



HELP@HAND INNOVATION PROJECT

Final Report

(Formerly known as Increasing Access to Mental Health Services and Supports Utilizing a Suite of Technology-Based Mental Health Solutions)

May 2024



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Introduction to Tri-City Mental Health

Tri-City Mental Health Authority (referred to as Tri-City or TCMHA throughout this document) was formed and established through a Joint Powers Authority Agreement (JPA) between the cities of Pomona, Claremont, and La Verne. This union established Tri-City as a “county” and mental health authority for these three cities. For more than 60 years, Tri-City has provided services that are clinically, culturally, and linguistically appropriate for community members. Tri-City’s commitment and belief in wellness and recovery for each of our clients has guided our service delivery and program development. By treating each individual based on their own identified cultural, language and health needs, Tri-City is able to demonstrate cultural humility while delivering services that are effective and sensitive to both the customs and cultures of our clients.

Project Overview

The Tech Suite Project, officially known as *Increasing Access to Mental Health Services and Supports Utilizing a Suite of Technology-Based Mental Health Solutions* was approved for Tri-City Mental Health as an Innovation project in 2018 with the primary purpose of increasing access to mental health care by providing a nontraditional system for individuals who may be reluctant to access services through a more formal clinical setting. Using computers, tablets and smartphones, community members can access a suite of technology-based mental health services focused on prevention, early intervention, and family and social support with the intent to decrease emergency care services, reduce psychiatric hospitalizations, and reduce the duration of untreated mental illness.

Project Dates: January 1, 2019 to December 31, 2023*

*Originally designed to be a three-year project, the project was extended to five years to allow adequate time to complete the implementation phase and learning goals for this project.

Project Funding Amount: \$1,674,700

Target Populations:

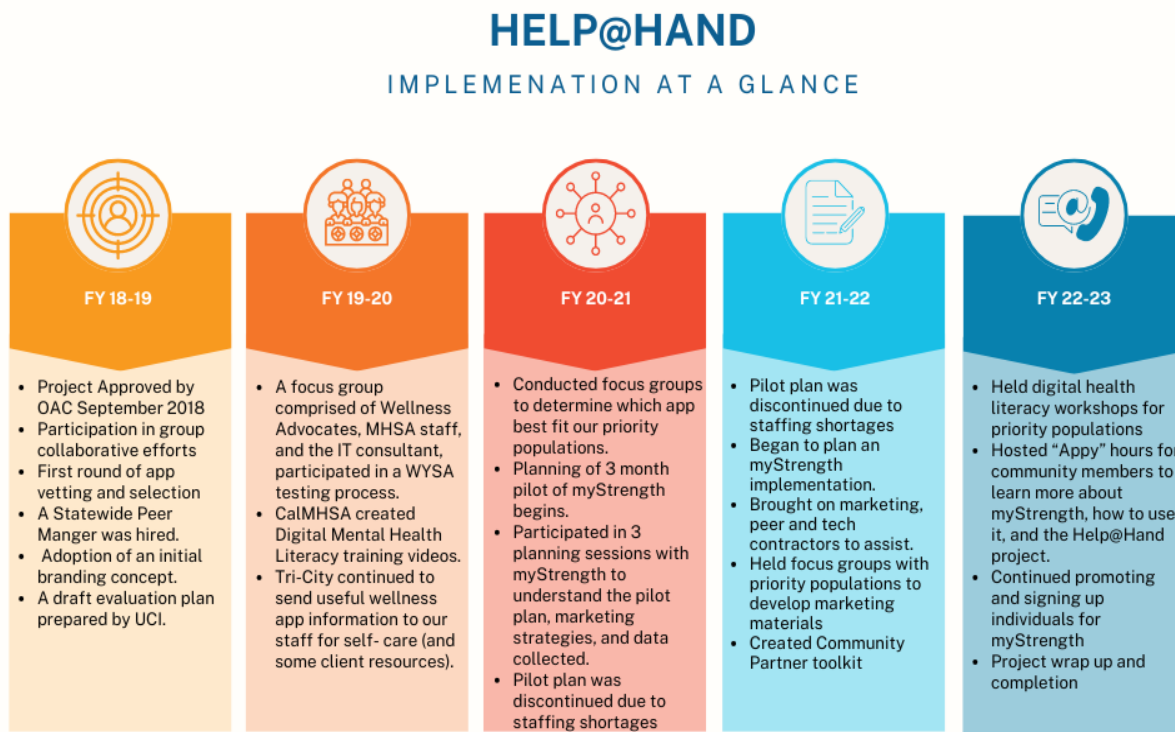
- Transition age youth and college students (up to age 25) who are seeking peer support or who are interested in offering their support as trained peer listeners.
- Older adults (ages 60+) who lack transportation or are unable to access traditional services.
- Non-English-speaking clients and community members who may be experiencing stigma and language barriers.

Learning Questions

Upon completion of this project, Tri-City expected to learn:

- Can the use of this technology enable our peers and volunteers to become trained listeners and use their lived experience to help people struggling with similar life situations?
- Does becoming a trained listener and participating in peer chats help our peers and volunteers in their path to wellness and self-development?
- Will the capacity to chat in their native language attract unserved/underserved community members to use this technology?
- Does participating in virtual chats or social engagement lead the consumer to use additional services from Tri-City such as visiting the Wellness Center, participating in groups, or enrolling in services?

Project Implementation



T R I - C I T Y M E N T A L H E A L T H

In 2018, Tri-City entered a Collaborative project with fourteen other Counties and Cities with the goal of leveraging interactive technology-based mental health solutions to improve accessibility for individuals who are seeking mental health support. Through this shared learning experience Tri-City benefited from the challenges and successes as shared by each of the project participants.

Selecting a digital application: Tri-City conducted focus groups to determine whether 7 Cups, myStrength, Headspace, or Mindstrong best met the needs of our older adult, TAY, and monolingual Spanish-speaking populations. Tri-City held two focus groups with Peers and consumers, and one focus group with clinical staff. After careful examination of the features and ease of use for each application, Tri-City selected myStrength to pilot with its target populations based on feedback from the focus groups. The myStrength application provides access to online tools to address stress, depression, sleep and more. Through access to hundreds of activities, articles, and videos, myStrength is designed to help strengthen the emotional health of the user wherever and whenever it’s needed.

Role of peers: A statewide Peer Manager was hired by the Collaborative to begin the process of engaging peer leads from the counties in a collective effort to standardize peer involvement in the Help@Hand project. Painted Brain, a peer-led organization, was engaged by Tri-City with the goal of onboarding participants, host Appy Hours, and support participants in completing evaluation activities.

Recruiting and onboarding of participants: Participants were recruited through clinical referrals and community outreach. Participants met with Tri-City's Innovation Coordinator to learn more about the project and were invited to participate in Appy Hours to receive digital literacy support prior to the pilot. The onboarding process was assisted through Painted Brain who provided the extra attention required for the older adult population.

Outreach and marketing efforts: Marketing for the project included the initial branding concept developed by RSE, the marketing firm engaged by the Collaborative to assist with developing marketing and outreach materials. In addition, Tri-City engaged the services of Uptown Studios, a full-service marketing company, to create additional promotional materials that were specific to Tri-City. These items included social media posting, bilingual flyers promoting myStrength, bilingual Device Distribution Need Survey, promotional items or "giveaways" with the Help@Hand logo, and a Community Partner Tool kit. Samples of these are included in the appendix section of this report.

Project Summary

Challenges & Solutions

When Tri-City entered this collaborative as part of the second cohort the Help@Hand project had already been in process for 12 months. The first cohort selected two initial applications, 7 Cups and MindStrong, that would be tested as part of this proposal. However, it soon became clear that these two options were not as "turnkey" as originally presented. For 7 Cups, several issues became known which required intensive modifications to the application. Although most of the cost for these modifications were allocated to Cohort 1, it became increasingly clear that taking a commercial application from the private sector and trying to adapt it to the privacy and risk protections required by a public mental health agency could make it cost prohibitive.

Mindstrong also experienced its own internal issues during the implementation phase, due to previous commitments made to other vendors and projects. As a result, this application was placed on hold by the vendor until January 2020 at which time it was determined that the MindStrong application was too clinically focused and was no longer considered a good match for a community setting where the project would take place.

Other challenges include a high turnover in staff during the initial implementation phase of this project. This included the loss of staff for CalMHSA, (California Mental Health Services Authority) who provide administrative services and oversight for the implementation of the project. For CalMHSA, the loss of the original project manager was the most debilitating to the progress of this project. In addition, several attempts to create a solid infrastructure for this project required contracting with additional vendors to fill various roles, including a professional project management company to take over the lead. Supplemental support staff were added including vendors with expertise in legal, financial, and mental health applications. Although critical to the success of this collaborative project, these additions and clarification of roles contributed to the delay in implementation.

At the county level, Tri-City experienced the loss of two Innovations Coordinator over the life of this project. However, the project continued under the supervision of the MHSA Project Manager and kept pace with the other counties in Cohort 2.

