



CLAYTON CHAU, MD PhD
DIRECTOR/COUNTY HEALTH
OFFICER

MINDY WINTERSWYK, PT, DPT, PCS
INTERIM ASSISTANT AGENCY
DIRECTOR

VERONICA KELLEY, DSW, LCSW
CHIEF OF MENTAL HEALTH &
RECOVERY SERVICES

405 W. 5th STREET, 7th FLOOR
SANTA ANA, CA 92701

www.ohealthinfo.com

MENTAL HEALTH & RECOVERY SERVICES

MHRS UPDATE

DATE: May 17, 2022

TO: Members of the County of Orange Behavioral Health Advisory Board

FROM: Veronica Kelley, DSW, LCSW
Chief of Mental Health & Recovery Services

SUBJECT: Mental Health & Recovery Services (MHRS) Update for May 2022

Adult and Older Adult Mental Health & Recovery Services (MHRS)

Crisis Services: The Health Care Agency (HCA) is working with Telecare and our county contracted **Silver Treehouse** to add a 24/7 nurse position to meet the needs of our Older Adult population at our Crisis Residential Program. HCA is also piloting Peer Services for our Crisis Assessment Team (CAT) clients. The trainings and orientations have been completed and peers will begin responding to calls with CAT clinicians to provide additional support/services to our clients and families.

Collaborative Services: The **Assisted Outpatient Treatment (AOT) Full Service Partnership (FSP)** recently added a Family Peer Support Group facilitated by peers in the program. Peers in the program provide resources, psychoeducation, offer emotional support, share their lived experience with mental health and co-occurring substance use challenges.

Residential Treatment Services: There was a temporary suspension of services for **Phoenix House** withdrawal management. Clients still can receive clinically withdrawal management through Woodglen, Telecare and Roque Center.

Project Kinship (PK) continues to build strong relationships with county and community partners, and have recently developed a partnership with the Villa, allowing access to female bridge housing. PK has maintained their partnership with Grandma's House of Hope, bridge housing for males, with 21 beds available for PK participants. The PK Field Service Team resumed a full, in-person schedule of Monday through Thursday from 6:00 a.m.-2:30 p.m. and expanded to include Friday coverage, 7:00 a.m.-12:30 p.m.

The **Adult Supported Employment program** has opened their Job Club recently to non-enrolled Participants to boost interest in employment. They hosted their Job Club for the month of May with the topic being on "Employee Self Advocacy – How To Talk To Your Employer About Reasonable Accommodations". The Job Club was opened to all three Wellness Centers and viewing parties were held at each of the centers, and Wellness Center members showed great interest. Their next Job Club will be held 6/9/22. In addition, Goodwill will be hosting their bi-annual graduation on 6/25/22, for program participants that have been able to maintain employment or volunteer opportunities for 3 months or greater.

Children, Youth and Prevention Mental Health and Recovery Services

On 4/15/22, Teen Project opened **Sanctuary Recovery Center**, a six-bed substance use residential treatment facility in Orange County for females 12-18 years of age. Sanctuary Recovery Center is a County-contracted program within the Drug Medi-Cal Organized Delivery System. Sanctuary Recovery Center provides Residential Treatment and Withdrawal Management Services that are available 24-7, 365 days a year. Services are individualized based on client need and may include: individual, family, and group counseling; substance use related education; case management; structured therapeutic activities; and Medication Assisted Treatment (MAT). Referrals can be made directly to Sanctuary Recovery Center by calling (949) 534-4715.

Prevention and Intervention: To increase awareness and educate youth on the dangers of misusing prescription painkillers, such as opioids, the **“Life Is Greater Than Drugs”** social media campaign was utilized and initially ran from October 2021 to February 2022. The campaign was designed to reach youth where they spend much of their time – online and using social media. This campaign encourages youth to choose an active, positive lifestyle, to follow their goals and dreams. Campaign ads link youth to the website, www.lifeisgreaterthandrugs.com, which provides information on the risks of misusing opioids, including Fentanyl and activities that are safe and productive ways to feel good. Campaign analytics include over 44 million total impressions (each time an ad was viewed), generating more than eight million completed video views. Campaign ads on TikTok netted the most impressions - at over 15 million. There were over 50,000 visitors to the website during this period.

The second wave of the campaign began in April to capitalize on prom and graduation celebrations and run through the beginning of August to have a presence during the summer months. This round includes campaign videos running at local movie theatres in conjunction with the release of summer movies. Life >Drugs is also being promoted in person at community events, most recently at Family Fest, hosted by the Wellness & Prevention Center and Thrive Teen Expo facilitated by the City of Los Alamitos.

Participation in the **Drug Enforcement Administration’s bi-annual National Take Back Event** is another strategy promoted countywide to prevent prescription drug misuse. Too often, unused prescription drugs find their way into the wrong hands, resulting in dangerous and tragic consequences. The message for last month’s 22nd Take Back Event was clear: “Keep them safe. Clean them out. Take them back”. HCA once again promoted this April 30th prevention opportunity on its website, through a press release and advertisements on social media.

HCA prevention efforts continue to strive to reduce alcohol/drug impaired driving collisions. Plans are underway to pilot a social ride share initiative, using ground-level outreach. Marketing items suitable for display at restaurants and bars (i.e., coasters, table tents, posters, napkins) featuring persuasive messages that encourage patrons to take alternative transportation home after a night out, will be made available for distribution.

