorders often visit emergency departments (ED) for care, but many ED teams lack the capacity to adequately support them or make referrals to community supports.



A SOLUTION

To provide actionable guidance for hospital emergency departments and their community partners, the Institute for Healthcare Improvement (IHI) and Well Being Trust convened eight U.S. health systems (including Providence) across the nation in an 18-month learning community to create a compassionate, seamless, and effective system of care that is respectful of and works with patients with mental health conditions and substance use disorders who visit the ED.



OUTCOMES

Their learnings are summarized in [Improving Behavioral Health Care in Emergency Department and Upstream](#), a white paper published in 2020 which describes in detail the actions of the Learning Community teams, what was learned, and the promising results achieved. The key to progress was the fundamental shift in the approach to how patients are treated and cared for, from “sedate and wait” (for an admission or transfer) to “triage, assess, and initiate treatment” within the ED. Participating teams worked on promoting this change in several ways, including process and system changes in four key areas:

- **Process—Standardize ED Processes**, including the use of evidence-based approaches to intake, triage and temporary symptom management and building the mental health capacity on the ED team.
- **Provider Culture—Create a Trauma-Informed Culture**, including providing a therapeutic healing environment, educating and training care teams about stigma, trauma-informed care principles, and best practices in caring for individuals with mental health and substance use disorder issues.



Transforming Care + Connecting with Community for those in crisis

Improving Behavioral Health Care in the Emergency Department and Upstream (continued)

- **People—Engage and Activate Patients and Families**, including providing peer support; and developing methods to obtain and utilize patient and family feedback about the care process.
- **Partnerships—Strengthen Relationships with Community Partners**, including building partnerships, enhancing communication and coordination, transforming the discharge process, and streamlining the referral process.

The Learning Community was designed to be the beginning of a larger effort, to show that progress can be made and to identify steps that hospitals and their community partners can take to address this issue in their own settings.

To have national impact, hundreds of hospitals and communities need to work together to engage patients and families, address the inequities in our current systems of care, and begin to take some of the steps outlined in [the guide](#) to make a difference in the lives of patients, families, and staff members.



“Some promising early results of the work for individual teams include reduced ED re-visits within seven days; reduced ED length of stay; and a reduction in the number of patient-to-staff assaults and use of restraints. In addition, team stories that demonstrate the impact of their work on patients, families, and staff provide an important added dimension to the real results achieved. While it is process and system changes that are needed to organize people and resources, it is the creation of a culture of caring that will drive continued change and improvement. This is perhaps the most important insight from the Learning Community.”

Arpan Waghray, M.D., Chief Medical Officer, Well Being Trust; Chief Medical Officer, Providence Behavioral Medicine; Executive Medical Director for Behavioral Medicine at Swedish Health Services

Uplifting Chaplains' Spiritual Health and Well-Being



THE CHALLENGE

Many of our chaplain caregivers are experiencing feelings of burnout and stress. In addition to their roles of providing spiritual guidance and pastoral support to patients and their families, Providence chaplains have also worked closely with and supported the community since the start of the COVID-19 pandemic in March 2020.



A SOLUTION

The Chaplain Caregivers project is a Providence Spiritual Health Council initiative, co-funded by Well Being Trust, to address stress and burnout, assist with personal renewal, and build resiliency among the 400 spiritual health professionals who are providing support to patients, patient families, and caregivers in seven states.



“In grant requests from across the region, we heard again and again how much our chaplains were experiencing stress, weariness, burnout and moral distress resulting from providing ministry during a pandemic on top of the regular day-to-day challenges of caring for people who are suffering. Leaders identified the need for time to refresh and recharge, to deepen connections with each other and strengthen cohesion, and to have space for healing and renewal. As our chaplains have sat with the dying, explained to patients and family members why they couldn’t be together during the pandemic, navigated constantly changing guidelines and expectations, and cared for distressed and overwhelmed hospital caregivers, that work has taken a toll. I’m delighted that as a result of this grant, teams will have opportunities to share meals, to enjoy nature, to be creative together, and to reconnect outside of their day-to-day work, with activities ranging from whale-watching to glass-blowing to glacier tours to wild animal parks and more.”

Susan Halvor M.Div., BCC, Manager of Spiritual Care, Providence Alaska Medical Center and lead in the resiliency grant process

Uplifting Chaplains' Spiritual Health and Well-Being

(continued)



OUTCOMES

This project is still in progress. We anticipate at least 40 percent of the 400 chaplains will participate in the Chaplain Caregivers program in 2021, which will have the added benefit of building a system of community and goodwill across Providence ministries.

This initiative also aims to create a library of resiliency programs for chaplains, and track chaplain Caregiver Experience Survey scores related to burnout to determine if programs need to be modified or expanded to improve efficacy.