Challenges faced during FY 2021-2022 included staffing shortages which prohibited Tri-City from moving forward with the pilot of myStrength, the application ultimately selected by Tri-City for this project. Staff also experienced difficulties engaging stakeholders in Innovation workgroups and project development. Many stakeholders felt burnt out on virtual meetings and preferred in-person meetings which were not available due to COVID restrictions.

Finally, a significant challenge the team faced was with community knowledge and comfort with technology. Tablets were offered to community members to assist them with access to the application and help with ease of participation. However,

when it came time to provide tablets to community members to allow them to utilize the myStrength app, staff learned that older adults needed a lot more hands-on support to show them how to use the tablets. Older adults especially needed more guidance on the basics of the tablet such as setting up an email, downloading the myStrength application and creating a profile. Staff did not anticipate the extra time involved which impacted on the number of tablets distributed to the community.

COVID 19 Impact

In March 2020, the Help@Hand project faced a major crisis with the arrival of the COVID-19 global pandemic and California's subsequent stay-at-home order. Originally designed to be a unique way of offering supportive service using technology, these online applications became abundant and available free of charge to everyone. Most healthcare agencies began hosting various forms of support applications on their websites for free to their patients. Tri-City also provided online resources to supplement the clinical services provided by its staff. There were also apps that supported those in isolation by providing a virtual community of connectedness.

Another major impact of COVID-19 was stalling the workgroups envisioned for the pilot process. Revisions to this plan included moving into virtual meetings and creating innovative ways to continue the outreach to potential participants. One of these creative virtual outreach efforts included a community webinar hosted by Tri-City Wellness Advocates that focused on how to be safe online utilizing materials provided by Help@Hand. Over time the focus of this suite of applications switched from offering a new untested approach to supporting the "new normal" which became a part of the post pandemic.

In response, CalMHSA actively worked with counties/cities to create business continuity plans and began to examine the feasibility of rapidly deploying technologies to help communities during the COVID-19 pandemic. Tri-City began planning remote application exploration sessions with target groups. CalMHSA also created several guides and tutorials to address another common challenge, helping counties/cities virtually provide outreach, while looking into addressing contractual challenges with technology vendors.

Project Success

Although this project experienced multiple delays and setbacks over the years, Tri-City did witness several successes with engaging individuals, developing partnerships, and using technology tools. Once the pandemic restrictions were lifted Tri-City staff developed key partnerships within the community, especially with older adults through in-person visits at local senior centers. These face-to-face meetings allowed the Innovation Coordinator and Peer Support Specialist to provide person-to-person hands-on support that helped older adults overcome digital literacy challenges while supporting their interest in using myStrength. The project successfully onboarded over 100 individuals and those who signed up for myStrength used it frequently.

This onboarding took place through tabling events in the community, visits to community centers and senior centers, and emails with community-based partners. Technological tools, like Google Translate, helped navigate language barriers with monolingual Spanish speakers.

In addition, Tri-City found great success through our partnership with Uptown Studios, a marketing and outreach vendor, hired to assist Tri-City with the Help@Hand project and myStrength implementation. Uptown Studios worked with staff and community members who identified with the priority populations in focus groups with the goal of developing marketing campaigns that would drive traffic to Tri-City's website. Uptown Studios then took that feedback and helped create a Parter Toolkit that was distributed to staff and community partner organizations to help spread awareness about

the Help@Hand project. Uptown Studios also managed social media platforms specifically for the Tri-City Help@Hand project and used paid social media ads as well as Google ads to drive interest to the project.

Lessons Learned

When first designing this Innovation plan, staff worked with stakeholders to develop four learning questions that were to be addressed and answered through this project. However, these questions were developed with the 7 Cups (peer chat) and MindStrength (clinical) applications in mind which included the use of peers as trained “listeners” and utilizing a peer chat application. Through the process of elimination, it was determined these applications were not effective and created issues that could not be resolved. This led to selecting a different type of application, myStrength, being employed to finish the project. However, learning from this experience was always an important component and a driving force behind the activities and data collection used in this project.

1. Developing key partnerships as early as possible was important when engaging the community and soliciting feedback from diverse stakeholders. This was critical when identifying unanticipated barriers and then providing an appropriate response.
2. Launching and implementation of an Innovation project takes time, planning, and support. Reaching core audiences and ensuring community members were interested in using the technology required working with specific audiences and planning appropriate outreaches and engagement.
3. Accessibility: Considering differences in access and personal comfort with technology is critical. Tri- City learned through their implementation that individuals with less technology experience or access to technology (e.g., devices, Wi-Fi) are far less likely to benefit from these projects/applications. Furthermore, although the application was available in Spanish, access and comfort with technology might also be lower among non-English speakers.
4. Although Tri-City purchased sufficient myStrength licenses to provide to their core audiences, they experienced challenges in recruiting participants into the program. Uptown Studios created flyers intended to make the process simple by using QR codes, but unfortunately, the codes were incorrect. Once the QR codes were corrected the sign-up process posed a hindrance to participants because it was a multi-step process versus an easy streamlined process. Tri-City felt had the access code been correct from the beginning and the sign-up process was streamlined, more individuals would have downloaded and used the myStrength app.
5. Older adults and monolingual Spanish speakers may experience language and/or technology literacy barriers that slows down or fully impede the onboarding process and use of a product like myStrength. During a small launch, the Innovation Coordinator assisted participants with digital literacy efforts, onboarding, and technical assistance without the support of additional staff.

Evaluation

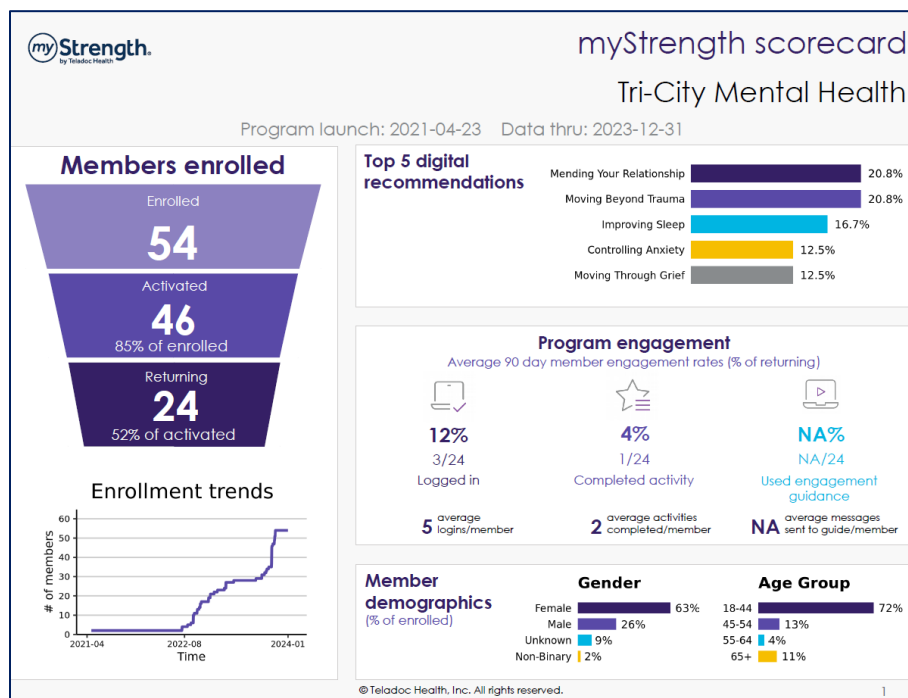
The University of California, Irvine (UCI)

The University of California, Irvine (UCI) evaluation team provided the evaluation component of the Help@Hand project. UCI worked in conjunction with the CalMHSA project management team and the Help@Hand Cities/Counties to provide a formative evaluation with findings and recommendations.

