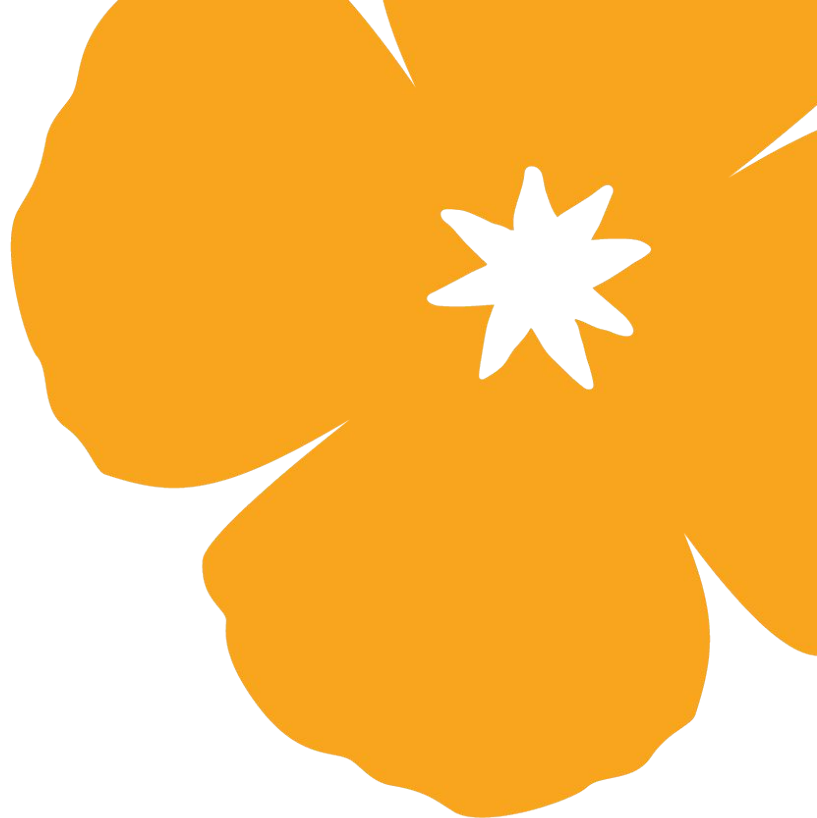




April 15th. LA Best Babies Network Home Visiting Program Leads Meeting

Pioneering Behavioral Health Support for Young Californians



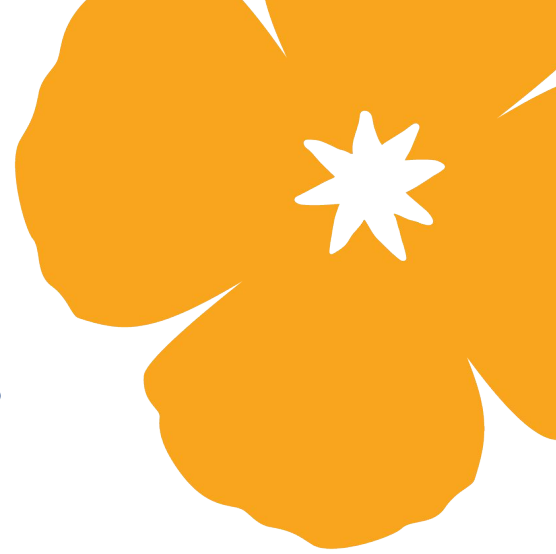
Adriana de Franco
Brightline



Saul Castaneda
Kooth Digital Health

On Today's Agenda:

- What is the **Children and Youth Behavioral Health Initiative** (CYBHI)?
- Two pioneering new services working together
- Introducing **BrightLife Kids** from Brightline
- Introducing **Soluna** from Kooth Digital Health
- Partnership opportunities
- Q&A



Children and Youth Behavioral Health Initiative (CYBHI): An Overview

- Selected from over **450** vendors
- Funded** by DHCS
- Behavioral Health Virtual Services -
 - BrightLife Kids (0-12)**
 - Soluna (13-25)**
- 1 of 20 CYBHI workstreams



Overview of Children and Youth Behavioral Health Initiative Workstreams
As of April 6, 2022

Children and Youth Behavioral Health Initiative (CYBHI) Leadership						
	DHCS	HCAI	DHCS / DMHC	CDPH	OSG	MHSOAC
BH Services Virtual Services Platform	Student Behavioral Health Incentive Program (SBHIP)		Statewide All-Payer Fee Schedule for School-Linked BH Services	Public Education and Change Campaign	ACEs Awareness Campaign	Mental Health Student Services Act (MHSSA) Partnership Grant Program*
CBO Network	School-Linked Partnership and Capacity Grants	BH Coach Workforce				
Pediatric, Primary Care and Other Health Care Providers	CalHOPE Student Services					
E-Consult	BH Continuum Infrastructure Program (Initiative Only)	Broad BH Workforce Capacity	Statewide BH School-Linked Provider Network		Trauma-Informed Training for Educators	
Enhanced Medi-Cal Benefits – Dyadic Services	Evidence-Based and Community-Defined Practices					