Coming Fall 2021: Specialized Spiritual Health Training for Providence Chaplains

In partnership with the University of San Diego, Providence will launch a Continuing Education Certificate Program in Behavioral Health Practice for Chaplains. The program is designed to enhance and develop the skills of chaplains in providing quality spiritual health and well-being in behavioral health throughout all Providence ministries. The training program will cover tuition for 10 Providence chaplains to participate in the pilot program which is expected to start in late 2021. Well Being Trust is providing support to help cover tuition and program costs.



“Providence Spiritual Health will be enhancing its commitment to whole-person care in behavioral health throughout the entire seven-state network through the generosity of Well Being Trust and the expertise of the University of San Diego who will be delivering the curriculum. We are committed at Providence to live our Mission and values as expressions of God’s healing love as we build health for a better world. This grant is an exciting growth opportunity for all spiritual health providers and elevate the quality and professionalism of spiritual health and care being provided in behavioral health.”

*Fr. Timothy Bushy, MDIV, BCC,—Providence Regional Spiritual Health Officer,
Southern California*

Work2BeWell is prioritizing mental well-being for middle and high-school aged youth



THE CHALLENGE

Rising rates of youth mental health and addiction challenges in the U.S.



A SOLUTION

Powered by Providence, [Work2BeWell](#) is a youth-driven movement which is spurring conversations and action for mental health and well-being. In 2018-19, Well Being Trust provided seed funding to #ICANHELP to develop the first four curriculum packages.



WORK2BEWELL

The digital wellness program is focused on positively impacting the emotional well-being of teens and promoting mental health.

Work2BeWell is a direct response to community requests for resources after a rise in teen suicides in the Pacific Northwest. Answering the call, Sara Nilles, Executive Director of the Oregon Association of Student Councils, joined forces with Dr. Robin Henderson, Chief Executive, Behavioral Health, Providence; Chief Clinical Officer, Work2BeWell, and other Providence behavioral health specialists to ask teens a pivotal question: **how do you want to transform mental health?** Their answers became the vision for Work2BeWell.



OUTCOMES

- **More than 3 million lives impacted** through live events, curriculum access and Talk2BeWell podcasts.
- Advocacy efforts including the successful “Mental Health Days” legislation in Oregon that is being replicated in other states.
- Through the use of social media education, virtual events and social support, an additional **200 million impressions and 250K engagements** were secured with key youth audiences.
- As part of Mental Health Awareness Month 2021, Work2BeWell hosted its third annual Mental Health Summit.
 - The event was organized by Work2BeWell’s National Student Advisory Council and included participants from around the country including national youth motivational speaker, Houston Kraft.

Work2BeWell is prioritizing mental well-being for middle and high-school aged youth

(continued)



- Dr. Robin Henderson opened the summit reminding attendees how the program continued to provide resources, education and advocacy throughout the pandemic.
- Students from the National Student Advisory Council led breakout rooms discussing topics such as how to create change, how to talk to a parent/guardian, how to bring Work2BeWell to schools and in other community settings, and strategies for handling a panic attack and other mental health issues in schools.
- [Work2BeWell resources are now available nationwide](#)—The Work2BeWell resource hub ensures that parents, teens, and educators have access to free, clinically-vetted curriculum materials.
- Work2BeWell is committed to anti-racist work, bringing a diversity, equity, inclusion lens to programming, expanding resources for BIPOC teens, and providing language-specific resources.

As students transition back to in-person learning, Work2BeWell remains committed to supporting students' holistic mental health, and providing tools for educators, parents and others who work with youth in our communities.



“It’s been inspirational to see the Work2BeWell National Student Advisory Council share about the impact of COVID-19, racial trauma in our communities, increased depression, anxiety, and even suicidal ideation—and share their strategies for coping. They lead with a message of hope and healing.”

*Robin Henderson, PsyD, Chief Executive, Behavioral Health, Providence;
Chief Clinical Officer, Work2BeWell*

Well Being Trust's Community Toolbox Provides Solution Sets for Community Change

Equipping health care systems and community leaders with actionable solutions and resources for improving mental health and well-being



THE CHALLENGE

A lack of clear solution sets and adaptable playbooks for spreading “dose sufficient” action that can drive measurable population level outcomes.

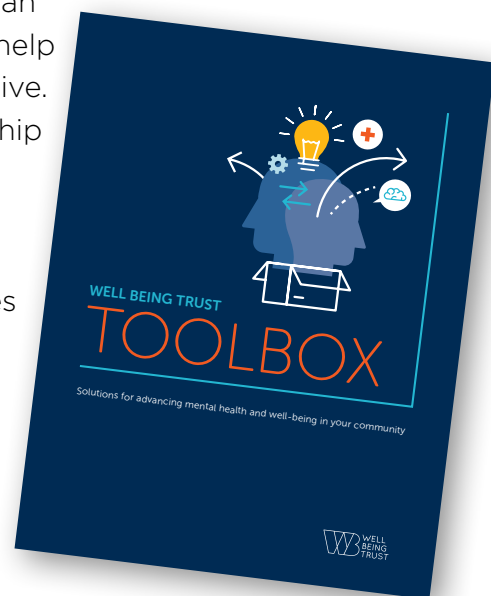


A SOLUTION

All sectors of the community, working with health systems, can take their own actions as well as collaborate systemically to help improve mental health and equitable well-being where they live. The [Well Being Trust Toolbox](#), developed in 2020 in partnership with Oregon Health and Science University and Providence, equips community leaders, health care systems and decision makers with solutions, resources and examples of tests of change for improving mental health and well-being outcomes in their organizations and communities.

