



Blaine County's Mental Well-Being Initiative

Goals and Objectives

- 1. Create a multitude of welcoming community-connecting environments and activities to encourage a sense of belonging among teens and cross-generational connection throughout the community.**
 - A. Build collaborative community-wide communication of events & opportunities.
 - B. Partner with local businesses and organizations to build a teen-welcoming community.
 - C. Develop multiple spaces throughout the valley that allow for connection and engagement.
 - D. Prioritize opportunities that encourage a sense of purpose, belonging, and connection.

- 2. Create a robust, comprehensive community training and education program focused on building a common language and understanding of resiliency, self-regulation, healthy communication, and crisis de-escalation.**
 - A. Offer coordinated community-wide education and training to build resiliency, durability, and neighborhood support prioritizing select high-impact populations such as teachers, coaches, and first responders.
 - B. Offer mental health-related events such as speakers, movies, etc., that are free to the community and help normalize the conversation around mental health, addiction, and getting support.
 - C. Prioritize educational programming that provides a foundation for success and focuses on upstream protective factors.

- 3. Increase behavioral health access and capacity for individuals and families by addressing inadequacies within the system and building out the behavioral health workforce of the future.**
 - A. Build professional pathways in behavior health by providing a progression of positions and supporting professional development.
 - B. Make counseling affordable and accessible for all.
 - C. Attract and retain more behavioral health professionals to the valley that accept insurance, Medicaid, and Medicare.
 - D. Place more bilingual liaisons, case managers, and licensed behavioral health professionals throughout the community at locations that provide support services for the community.
 - E. Inventory, supplement, and collaboratively communicate behavioral health group support programs led by qualified professionals.

- 4. Create a 24-hour mobile crisis response system and crisis stabilization setting(s) or system.**
 - A. Assess the local, state, and national crisis lifelines, and address identified gaps and redundancies in these systems and links to local resources.
 - B. Build a mental health mobile response system to provide professional behavioral health support in mental health situations and/or community crises that includes crisis intervention and de-escalation training for law enforcement and first responders.
 - C. Create crisis care and stabilization capacity to provide mental health crisis care on a walk-in basis or as a referral from friends, family, law enforcement, or medical staff.

- 5. Build the infrastructure required to support ongoing collaboration across organizations, entities, and businesses to prioritize our community's mental health as foundational to our overall health.**
 - A. Provide leadership and coordinate efforts between resource providers and action teams for various streams of work identified by the community as priorities of this Initiative.
 - B. Create a cohesive communication strategy around mental well-being to bring concise clarity of resources, programs, and events to the community.

Goal #1: Community Spaces & Activities

GOAL 1: Create a multitude of welcoming community-connecting environments and activities to encourage a sense of belonging among teens and cross-generational connection throughout the community.

OBJECTIVE A: Build collaborative community-wide communication of events & opportunities.

- Schedule, market, and communicate multigenerational and teen-specific events collaboratively using shared digital communication tools for greater reach and impact.

OBJECTIVE B: Partner with local businesses and organizations to build a teen-welcoming community.

- Develop an approach that incentivizes and trains local businesses and organizations to offer teen-centered activities in their spaces.
- Work with the community, businesses, and organizations to provide a “teen-welcoming” culture and educate teens on community expectations and appropriate public behavior.

OBJECTIVE C: Develop multiple spaces throughout the valley that allow for connection and engagement.

- Encourage various offerings of teen-friendly activities and spaces after school and in the evening hours that provide light supervision from adults trained in working with teens.
- Consider repurposing the Movie Theater in Hailey as a multi-generational space with a teen focus that has ever-changing programming options and support from many organizations.
- Support long-term plans of organizations seeking to increase affordable, community-connecting spaces that will be accessible to all.

OBJECTIVE D: Prioritize opportunities that encourage a sense of purpose, belonging, and connection.

- Creating the infrastructure to connect the community with meaningful, purpose-driven volunteer or paid opportunities to support belonging, purpose, and connection among teens and young professionals.
- Provide opportunities that promote positive cross-generational connections such as mentorship programs.
- Support Communities for Youth’s work with Blaine County School District to focus on upstream prevention and protective factors specific to the well-being of teens.

Goal #2: Community Training & Education

GOAL 2: Create a robust, comprehensive community training and education program focused on building a common language and understanding of resiliency, self-regulation, healthy communication, and crisis de-escalation.

OBJECTIVE A: Offer coordinated community-wide education and training to build resiliency, durability, and neighborhood support prioritizing select high-impact populations such as teachers, coaches, and first responders.

- Assess current offerings and work collaboratively to create programming that reaches a diverse population throughout the community.
- Offer widespread mindfulness, self-regulation, and resilience training to the community, prioritizing target groups, with a primary design element focused on bringing the content/programs to people “where they are at.”
- Create a targeted mental health training program for teachers and coaches working with youth that could be shared with other youth-centric professionals.
- Prioritize resiliency, self-regulation, and de-escalation “train the trainer” opportunities for professionals who work directly with the public such as first responders, nonprofit employees, hospital employees, frontline staff, etc.

OBJECTIVE B: Offer mental health-related events such as speakers, movies, etc., that are free to the community and help normalize the conversation around mental health, addiction, and getting support.

- Support community groups’ offerings of mental health-related events such as speakers, movies, and conversations that are free to the community and help destigmatize the conversation around mental health, addiction and getting support.
- Create a coordinating lead to organize and communicate marketing of mental health-related events and identify specific topic gaps to bring forward in the community.

OBJECTIVE C: Prioritize educational programming that provides a foundation for success and focuses on upstream protective factors.