Several evaluation reports generated to meet this need, include:

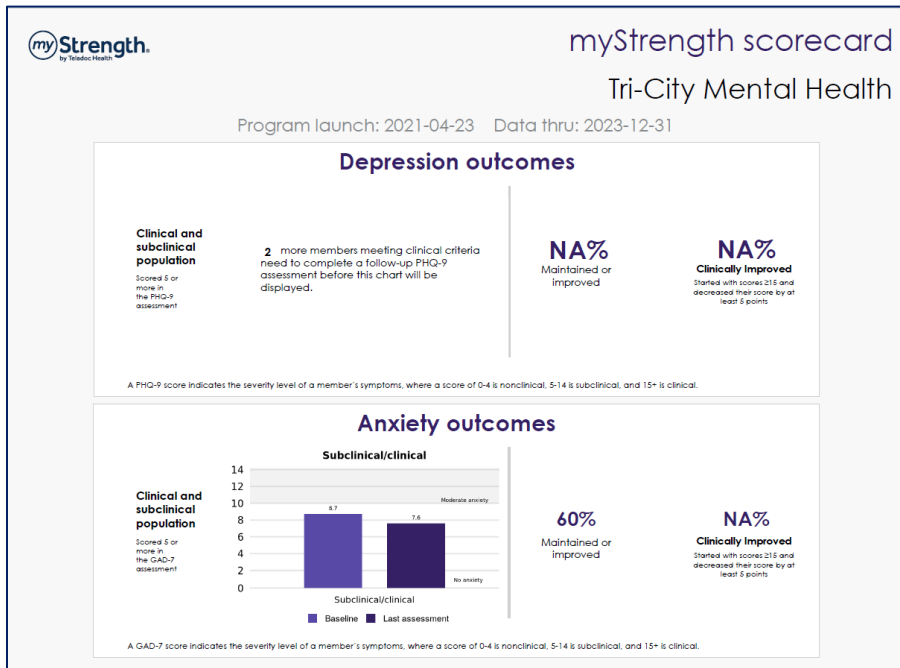
- Learning briefs – focused documentation of learnings around a specific topic
 - Quarterly reports – summary of evaluation activity throughout the quarter
 - Annual reports – summary of evaluation activity throughout the year
 - Pilot evaluation – summary of evaluation activity related to a city/county pilot, usually integrated into the pilot report
- Integration of Recommendation

myStrength Application



The myStrength application was launched in April of 2021 and concluded in December of 2023. During this period, 54 individuals enrolled in the myStrength application with 46 of these individuals becoming active through the onboarding process. Of these 46 active users, 24 returned to use the app after the onboarding project was completed.

The most frequent users were female between the ages of 18 to 44.



The outcomes indicated that participants experienced 60% maintenance or improvement in their Anxiety symptoms. Those who were experiencing moderate anxiety showed a slight decrease from 8.7 to 7.6. There were no results for the Depression outcomes.

Conclusion

The key evaluation findings and lessons learned outlined in this report are meant to provide guidance to Counties for future discussions and decisions regarding the sustainability of the myStrength app as a tool to support mental wellness and connect individuals to mental health resources in a non-stigmatizing and relevant manner. Although this project began as a new and untested approach to mental health support, the onset of COVID 19 changed this approach from innovative to ubiquitous.

In addition, identifying a commercial off-the-shelf application that can meet the ridged requirements of client safety and confidentiality also proved to be a daunting task. Although technology has vastly improved even within the timeframe of this project, Counties are still charged with performing an extensive due-diligence process when vetting any online platform.

As the COVID 19 restrictions decrease, Tri-City has seen an increase in the request for in-person services and activities. Increase in isolation was an unfortunate consequence of the pandemic, especially with older adults. Tri-City's efforts have pivoted to a hybrid model to allow for the personal connection of in-person sessions as well as the convenience of telehealth. In this way technology continues to be an important and supportive method of engagement for our clients. However, the use of these applications can still be seen as a way to complement or supplement traditional therapy.

Going forward, it is important for Tri-City to continue to consider ways to connect app users with in-person services, resources from the app and to ensure that the app's tools are accessible to those with varying needs. For transition age youth (TAY ages 16-25), who consider technology the primary way to connect, it will be important to identify ongoing best practices to support their mental health and wellness and mitigate barriers and/or stigmas. For Older Adults and monolingual Spanish speakers, more research is needed to focus on the various stigmas experienced within these populations

as well as their knowledge and access to technology in general. Other aspects to consider are whether using an app is an appropriate tool to engage older adults in wellness and if this form of connection to additional mental health support is efficient, when needed.

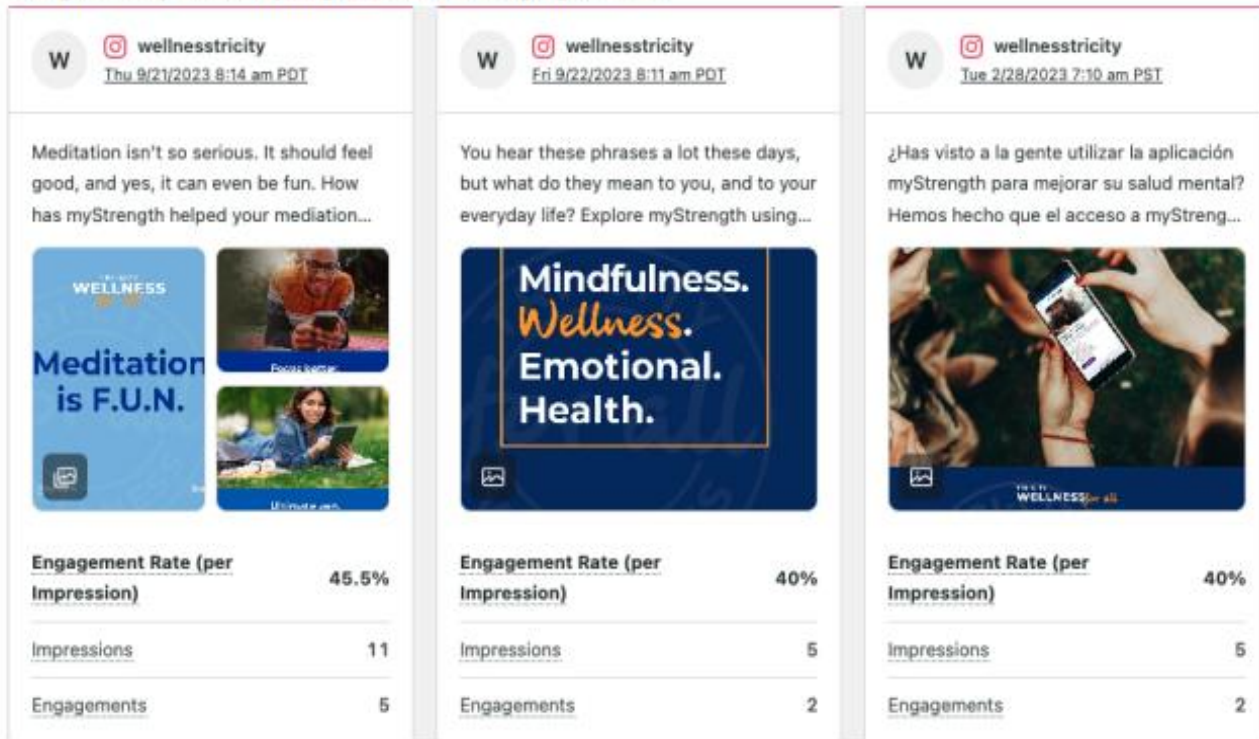
Finally, Tri-City did experience a secondary gain from this project of learning more about the value of digital supports including:

- Digital Mental Health Literacy (DMHL) training for community members.
- Appy Hour Workshops for older adults to receive support with basic 101 technology education.
- Understanding the role marketing plays in community engagement.
- The technological barriers our community faces and ways to educate and assist with technology.

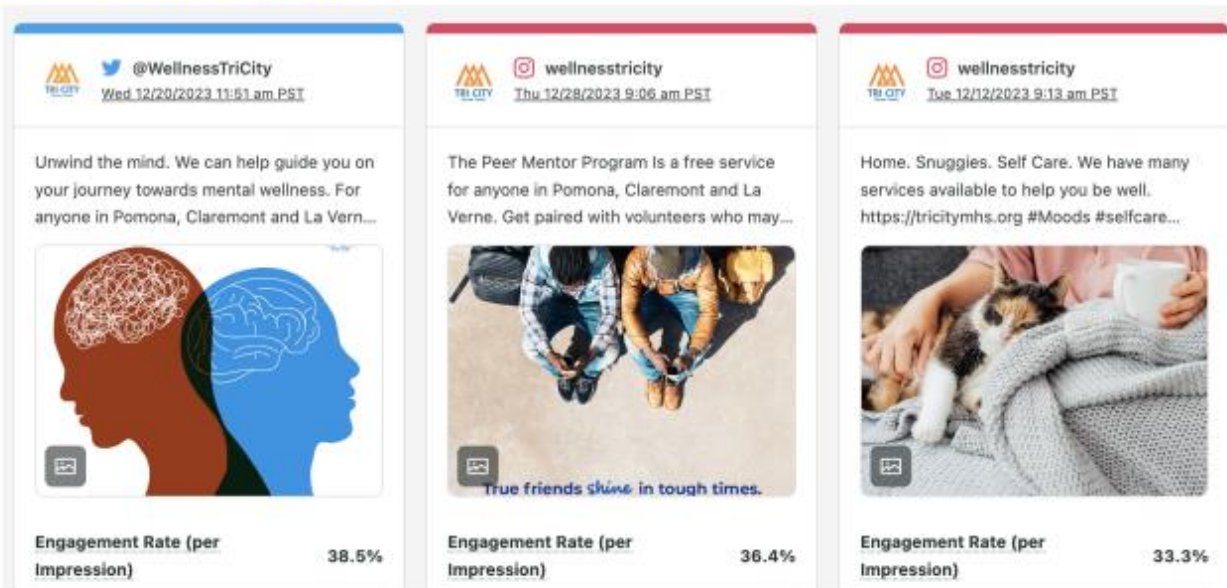
As this project sunsets, Tri-City for the reasons stated previously has chosen not to continue the use of myStrength specifically. A wide array of behavioral and wellbeing support platforms is now available, and access is just a download away.