* MHSOAC will provide workstream updates for this program
Source: California Health and Human Services Agency, DHCS, DMHC, HCAI, CDPH, OSG

CalHOPE is a consumer facing brand for a collection of DHCS's behavioral health initiatives. Californians can be signposted to the appropriate programs for them through the main website - calhope.org

How BrightLife Kids & Soluna fit in the care delivery model

Licensed therapists, Physicians

Diagnosis & Clinical Intervention

Includes managing higher acuity presenting concerns, symptoms, and risk (e.g. suicidal ideation)

Behavioral Health Coaches

Prevention & Early Intervention

Includes building skills to manage worry, sadness, loneliness, relationship stress and conflict, self-confidence, sleep concerns, communication skills, and more.

BrightLife Kids
A CalHOPE program by Brightline

soluna
a CalHOPE Program by Kooth



BrightLife Kids

A CalHOPE program by Brightline

0 - 12 years

BrightLife Kids, a CalHOPE program by Brightline, provides **free behavioral health coaching** to all California kids ages 0–12. **No costs attached. No insurance required. No referrals needed.**

- Private 1:1 coaching via video and secure chat
- Diverse coaches offering bilingual support
- On-demand digital resources
- Care Guides to manage complex needs and provide referrals

soluna

a CalHOPE Program by Kooth

13 - 25 years

Soluna, a CalHOPE program by Kooth, is the **all-in-one mental health app** for California youth and young adults to destress, reset, and seek support. **Always free. Always anonymous.**

- Live and asynchronous 1:1 coaching sessions
- Diverse, bilingual coaches
- Interactive tools and resources
- Moderated community forum

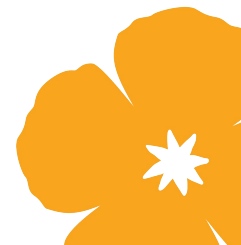
BrightLife Kids

A CalHOPE program
by Brightline



Today's Speaker:
Adriana de Franco, Brightline

Brightlife Kids and Soluna are CalHOPE programs funded by the Department of Health Care Services and powered by Brightline and Kooth Digital Health. Visit calhope.org to learn more about the initiatives.



Brightline: Building Brighter Futures

Brightline's mission is to build a brighter future for California families. Brightline's experience across the US has allowed for product innovation that best suits the needs of **young families in California**.

Founded in Palo Alto, California by health care entrepreneurs Naomi Allen and Giovanni Colella, MD

Designed to **address the pediatric behavioral health crisis** and challenges across access, affordability, quality, and stigma

Nationwide support for children, teens, and caregivers through health plan and employer partners (**60M covered lives, 500+ employers**)



Behavioral health support for California kids 0-12 and their families

No cost attached. No insurance required. No referrals needed.



+ Developmental milestones

+ Social and emotional well-being

+ Emotional regulation

+ Sleep issues and patterns

+ Sadness

+ Worry

+ Disruptive behaviors

+ School, work, or relationship stress

+ Managing big emotions in healthy ways (e.g., loneliness, social isolation, grief, anger, etc.)

+ **and much more!**

Support offered in English, Spanish, and all 17 other Medi-Cal threshold languages (Chinese, Vietnamese, Tagalog, Korean, Armenian, Russian, Farsi, Japanese, Arabic, Cambodian, Hindi, Hmong, Thai, Laotian, Punjabi, Mien, and Ukrainian) through interpreter services.

How BrightLife Kids helps across ages & stages



Parent Management Training (PMT)

Milestones, sleep, eating, temperament, separation anxiety, etc.

Parent Management Training (PMT) (including ASD, IDD)

Tantrums, social emotional learning, sleep, structure, etc.

Dyadic Coaching (Child + Parent)

Stress, focus, organizational skills, sadness, worries, friendships, screen time, etc.



Digital Tools

BrightLife Kids also has a library of on-demand digital content. Coaches may suggest engaging with resources between sessions to support learning and behavior change.