- Support mental health educational priorities for youth as indicated through direct data from middle and high school students in Blaine County.
- Expand existing English as a new language classes and Life Skills classes to the general community.
- Support the creation of the Center for Career Exploration trade school opportunity to provide meaningful education for those seeking a career in the trades and/or service industry.

Goal #3: Care Access and Professional Capacity

GOAL 3: Increase behavioral health access and capacity for individuals and families by addressing inadequacies within the system and building out the behavioral health workforce of the future.

OBJECTIVE A: Build professional pathways in behavior health by providing a progression of positions and supporting professional development.

- Build career pathways in behavioral health professions through internships, peer support specialists, qualified mental health advocates, and promotoras.
- Incentivize behavioral health as a career pathway by funding student scholarships and loan forgiveness programs that train, recruit, and/or retain clinicians to live and work in our valley.

OBJECTIVE B: Make counseling affordable and accessible for all.

- Inventory the mental well-being care continuum across the region - to better understand capacities/gaps, systems challenges, reimbursement, and other matters.
- Contract with existing behavioral health providers to accept insurance, Medicaid, Medicare, and scholarships. Work to remove the barriers to allow providers to accept these forms of payment.
- Increase community counseling scholarships and the number of providers who accept these scholarships.
- Offer free to low-cost access to virtual behavioral health support and provide assistance services to help with connection to the resource.
- Offer subscription services for mindfulness apps like BetterHealth or Headspace to those who apply.
- Address specific care gaps, including recruiting and hiring a psychiatrist, Spanish-speaking behavioral health providers, providers specializing in eating disorders, and other specifically identified care gaps.

OBJECTIVE C: Attract and retain more behavioral health providers to the valley that accept insurance, Medicaid, and Medicare.

- Support behavioral health professional's ability to live and work in the valley by funding ideas such as long-term subsidies for the reimbursement gap, office space at reduced rates, or affordable housing.
- Endow education for new mental health providers by offering scholarships to those seeking higher education in mental health in exchange for a commitment to the community post-degree.

OBJECTIVE D: Place more bilingual liaisons, case managers, and licensed behavioral health professionals throughout the community at locations that provide support services.

- Determine key areas of need and locations to place additional bilingual community support positions in Blaine County to provide immediate crisis support and help individuals find longer-term care.
- Increase virtual bilingual or Spanish-only behavioral health options for immediate bilingual access to therapy and provide assistance services to help with connection to the resource.

OBJECTIVE E: Inventory, supplement, and collaboratively communicate behavioral health group support programs led by qualified professionals.

- Inventory group support offerings and fund qualified professionals to lead groups in identified areas of need.
- Develop a clear and concise communication plan to inform the community of group support options.

Goal #4: Crisis Response

GOAL 4: Create a 24-hour mobile crisis response system and crisis stabilization setting(s) or system.

OBJECTIVE A: Assess the local, state, and national crisis lifelines, and address identified gaps and redundancies in these systems and links to local resources.

OBJECTIVE B: Create a mental health “on-call” mobile response team to provide professional behavioral health support in mental health situations and/or community crises.

- Create a preventative “paramedicine” program to provide wellness check home visits to those with a history of mental illness or at high risk of crisis.
- Bolster survivor support offerings that provide on-call trained staff to respond to sudden deaths and attend to the mental health needs of the survivors.
- Create a mental health “on-call” mobile team of trained mental health professionals to accompany law enforcement to mental health situations.

OBJECTIVE C: Create crisis care and stabilization capacity to provide mental health crisis care on a walk-in basis or as a referral from friends, family, law enforcement, or medical staff.

- Explore crisis care solutions that could be implemented while the community works toward a longer-term action of a crisis care center. Ideas could include a dedicated section or “bed(s)” in the hospital for mental health crises staffed for short-term intensive care or a transportation system for mental health crises that require longer-term inpatient services in Twin Falls.
- Create crisis care/stabilization capacity (whether embedded or stand-alone) that would provide 23-hour crisis care available on a walk-in basis, or as a referral from family/friends, EMS, and law enforcement.

Goal #5: Collaboration Infrastructure

GOAL 5: Build the infrastructure required to support ongoing collaboration across organizations, entities, and businesses to prioritize our community's mental health as foundational to our overall health.

OBJECTIVE A: Provide leadership and coordinate efforts between resource providers and action teams for various streams of work identified by the community as priorities of this Initiative.

- Coordinate and facilitate regular meetings and dialogue between community partners to move the goals and objectives of the Initiative forward with collaboration interwoven at all steps.
- Build the long-term infrastructure to maintain the work of the Mental Well-Being Initiative to encourage collaboration between service providers, agencies, and organizations to address mental well-being as an ecosystem.
- Conduct initial sustainability and scoping planning, lead collective goal setting, and build a structure for collective strategic planning and measurement.
- Create a shared dashboard to allow for clear and easy sharing of data and goal tracking about all goals outlined within the Mental Well-Being Initiative.

OBJECTIVE B: Create a cohesive communication strategy around mental well-being to bring concise clarity of resources, programs, and events to the community.

- Collaborate with community partners to collectively market all mental health-related events, programs, discussions, etc., being offered to the community by various partners. Identify specific mental health topic gaps that may exist and work to bring events to the community to support these areas.
- Collate and communicate all mental health resources that exist in the community with a comprehensive, ecosystem-approach strategic communication plan. This could include ideas like creating and maintaining a well-being website and/or app, supporting the distribution of the Mental Health Resource Guide and adding a "Short Guide Card" for first responders, and/or providing training for frontline workers to outline resources available.
- Work with LatinX/Hispanic leaders and community to build a Spanish-specific communication strategy specifically created to effectively communicate with the Spanish-speaking population.