Appendix

Image 3: Top 3 Campaign Posts for Engagement



Top 3 Posts For Engagement



1. "Unwind the mind" on Twitter
2. "True friends Shine in tough times." on Instagram
3. "Home. Snuggles. Self Care." on Instagram

Social Media Ads

Ads ran on Meta from December 13 through December 31. The ads received a total of 193 link clicks. There were 459,720 impressions and a total reach of 337,006 people for the month with the largest reach of 30,132 occurring on December 25. Graph 4 shows the daily reach for the overall campaign. This month, the ads we ran were focused on the services Tri-City offers as opposed to promoting downloads of the app.

Graph 4: Total As Campaign Daily Reach

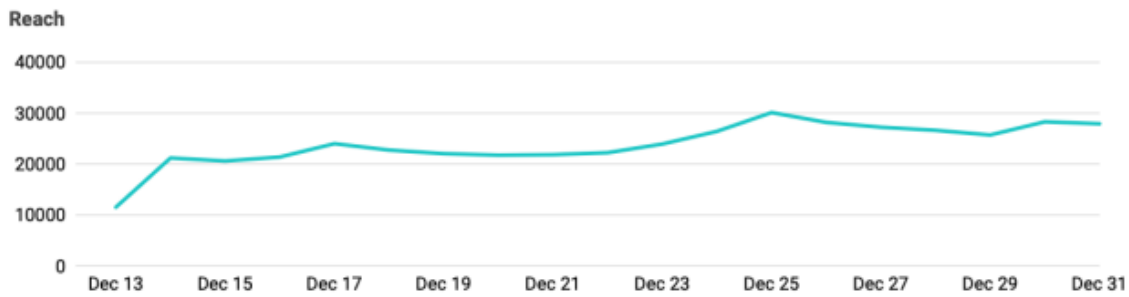


Table 1 outlines the performance of each ad within the December campaign. Ad 6 significantly outperformed the other ads by receiving 266 clicks and reaching 238,896 people.

Appendix 1: myStrength Flyers

Life can be hard, that's why we are here to help.

We know life can get overwhelming between work, school, social life and more. We now have the resources available to help manage the stressors of daily life.

GET FREE ACCESS TO SELF-CARE TODAY
Tri-City Mental Health (TCMH) has partnered with Help@Hand to offer a FREE subscription to the myStrength app for Tri-City residents, workers, and students in Pomona, Claremont and La Verne.

With a subscription to the myStrength app, you will have access to the following resources:

- Personalized Plan To Get You Support
- Sleep Tracker
- Meditation And Mindfulness Guides
- Programs For Managing Depression And Anxiety

It's Okay To Ask For Help.
To download the app, scan the QR code or visit this link: HelpAtHandCA.org/TCMH

Your mental wellness is important. It's time to prioritize you.

Over the past few years, we have all faced many challenges. Life got a little overwhelming, now it's time to take a step back.

GET FREE ACCESS TO SELF-CARE TODAY
Tri-City Mental Health (TCMH) has partnered with Help@Hand to offer a FREE subscription to the myStrength app for Tri-City residents, workers and students.

With this subscription, you will have access to the following resources:

- Personalized Plan To Get You Support
- Programs For Managing Depression, Anxiety, and Meditation
- Sleep Tracker

It's Okay To Ask For Help.
To download the app, scan the QR code or visit this link: HelpAtHandCA.org/TCMH

It's time to prioritize you. We are here to help.

Life can be stressful, but there are resources available to help you navigate through tough times.

GET FREE ACCESS TO SELF-CARE TODAY
Tri-City Mental Health (TCMH) has partnered with Help@Hand to offer a FREE subscription to the myStrength app for Tri-City residents, workers, and students in Pomona, Claremont and La Verne.

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- Sleep Tracker
- Meditation And Mindfulness Guides
- Programs For Managing Depression And Anxiety

It's Okay To Ask For Help.
To download the app, scan the QR code or visit this link: HelpAtHandCA.org/TCMH

Tu salud mental es importante. Es hora de darte prioridad a ti.

En los últimos años, todos hemos enfrentado muchos desafíos. La vida se volvió un poco abrumadora y ahora es el momento de dar un paso atrás.

OBTENGA ACCESO GRATUITO AL AUTOCUIDADO HOY
Tri-City Mental Health (TCMH) se ha asociado con Help@Hand para ofrecer una suscripción GRATUITA a la app myStrength para los residentes, trabajadores y estudiantes de Tri-City.

Con esta suscripción, usted tendrá acceso a los siguientes recursos:

- Plan personalizado para obtener apoyo
- Monitoreo del sueño
- Programas para controlar la depresión, la ansiedad y la meditación

Está Bien Pedir Ayuda.
Para descargar la app, escanee el código QR o visite este link: HelpAtHandCA.org/TCMH

Appendix 2: myStrength Participation Survey

A Tri-City myStrength Implementation Survey (available in English and Spanish) was disseminated to myStrength implementation participants.

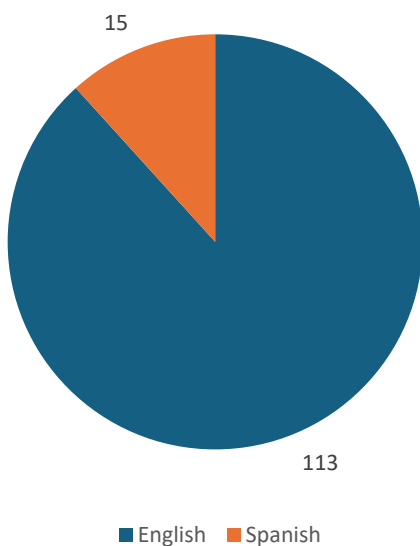


Tri-City myStrength Implementation Implementación de myStrength de Tri-City

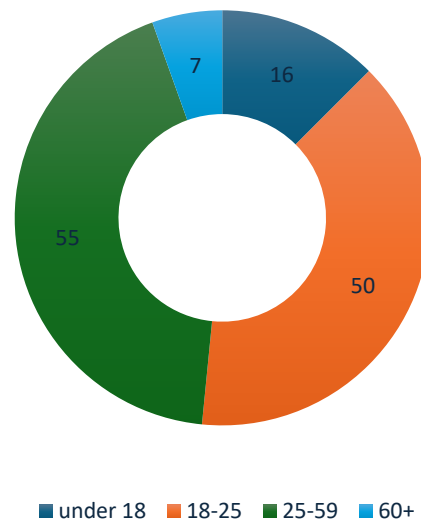
Tri-City Mental Health is looking for individuals in Pomona, Claremont, and La Verne to try myStrength. Participants will share feedback about their experience while enjoying free access to self-care resources for your mind, body, and spirit available wherever and whenever it's best for you. If interested in participating, please complete the following questions. Then, you will be contacted by email with your personalized access code to download the app for FREE.

Tri-City Mental Health está buscando personas en Pomona, Claremont y La Verne para probar myStrength. Los participantes compartirán comentarios sobre su experiencia mientras disfrutan de acceso gratuito a recursos de cuidado personal para su mente, cuerpo y espíritu disponibles donde y cuando sea mejor para usted. Si está interesado en participar, por favor complete las siguientes preguntas. Luego, serás contactado por correo electrónico con tu código de acceso personalizado para descargar la aplicación GRATIS.

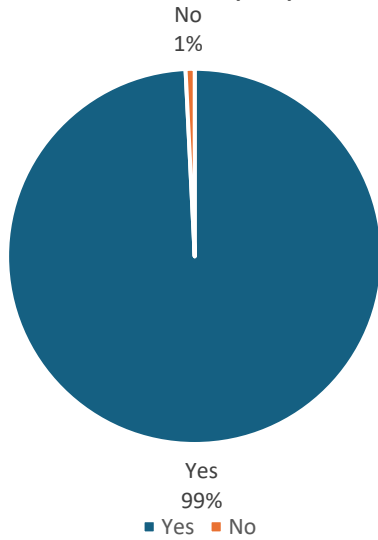
Language



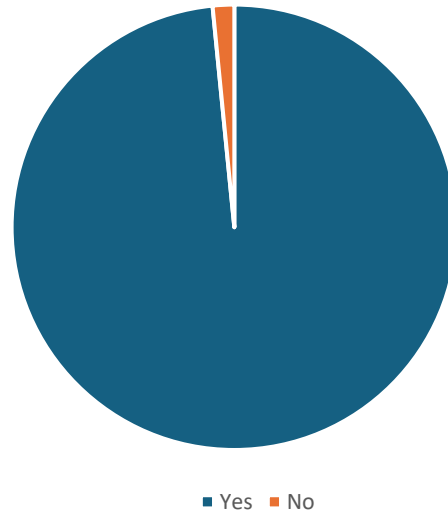
What is your Age?