The [toolbox](#) is a living resource, continuously growing, and currently includes resources for the following issues:

- Integrating behavioral and physical health care with social needs.
- Addressing mental health and substance misuse in the emergency department.
- Empowering youth to address mental health and well-being.
- Preventing substance use disorder and improving treatment services.
- Preventing suicide in youth and adults.
- Enhancing the vital conditions for intergenerational well-being.



Well Being Trust's Community Toolbox Provides Solution Sets for Community Change

*Equipping health care systems and community leaders with actionable solutions and resources
for improving mental health and well-being (continued)*



APPLICATIONS FOR USE

Applications for this toolbox are numerous. There are many opportunities for Providence and other health care systems to implement these actionable solutions to drive systems-level change to improve mental health and well-being in communities.

Whether you are a health system leader looking to address behavioral health in the emergency department and upstream or an educator seeking to address youth suicide or substance misuse in schools through multisector partnerships, the evidence-informed resources included in the toolbox help to improve the mental health and well-being of people and places.

Well Being Trust's tools bring together work across five areas to drive change including:

1. **Clinical transformation.** Advance whole-person, whole-systems design for integrated health services and social supports across the clinical-community continuum of care.
2. **Community transformation.** Support 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.
3. **Learning and innovation.** Measure impact to foster learning, creativity and scale up promising practices.
4. **Policy and advocacy.** Support public policy and advocacy initiatives that increase affordable access to high-quality care and coverage for all, while addressing upstream conditions.
5. **Social engagement.** Normalize conversations on difficult subjects and providing diverse pathways for communities to voice and advocate for meaningful action.



For health care systems specifically, the toolbox provides evidence and tools that caregivers and leaders 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.

Changing the Conversation to Reduce Stigma and Catalyze Action

#BeWell #BeThere #BeHeard Social Media Campaign



THE CHALLENGE

Widespread stigma around mental health, mixed message communications and lack of clear pathways for engagement.



A SOLUTION

In early 2017, as part of the California initiative, Well Being Trust and Providence partnered with iHeartMedia, BuzzFeed, Complex and others to launch the #BeWell, #BeHeard, #BeThere campaign, with the goal of ending the stigma around mental health and activate youth to support each other's well-being. With the leadership of Mary Renouf MBA, Vice President of

Community Engagement, Providence, this powerful initiative spread across California and was soon after leveraged and adapted for use by Providence across its footprint.

The following year, the Los Angeles County Department of Mental Health approached Well Being Trust to leverage its California investments, branding and social media assets to develop an L.A.-focused awareness and action campaign focused on mental health and wellness. The goal: to leverage Well Being Trusts' expertise and assets in connecting across channels with youth and helping reduce the stigma associated with mental health across generations.

The social media campaign's aim was to educate and engage the public—from teens and tweens to their parents and families—on mental health. Specifically, it set out to do the following:

- Reframe and improve discussions about mental health and well-being.
- Eliminate the stigma around mental health and seeking treatment.
- Provide parents and families tools to start conversations and find common ground.



Changing the Conversation to Reduce Stigma and Catalyze Action

#BeWell #BeThere #BeHeard Social Media Campaign (continued)



OUTCOMES

Since the campaign launch in August 2017, it has resulted in more than **820 million impressions**, and directed **156,000 people in need to vital mental health services**. This work has received notable support from national personas, including Lady Gaga, Ryan Seacrest, Abby Wambach, Chuck Liddell, and Azealia Banks. Through on-air, digital and social promotions, as well as live event activation at high schools and community gatherings, this campaign successfully started important conversations around reducing stigma, and engaging youth as champions. The Providence crisis team performed over **8,000 intercepts** on over **120,000 actionable comments** on posts about mental health since inception.



“This grassroots movement is focused on reframing and improving discussions about mental health and well-being, eliminating the stigma of seeking help, and providing families with tools to start vital conversations. Additional resources are provided to schools to help them design and implement their own campaigns to increase awareness and education about emotional well-being and mental health and to use social media for good.”

*Mary Renouf, VP, Community Engagement, Providence;
Executive Advisor, Well Being Trust*



Learning

In just five years, there is much to see in the power of the braided Well Being Trust + Providence mission applied to the Providence ministry footprint. There is much to learn from the evaluations on what has worked, what has not, what has growing momentum, and what is ready for the next wave of leadership initiative and investment.

For more about Well Being Trust's nationwide mental health and well-being movement-building investments, initiatives and partnerships, see our [2020 Annual Report](#).