0 months



2 years



6 years



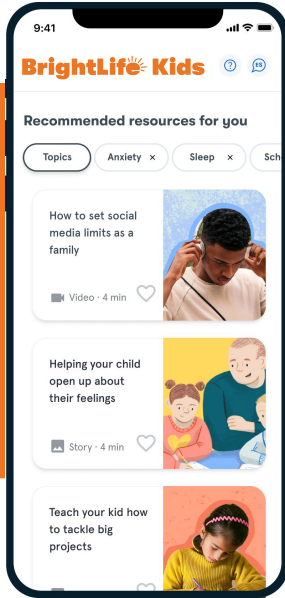
12 years

Our coaches

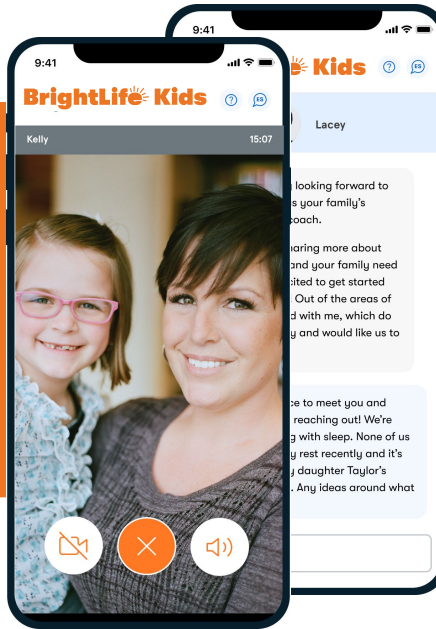


- **Master's degree in a health-related field OR Bachelor's degree + Coaching Certification(s) from NBHWC (National Board for Health and Wellness Coaching) or ICF (International Coaching Federation)**
- **Diverse backgrounds along with more than 5 years of direct experience working with children, youth, families in a variety of settings**
- **80+ hours of training to further develop skills and use of care tools upon hiring**
- **Training and experience working with LGBTQ+ and BIPOC populations**

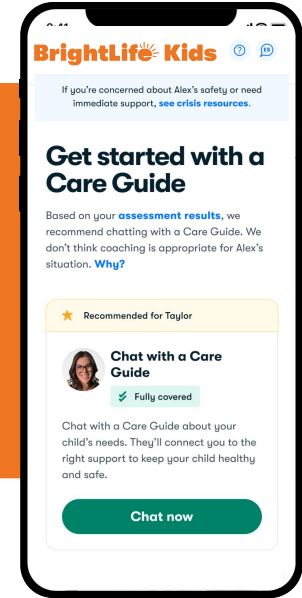
What does BrightLife Kids offer?



Digital Tools



Behavioral Health Coaching



Care Coordination



**soluna**

a CalHOPE Program by Kooth



Today's Speaker:
Saul Castaneda, Kooth Digital Health

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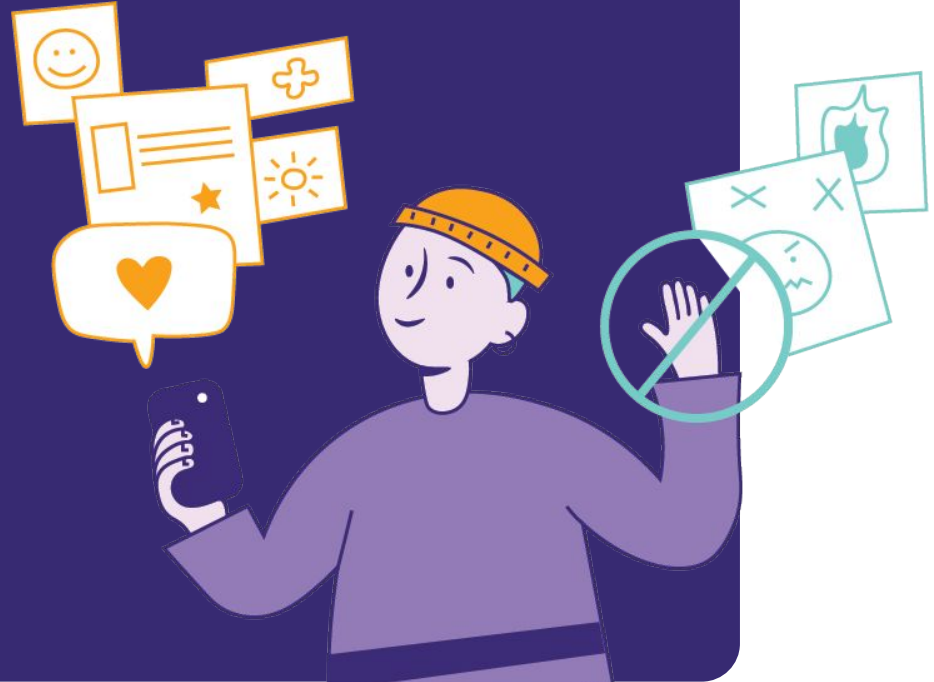