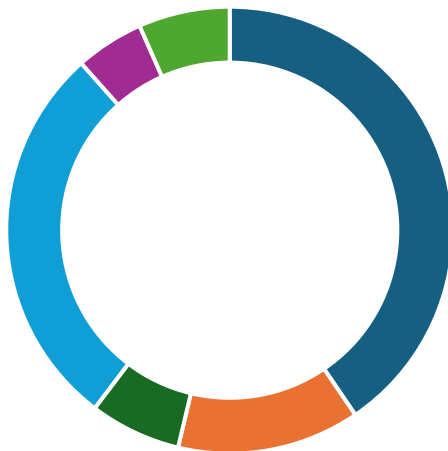
Do you have access to a smartphone/tablet/laptop/computer?



Do you have access to WiFi?

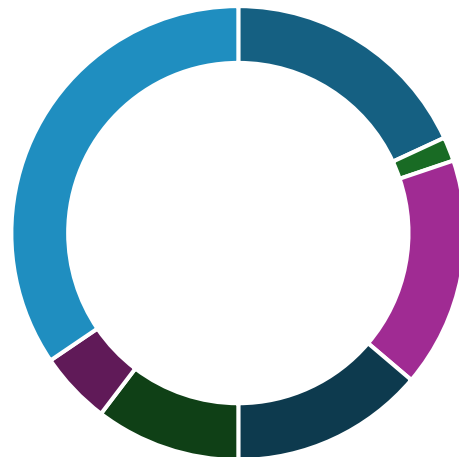


Which affiliation with Tri-City best describes you?



- Resident/Community Member
- Peer/Consumer
- Service Provider
- Student
- Stakeholder
- Other

How did you hear about the myStrength Project?

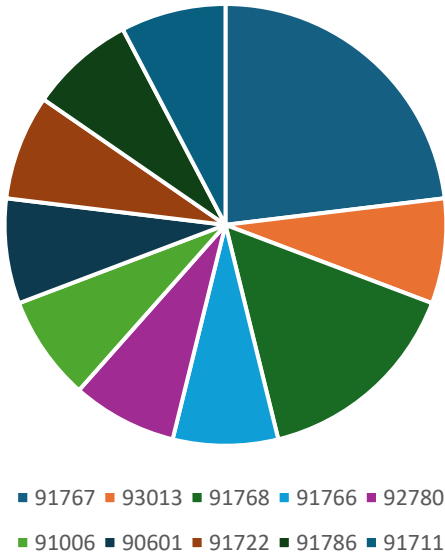


- Tri-City Wellness Center
- Tri-City Advisory Council
- Tri-City Social Media
- Community Organization
- Flyer/ on campus
- Flyer/ at retirement community
- Other

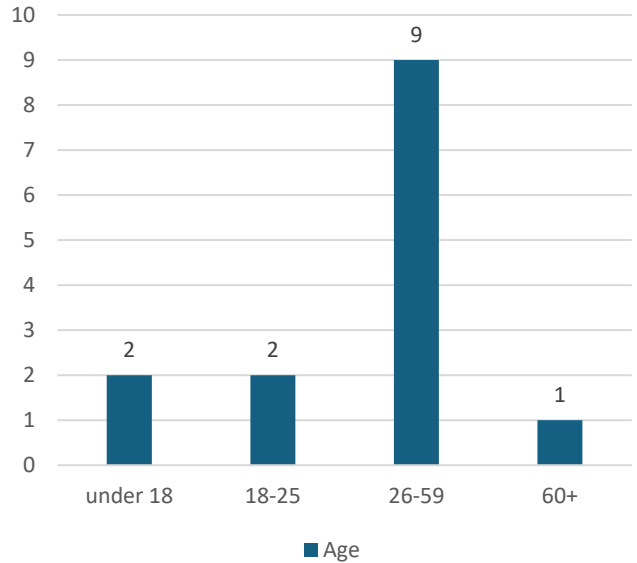
Appendix 3: Device Needs Survey

A *Tri-City Device Distribution Needs Survey* (available in English and Spanish) was disseminated to myStrength implementation participants to determine eligibility for tablet usage.

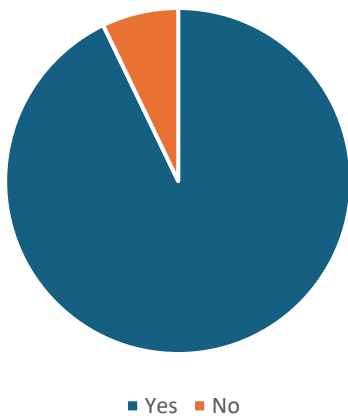
Zip Code



Age



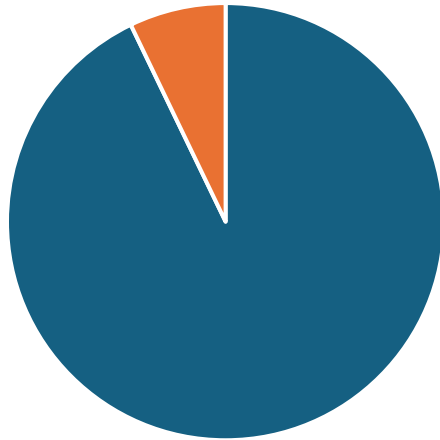
Do you have a smartphone? (A phone that has internet, can send/receive emails, text, take photos, download apps?)



How do you use your smart phone?

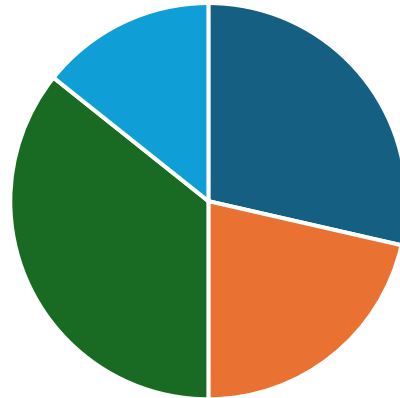


Have you used a computer? (Either desktop or laptop)



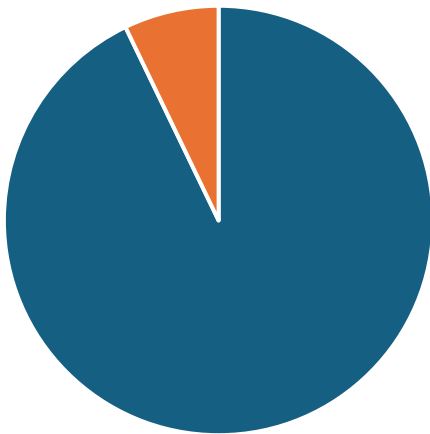
■ Yes ■ No

If yes, how often do you use a computer?



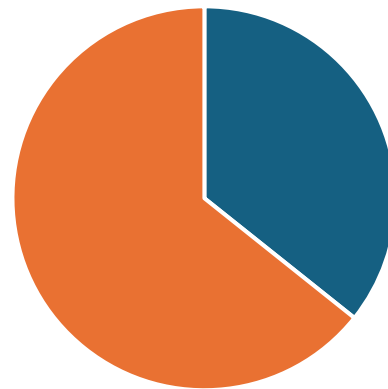
■ Daily ■ Several times a week
■ Once a week ■ Several times a month

Do you send and receive emails?



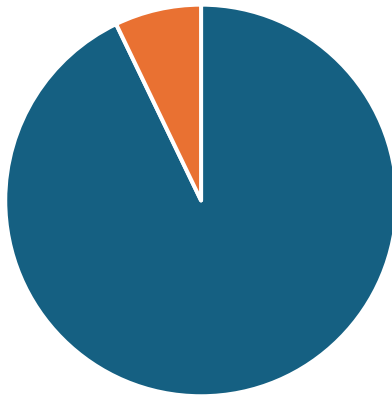
■ Yes ■ No

Do you need help starting up a computer or laptop?



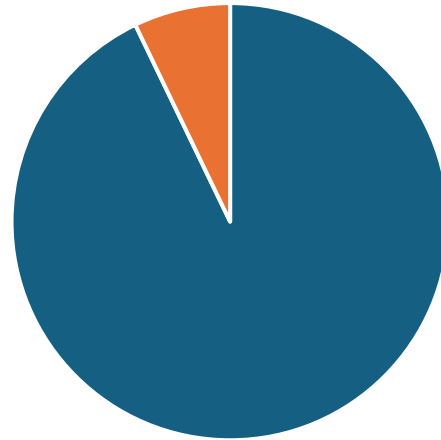
■ Yes ■ No

Is there someone in your household who can help you if you need help with a tablet?