HCA was successful in its application for securing additional prevention dollars through the American Rescue Plan Act (ARPA). Funds will be added for increased Alcohol and Other Drugs (AOD) prevention services, including Friday Night Live. These funds will also allow youth prevention education to be implemented at more schools and in additional communities, using evidence-based curricula.

HCA’s current five-year **Substance Use Prevention Strategic Plan** will sunset in June 2023. The State Department of Health Care Services recently launched an initiative to create California’s first Behavioral Health Prevention Plan (BHPP), with the goal of preventing mental illness and substance use disorders. This plan will be developed utilizing concepts from the Substance Abuse and Mental Health Administration’s Strategic Prevention Framework, including assessment, capacity, planning, implementation, evaluation, sustainability, and cultural competence. The plan is expected to begin July 2023, with counties being able to “map” onto the State’s Plan. Next fiscal year, HCA will coordinate local planning efforts to identify substance use prevention issues specific to Orange County communities, families, and youth. Future Orange County prevention efforts will be guided by this planning.

Finally, an **OC Links Promotional Campaign**, called “Where Wellbeing Begins,” is planned to begin late June/early July through September. Campaign static images and videos have been created for social, digital and print media to promote OC Links throughout Orange County. The goal of this campaign will be to increase the general public’s awareness of OC Links’ 24/7 service. In addition, a variety of outreach materials are being developed for promotion throughout the year, including educational videos in English, Spanish and Vietnamese.

Agenda Staff Reports approved by the Board of Supervisor in April

4/12/22	The Villa Center, Inc. and Woodglen Recovery Junction, Inc. for AB 109 Residential Treatment services, 7/1/22 - 6/30/24	\$3,000,000
4/12/22	Working Wardrobes for a New Start for veteran behavioral health peer support services, 7/1/22 - 6/30/23	\$500,000
4/12/22	United States Veterans Initiative for early intervention services for veteran college students, 7/1/22 - 6/30/23	\$399,980
4/12/22	Child Guidance Center, Inc. for behavioral health services for military families, 7/1/22 - 6/30/22	\$1,000,000
4/12/22	The Priority Center, Ending the Generational Cycle of Trauma, Inc. for school readiness services, 7/1/22 - 6/30/23	\$1,000,000
4/12/22	Angels Baseball LP for strategic marketing and outreach services, 12/31/21 - 12/30/22	\$1,600,000
4/12/22	Grandma's House of Hope, Friendship Shelter, Inc., Colette's Children Home for Homeless Bridge Housing services, 7/1/22 - 6/30/23;	\$2,542,224
4/12/22	Seneca Family of Agencies and South Coast Children's Society, Inc. dba South Coast Community Services; Olive Crest and New Alternatives, Inc. (\$310,000) for Wraparound Behavioral Health Outpatient services, 7/1/22 - 6/30/23	\$2,000,000
4/26/22	Childhelp, Inc., Hart Community Homes, Mary's Shelter dba Mary's Path, New Alternatives, Inc., Olive Crest, Rite of Passage Adolescent Treatment Centers and Schools, Inc. and South Coast Children's Society, Inc. for behavioral health services in short-term residential therapeutic programs, 7/1/22 - 6/30/24	\$28,000,000
4/26/22	Child Guidance Center, Inc., Pathways Community Services LLC, Waymakers, Olive Crest, Seneca Family of Agencies, outh Coast Children's Society, Inc. dba South Coast Community Services, Western Youth Services for behavioral health outpatient services for children and youth, 7/1/22 - 6/30/23	\$41,082,101
4/26/22	Clean Path Recovery, LLC, Grandma's House of Hope, Roque Center, Inc., The Stephouse Recovery, Inc. and The Villa Center, Inc. for recovery residence services, 7/1/22 - 6/30/23	\$1,500,000
4/26/22	Phoenix House Orange County, Inc. for school-based Behavioral Health Intervention and Support services, 7/1/22 - 6/30/23	\$1,953,024
4/26/22	Orange County Association for Mental Health dba Mental Health Association of Orange County for multi-service center services for homeless mentally ill adults, 7/1/22 - 6/30/23	\$2,003,154
4/26/22	California Treatment Services, LLC dba Recovery Solutions of Santa Ana, Western Pacific Med-Corp for Drug Medi-Cal Narcotic Replacement Therapy Treatment services, 7/1/22 - 6/30/23;	\$3,500,000
4/26/22	Western Pacific Re-Hab for Drug Medi-Cal Narcotic Replacement Therapy Treatment services, 4/27/22 - 6/30/22	\$200,000;
4/26/22	Western Pacific Re-Hab for Narcotic Replacement Therapy Treatment services, 7/1/22 - 6/30/25	\$1,930,920
4/26/22	The Priority Center, Ending the Generational Cycle of Trauma Inc. for Adult In-Home Crisis Stabilization services, 7/1/22 - 6/30/23	\$2,066,505
4/26/22	College Community Services for peer mentoring services, 7/1/20 - 6/30/23	\$1,020,833
4/26/22	College Community Services for Mental Health Peer Support and Wellness Centers - Central and South and Orange County Association for Mental Health dba Mental Health Association of Orange County for Mental Health Peer Support and Wellness Centers - West, 7/1/20 - 6/30/23	\$663,479
4/26/22	Pulsar Advertising, Inc. for OC Links 24/7 Communication services, 6/6/22 - 9/30/22	\$276,912