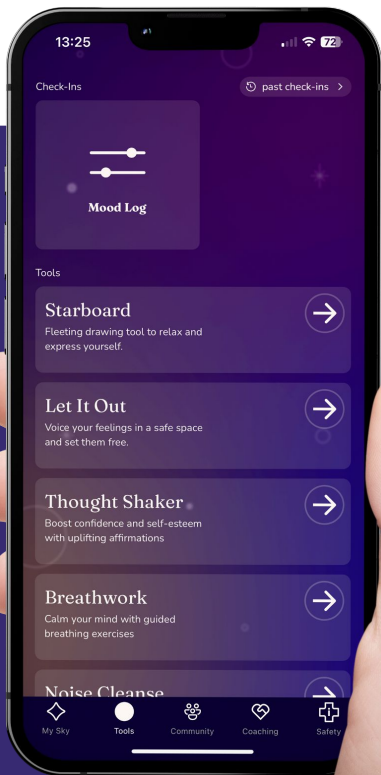
Kooth: 20 years of revolutionary services

Kooth Digital Health has over 20 years of experience in digital mental health solutions for young people.

Founded over 20 years ago, serving over 1 million hours of professional support worldwide through innovative behavioral health products

Over 800 employees worldwide including a dedicated product and research team designed to engage with our users - and a bespoke product suitable for today's youth.





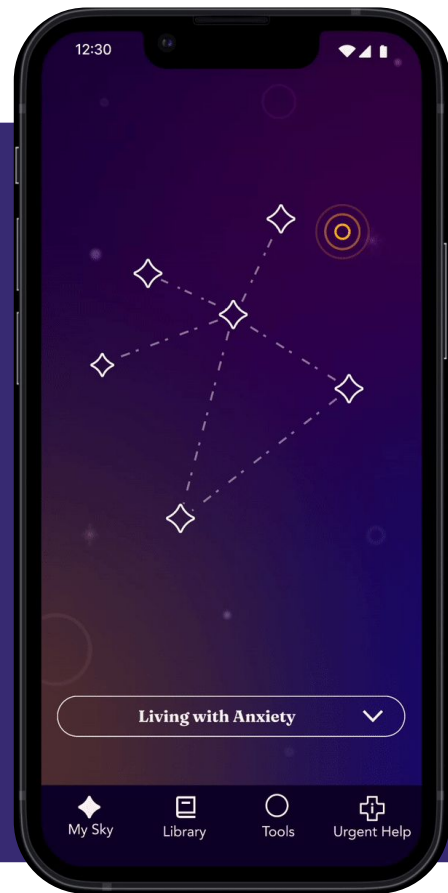
Tier One
Self-Guided Resources



Tier Two
Community Support



Tier Three
Professional Support



Support offered in English, Spanish, and all 17 other Medi-Cal threshold languages through an interpreter service

Working to provide comprehensive care



Soluna integrates seamlessly with existing services, acting as a central hub to triage and treat users (sub-clinical) as well as improving access to the State's behavioral health ecosystem.

Safety first: Mitigating risks and respecting privacy



In-app Support

Pre-Moderation allows risk identification and triggers practitioner intervention

Monitoring Risk

Anonymous model fosters secure environment for users to be themselves AND for empathetic engagement with practitioners

Crisis Response

Full adherence to federal and state reporting and regulatory guidelines

Focus: Autonomy & Empowerment of the User


Partnership Opportunities

- ★ **Digital Toolkits**
 - Social Media Assets
 - Websites
 - Email Templates
- ★ **Printed Materials (as needed)**
 - Flyers
 - Posters
 - Postcards / QR Cards
- ★ **Ongoing Partnerships**
 - Strategic Meetings
 - Promotional Support
 - High Value, Low Lift
- ★ **Virtual & In-Person Support**
 - Info Sessions
 - Tabling
 - Events



Get support with the tough stuff and help your child thrive.

No costs attached. No insurance required.
No referrals needed. Sign up at brightlife.kids today.




Your space to be you.

Confidential support for your own mental health journey. No cost. No pressure.

Chat 1:1 with a professional coach, use interactive tools to destress, or explore quizzes, videos, forums, and more. **You choose!**

Search 'Soluna' in the App Store or Google Play or visit SolunaApp.com



Download on the App Store GET IT ON Google Play

Thank you!

BrightLife Kids

A CalHOPE program by Brightline



BrightLife.Kids/ca

Contact us!

ce@helloworldbrightline.com

soluna

a CalHOPE Program by Kooth



SolunaApp.com

Contact us!

california@kooth.com