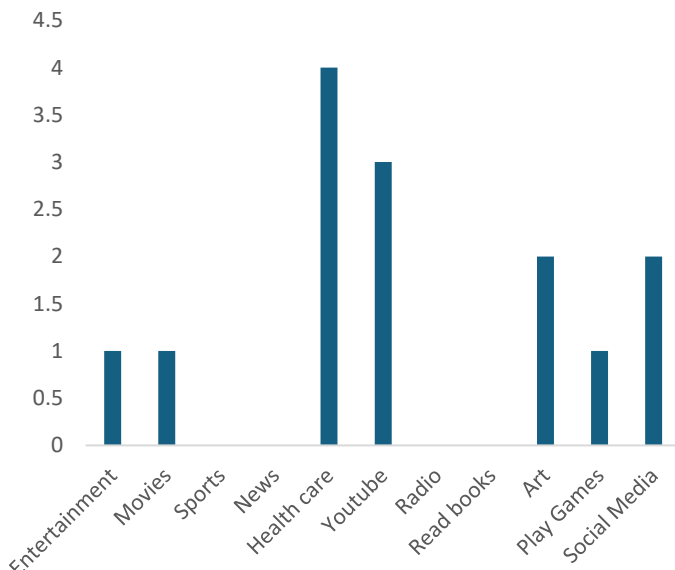
■ Yes ■ No

Do you have a safe place to keep a tablet?



■ Yes ■ No

What do you think you will do with a tablet? Check all that apply



■ What do you think you will do with a tablet? Check all that apply

Appendix 4: Promo Items



Appendix 5: Digital Health Literacy & Appy Hour Flyers

DIGITAL HEALTH LITERACY TRAINING

Painted Brain TRI-CITY help@hand

PROVIDED BY PAINTED BRAIN IN COLLABORATION WITH TRI-CITY HELP@HAND
WEDNESDAY, DECEMBER 6, 2023
 10:00AM - 11:30AM

STAY SAFE ONLINE
 Protect Yourself Against Common Frauds and Scams

Walk away with valuable resources, reference material and tools to continue enhancing your digital health literacy long after the workshop ends.

La Verne Community Center
 3680 D Street,
 La Verne 91750

Please sign up at the Community Center's front office to reserve your spot today. There are limited spots available. Each participant will receive a \$25 gift card.

Painted Brain TRI-CITY help@hand

VIRTUAL DIGITAL HEALTH LITERACY APPY HOURS

PROVIDED BY PAINTED BRAIN IN COLLABORATION WITH TRI-CITY HELP@HAND

MONDAY, NOVEMBER 20TH | 6:00PM - 7:00PM
 Email and Password Maintenance (English)

TUESDAY, NOVEMBER 21ST | 11:00AM - 12:00PM
 How to Download an App and Connect to Wi-Fi Networks (English)

MONDAY, NOVEMBER 27TH | 6:00PM - 7:00PM
 Tips on How to Scan a QR Reader (English)

TUESDAY, NOVEMBER 28TH | 11:00AM - 12:00PM
 How to Download an App and Connect to Wi-Fi networks (Spanish)

REGISTER TODAY:
https://bit.ly/tricity_appy_hours

DIGITAL HEALTH LITERACY TRAINING

Painted Brain TRI-CITY help@hand

PROVIDED BY PAINTED BRAIN IN COLLABORATION WITH TRI-CITY HELP@HAND
ON ZOOM - WEDNESDAY, OCTOBER 5, 2022
 6:00PM - 7:30PM

If you're between 18 - 25 years old, join us and learn ways on improving health literacy through digital resources. Come learn new skills at our workshops with topics that will cover:

- Downloading and navigating the myStength App
- How to set-up a Gmail Account
- Professional Emailing
- Online Safety and Planning

JOIN THE MEETING
<https://bit.ly/TayDHL>



Appendix 6: Community Partner Toolkit (English)



TRI-CITY WELLNESS for all

WELCOME PARTNERS!

Welcome to the "Wellness For All" Campaign Partner Toolkit presented by Tri-City Mental Health. This toolkit has been created to help organizations in Pomona, La Verne and Claremont (referred to as the Tri-City area throughout this toolkit) encourage Tri-City residents to take advantage of the County's newest program, designed for those who live, work, and go to school in the Tri-City area. Tri-City has partnered with myStrength, a digital behavioral health platform. myStrength is a guided meditation, sleep aid, goal management, and focus-assistance app. With your help in spreading the word, each and every person within our three cities can kick-start their self-care journey as soon as they download the app!

As trusted organizations that provide services to our youth, older adult populations and Spanish-speaking populations, your help is our next step in bringing the gift of free self-care to our community in Tri-City. With your help, those who live, work, and go to school in the Tri-City area can begin to create their own lasting wellness habits to take them through the pandemic and beyond.

Included in this Partner Toolkit, you will find the following resources to educate and encourage community members to download the app and take the first step towards a much-needed reset:

- The who, what, where, when, and why of the "Wellness For All" campaign
- 85 x 11 printable flyer
- Social media posts and graphics
- Eblast content for emails and e-newsletters targeting youth

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Working together To Improve The Well-being Of Our Community.

ABOUT TRI-CITY MENTAL HEALTH

Tri-City Mental Health was established in 1950 through a Joint Powers Authority (JPA) Agreement between the cities of Claremont, La Verne, and Pomona, to deliver mental health services to the residents of the three cities. Through this collaborative effort, Tri-City has been the designated mental health authority for local residents, serving children, youth, adults and older adults alike.

Tri-City understands the needs of consumers and their families and acknowledge their strengths and ability to contribute to the development of their path to recovery. We are committed to providing the highest quality and culturally inclusive behavioral health care treatment, prevention and education to help individuals maintain and improve their mental health.

Tri-City Mental Health is proud to be a part of the Help@Hand project: a statewide collaborative of 14 counties and cities in California that share a common goal of improving the mental health of California's by using technology and programs to improve the behavioral health care system. Tri-City is currently offering access to free subscriptions of the digital wellness app, myStrength to residents of Pomona, LaVerne, and Claremont. Participants will be asked to interact with the application on a regular basis and provide their feedback through surveys. Tri-City will also be offering various digital health literacy workshops and "APPY" hours through our partnership with Painted Brain.

3

WHAT IS THE TRI-CITY WELLNESS FOR ALL CAMPAIGN?

When the COVID-19 Pandemic hit, the state and local authorities responded by taking steps to keep everyone as safe as possible - making it difficult to access the connections and routines many had come to know and love. Tri-City Mental Health wanted to find a way to help all residents, workers, and students navigate a self-care approach that is as unique as they are, with a customizable experience for each person. "Wellness For All" was born out of this desire to support each person in the Tri-City area and create lasting change while navigating this ever-changing world we live in.

Better self-care isn't a want, it's a need! This program encourages all residents, workers, and students to create better self-care habits. This specific toolkit is geared towards the communities that you serve. Whether you are a self-care beginner, an experienced mediator or just don't know where to start, the "Wellness For All" program seeks to offer a hand to any and all in Tri-City. This is a free self-care app that can help calm, maintain, move, sleep, focus, and tackle whatever life throws your way.

The app is centered around easy guided meditations, but also provides ways to get your body moving each day, help to focus when things get hectic, and myriad options to help you fall asleep and stay asleep.

[DOWNLOAD THE APP](#)

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WHY GET INVOLVED?

Everyone could use a little wellness.

YOUR WELLNESS MATTERS.

Don't know where to begin? The myStrength app prioritizes your well-being through access to a variety of wellness tools.

WE ALL NEED A RESET SOMETIMES.

Life in the pandemic hasn't been easy. We could all use a little self-care and a reset for the next chapter.

WELLNESS FOR ALL IS AS UNIQUE AS YOU ARE.

Whether privacy is your top priority or you haven't really looked into self-care, Wellness for All is both private and customizable. If meditation isn't your thing, try using MyStrength's sleep casts for better sleep.

TRI-CITY MENTAL HEALTH

2022 - 2023 Partner Toolkit



WHY PARTNER WITH US?

If you partner with us, you will receive access to the following tools to help improve the lives of Tri-City residents, workers, and students:

- Flyers with information about the app subscription
- Sample social media posts and graphics for you to use on your organization's channels
- Sample E-newsletter content to share with your newsletter subscribers

Nurturing Hope, Healing, and Resilience for all.

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CAMPAIGN SOCIAL MEDIA LINKS

We invite you to use the following information when posting about the campaign on social media to help us keep a consistent message and look. Make sure to tag your posts with our hashtags!

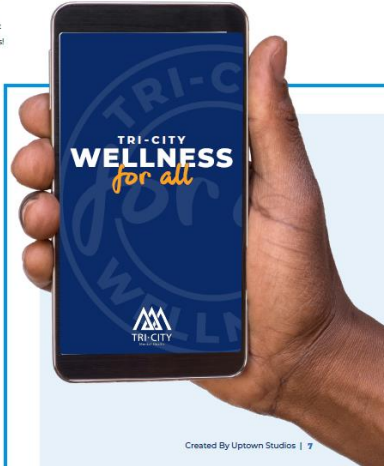
- CAMPAIGN HASHTAGS**
 #TriCityWellnessForAll
 #WellnessForAll
 #SelfCare
 #TriCity
 #TriCityMHS
 #TCMHHS
 #WellnessTriCity

CAMPAIGN URL
HelpAtHandCA.org/TCMH

CAMPAIGN FACEBOOK
WellnessTriCity

CAMPAIGN INSTAGRAM
@WellnessTriCity

CAMPAIGN TWITTER
@WellnessTriCity



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SOCIAL MEDIA CONTENT

We invite you to download and use the printable flyer to educate the Tri-City community on the importance of their mental wellness, and how to download this free application provided by Tri-City Mental Health.

DOWNLOAD POSTS

Facebook | LinkedIn | Twitter



Instagram



It's okay to need help sometimes. Residents, workers, or students in Pomona, Claremont, and La Verne can get that help through FREE subscriptions to the myStrength app!

Find the help you need, for FREE at HelpAtHandCA.org/TCMH
 #WellnessForAll #TriCity #Self Care



Love your community? Tell your friends about FREE subscriptions to the myStrength app, now available to anyone living, working, or going to school in Pomona, Claremont, and La Verne

HelpAtHandCA.org/TCMH
 #WellnessForAll #TriCity #Self Care

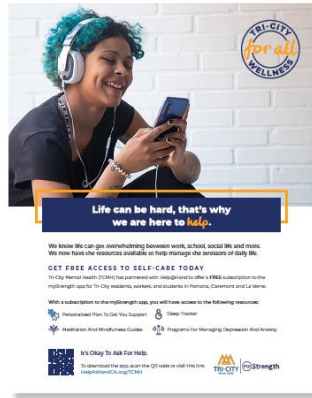
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PRINTABLE CAMPAIGN FLYER

For Transition-Age Youth

We invite you to download and use the printable flyer to educate transition-age youth in the Tri-City community on the importance of their mental wellness, and how to download this free application provided by Tri-City Mental Health.

DOWNLOAD FLYER



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SOCIAL MEDIA CONTENT

We invite you to download and use the printable flyer to educate the Tri-City community on the importance of their mental wellness, and how to download this free application provided by Tri-City Mental Health.

DOWNLOAD POSTS

Facebook | LinkedIn | Twitter



Instagram



Your mental wellness is important. Prioritize it with MyStrength, a wellness app for your phone or tablet, now available FREE to anyone living, working, or going to school in the cities of Claremont, Pomona or La Verne.

HelpAtHandCA.org/TCMH
 #WellnessForAll #TriCity #Self Care

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PRINTABLE CAMPAIGN FLYER

For Older Adults

We invite you to download and use the printable flyer to educate older adults in the Tri-City community on the importance of their mental wellness, and how to download this free application provided by Tri-City Mental Health.

DOWNLOAD FLYER



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EMAIL BLAST OUTREACH CONTENT

We invite you to download and use the eblast content and graphic to educate the Tri-City community on the importance of their mental wellness, and how to download these free applications provided by Tri-City Mental Health.

Email Content

Help Your Friends in Need.

The "Wellness For All" campaign delivers free self-care for every individual living, going to school or working in the Tri-City area.

Over the past few years, life has been really hard for a lot of us. Tri-City Mental Health wants to help you move forward by partnering with Help@Hand to offer you a FREE subscription to the myStrength app. Sign up to partner with us and reach out to our community with a new free opportunity!

With this subscription, you will have access to the following resources:

- Personalized plan to get you support
- Sleep tracker
- Programs for managing depression, anxiety and medication

[Visit our website](#) and complete the form to receive step-by-step instructions on how to download and access the app for free.

Download the myStrength app and start your journey towards better mental wellness, today!



DOWNLOAD GRAPHIC

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CONTACT INFORMATION

For more information regarding the Tri-City Wellness For All 2022-2023 mental wellness campaign, please use these contacts below.

Website
HelpAtHandCA.org/TCMH

Questions?
 TRI-CITY MENTAL HEALTH
 Amanda Cotti | Program Coordinator-tn
ACotti@TriCityMHS.org
 (909) 326-4638



TRI-CITY
WELLNESS
for all



Appendix 7: Community Partner Toolkit (Spanish)



TRI-CITY WELLNESS for all

¡BIENVENIDOS ASOCIADOS!

Los damos la bienvenida al Kit de Herramientas de Asociados de la Campaña "Wellness For All" por Tri-City Mental Health. Este kit de herramientas ha sido creado para ayudar a las organizaciones en Pomona, La Verne y Claremont (denominadas como el área de Tri-City a lo largo de este kit de herramientas) a alentar a los residentes de Tri-City a sacar provecho al nuevo programa de condado, diseñado para aquellos que viven, trabajan y van a la escuela en el área de Tri-City. Tri-City se ha asociado con myStrength, una plataforma digital de salud conductual. myStrength es una aplicación de meditación guiada, ayuda para dormir, gestión de objetivos y asistencia de enfoque. Con su ayuda para correr la voz, cada persona dentro de nuestras tres ciudades puede poner en marcha su viaje de autocuidado tan pronto como descarguen la app.

Como organizaciones de confianza que proveen servicios a nuestros jóvenes, adultos mayores y poblaciones de habla hispana, su ayuda es nuestro siguiente paso para llevar el reglado del autocuidado gratuito a nuestra comunidad en Tri-City. Con su ayuda, aquellos que viven, trabajan y van a la escuela en el área de Tri-City pueden comenzar a crear sus propios hábitos de bienestar duraderos para ayudarlos durante la pandemia y más allá.

Incluidos en este Kit de Herramientas de Asociados, encontrarán los siguientes recursos para educar y alentar a los miembros de la comunidad a descargar las apps y dar los primeros pasos hacia el reinicio que necesitan:

- El quién, qué, dónde, cuándo y por qué de la Campaña "Wellness For All"
- Un folleto imprimible de 8.5 x 11
- Publicaciones y gráficos en redes sociales
- Contenido de mensaje masivo para correos y boletines electrónicos dirigidos a los jóvenes

TRI-CITY 2022 - 2023 Kit de Herramientas de Asociados

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SOBRE TRI-CITY MENTAL HEALTH

Tri-City Mental Health fue establecido en 1960 a través de un Acuerdo de la Joint Powers Authority (JPA) entre las ciudades de Claremont, La Verne y Pomona para prestar servicios de salud mental a los residentes de las tres ciudades. A través de este esfuerzo de colaboración, Tri-City ha sido la autoridad de salud mental designada para los residentes locales, sirviendo a niños, jóvenes, adultos y adultos mayores por igual.

Tri-City comprende las necesidades de los consumidores y sus familias y reconoce sus puntos fuertes y su capacidad para contribuir al desarrollo de su camino hacia la recuperación. Nos hemos comprometido a proporcionar el tratamiento de salud conductual, prevención y educación de más alta calidad y culturalmente inclusivo para ayudar a las personas a mantener y mejorar su salud mental.

Tri-City Mental Health se enorgullece de formar parte del proyecto Help@Hand: una colaboración estatal de 14 condados y ciudades de California que comparten un objetivo en común de mejorar la salud mental de los californianos al usar tecnología y programas para mejorar el sistema de atención de la salud conductual. Tri-City actualmente está ofreciendo acceso a suscripciones gratuitas de la aplicación de bienestar digital, myStrength, a los residentes de Pomona, La Verne y Claremont. A los participantes se les pedirá que interactúen con la aplicación de forma regular y proporcionen sus comentarios a través de encuestas. Tri-City también ofrecerá varios talleres de alfabetización en salud digital y "Horas APPY" a lo largo de nuestra asociación con Painted Brain.

Trabajando Juntos Para Mejorar El Bienestar De Nuestra Comunidad

TRI-CITY 2022 - 2023 Kit de Herramientas de Asociados

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¿QUÉ ES LA CAMPAÑA WELLNESS FOR ALL DE TRI-CITY?

Cuando la pandemia del COVID-19 golpeó, las autoridades estatales y locales respondieron tomando medidas para mantener a todos lo más seguros posible, haciendo difícil acceder a las conexiones y rutinas que muchos habían llegado a conocer y amar. Tri-City Mental Health quería encontrar una manera de ayudar a todos los residentes, trabajadores y estudiantes a navegar un enfoque de autocuidado que es tan único como ellos, con una experiencia personalizable para cada persona. "Wellness For All" nació de este deseo de apoyar a cada persona en el área de Tri-City y crear un cambio duradero mientras navegamos por este mundo siempre cambiante en el que vivimos.

Un mejor autocuidado no es un deseo, ¿es una necesidad? Este programa alienta a todos los residentes, trabajadores y estudiantes a crear mejores hábitos de autocuidado. Este kit de herramientas específico está orientado a las comunidades a las que sirven. Ya sea que usted es un principiante del autocuidado, un meditador experimentado o simplemente no sabe por dónde empezar, el programa "Wellness For All" busca ofrecerle una mano a cualquiera y a todos en Tri-City. Esta es una aplicación gratuita de autocuidado que puede ayudar a calmar, mantener, mover, dormir, concentrarse y hacerle frente a cualquier cosa que la vida ponga en su camino.

La aplicación se centra en meditaciones guiadas fáciles, pero también proporciona maneras de conseguir que su cuerpo se mueva cada día, le ayuda a concentrarse cuando las cosas se ponen agitadas y miles de opciones para ayudarlo a dormirse y quedarse dormido.

[DESCARGA LA APP](#)

TRI-CITY 2022 - 2023 Kit de Herramientas de Asociados

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¿POR QUÉ INVOLUCRARSE?
A todos nos vendría bien tener bienestar.

SU BIENESTAR IMPORTA.
¿No sabe por dónde empezar? La aplicación myStrength prioriza su bienestar a través del acceso a una variedad de herramientas de bienestar.

TODOS NECESITAMOS UN REINICIO A VECES.
La vida en tiempos de pandemia no ha sido fácil. A todos nos vendría bien un poco de cuidado personal y un reinicio para el próximo capítulo en nuestras vidas.

EL BIENESTAR PARA TODOS ES TAN ÚNICO COMO TÚ.
Ya sea que la privacidad sea su máxima prioridad o que realmente no haya buscado el cuidado personal, Wellness For All es tanto privado como personalizable. Si la meditación no es lo suyo, trate de usar las funciones de sueño de MyStrength para dormir mejor.

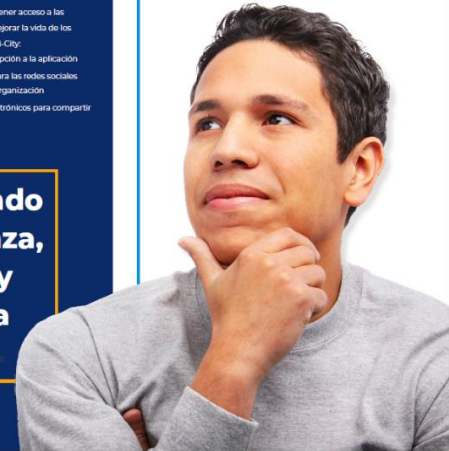


2022 - 2023 Kit de Herramientas de Asociados

¿POR QUÉ ASOCIARSE CON NOSOTROS?

- Si usted se asocia con nosotros, usted va a tener acceso a las siguientes herramientas para ayudarle a mejorar la vida de los residentes, trabajadores y estudiantes de Tri-City:
- Folletos con información sobre la suscripción a la aplicación
- Muestras de publicaciones y gráficos para las redes sociales para que los uses en los canales de tu organización
- Muestra de contenido de boletines electrónicos para compartir con sus suscriptores

Alimentando la Esperanza, Sanación y Resiliencia Para Todos



ENLACES DE REDES SOCIALES DE LA CAMPAÑA

Los invitamos a que utilicen la siguiente información cuando publiquen sobre la campaña en las redes sociales para ayudarnos a mantener un mensaje y apariencia coherentes. Asegúrense de etiquetar sus publicaciones con nuestros hashtags!

- HASHTAGS DE LA CAMPAÑA**
- #TriCityWellnessForAll
 - #WellnessForAll
 - #SelfCare
 - #TriCity
 - #TriCityMHS
 - #TCMHS
 - #WellnessTriCity

SITIO WEB DE LA CAMPAÑA
HelpAtHandCA.org/TCMH

FACEBOOK DE LA CAMPAÑA
[/WellnessTriCity](https://www.facebook.com/WellnessTriCity)

INSTAGRAM DE LA CAMPAÑA
[@WellnessTriCity](https://www.instagram.com/WellnessTriCity)

TWITTER DE LA CAMPAÑA
[@WellnessTriCity](https://twitter.com/WellnessTriCity)



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CONTENIDO DE LAS REDES SOCIALES

Los invitamos a descargar y utilizar el folleto imprimible para educar a la comunidad de Tri-City sobre la importancia de su bienestar mental y sobre cómo descargar esta aplicación gratis proporcionada por Tri-City Mental Health.

[DESCARGAR PUBLICACIONES](#)

Facebook | LinkedIn | Twitter



Instagram



Está bien necesitar ayuda a veces, y los residentes, trabajadores y estudiantes en Pomona, Claremont y La Verne pueden obtener esa ayuda a través de suscripciones GRATUITAS de la app myStrength!

Consiga la ayuda que necesita GRATIS en HelpAtHandCA.org/TCMH
#WellnessForAll #TriCity #SelfCare



¿Siente amor por su comunidad? Cuénteles a sus amigos sobre las suscripciones GRATUITAS a la app myStrength app, ahora disponible para todos los que están viviendo, trabajando o yendo a la escuela en Pomona, Claremont y La Verne.

HelpAtHandCA.org/TCMH
#WellnessForAll #TriCity #SelfCare

2022 - 2023 Kit de Herramientas de Asociados

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CONTENIDO DE LAS REDES SOCIALES

Los invitamos a descargar y utilizar el folleto imprimible para educar a la comunidad de Tri-City sobre la importancia de su bienestar mental y sobre cómo descargar esta aplicación gratis proporcionada por Tri-City Mental Health.

[DESCARGAR PUBLICACIONES](#)

Facebook | LinkedIn | Twitter



Instagram



Su bienestar mental es importante, dele prioridad con MyStrength, una app de bienestar para su teléfono o tablet, ahora disponible GRATIS para todos los que están viviendo, trabajando o yendo a la escuela en Pomona, Claremont y La Verne.

HelpAtHandCA.org/TCMH
#WellnessForAll #TriCity #SelfCare

2022 - 2023 Kit de Herramientas de Asociados

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FOLLETO IMPRIMIBLE DE LA CAMPAÑA

Los invitamos a descargar y utilizar el folleto imprimible para educar a la comunidad de Tri-City sobre la importancia de su bienestar mental y sobre cómo descargar esta aplicación gratis proporcionada por Tri-City Mental Health.

[DESCARGAR PUBLICACIONES](#)



La hora de que se prioricen. Estamos aquí para ayudarle.

La vida puede ser estresante, pero hay recursos disponibles para ayudarlo a manejar su bienestar emocional.

OBTENGA ACCESO GRATUITO AL AUTOCUIDADO HOY:

- No tiene que pagar nada.
- No necesita receta médica.
- Puede usarlo en cualquier momento.
- Puede usarlo en cualquier lugar.
- Puede usarlo en cualquier idioma.

¡Sí! ¡Sí! ¡Sí! ¡Sí! ¡Sí! ¡Sí! ¡Sí! ¡Sí! ¡Sí! ¡Sí!

La vida puede ser dura, pero MHS estamos aquí para ayudarle.

¡Sí! ¡Sí! ¡Sí! ¡Sí! ¡Sí! ¡Sí! ¡Sí! ¡Sí! ¡Sí! ¡Sí!

2022 - 2023 Kit de Herramientas de Asociados

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CONTENIDO DE MENSAJE MASIVO

Los invitamos a descargar y usar el contenido y gráficos de mensaje masivo por correo electrónico para educar a la comunidad de Tri-City sobre la importancia de su bienestar mental y sobre cómo descargar esta aplicación gratis proporcionada por Tri-City Mental.

Contenido del E-mail

Ayuda a tus amigos que lo necesitan.

La campaña "Wellness For All" ofrece autocuidado gratuito para cada persona que vive, va a la escuela o trabaja en el área de Tri-City. En los últimos años, la vida ha sido muy difícil para muchos de nosotros, y por eso Tri-City Mental Health quiere ayudarte a seguir adelante al asociarse con Help@Hand para ofrecerte una suscripción GRATIS a la app myStrength. ¡Regístrate para asociarte con nosotros y llegar a nuestra comunidad con una nueva oportunidad gratuita!

Con esta suscripción, tendrás acceso a los siguientes recursos:

- Plan personalizado para obtener apoyo
- Monitoreo del sueño
- Programas para controlar la depresión, la ansiedad y la meditación

Visita [nuestro sitio web](#) y llena el formulario para recibir instrucciones paso a paso sobre cómo descargar y acceder a la app de forma gratuita.

¡Descarga la app myStrength y comienza tu viaje hacia un mejor bienestar mental hoy!



DESCARGAR GRÁFICO

INFORMACIÓN DE CONTACTO

Para obtener más información relativa a la campaña de bienestar mental de Tri-City Wellness For All del 2022-2023, por favor, utilice los contactos a continuación.

Sitio Web

HelpAtHandCA.org/TCMH

¿Tiene alguna pregunta??

TRI-CITY MENTAL HEALTH
Amanda Colt | Program Coordinator-Innovation
AColt@TriCityMHS.org
(909) 326-4638

