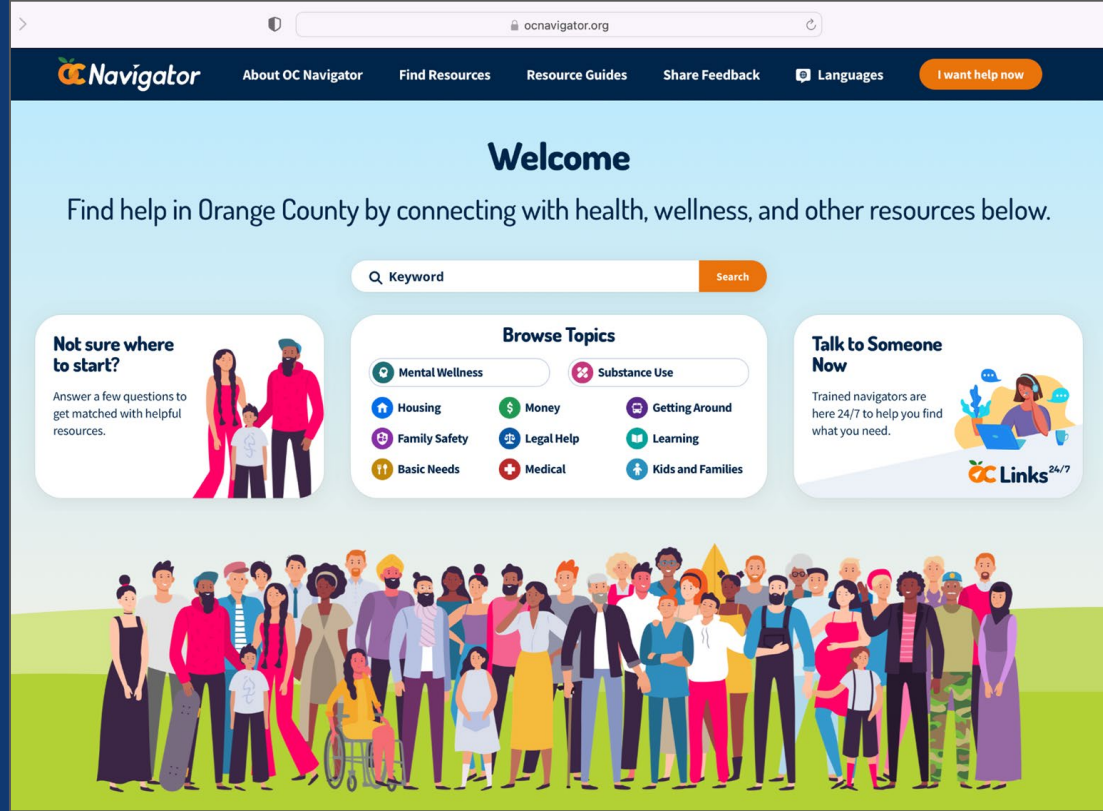# MHSA Innovation Project Update

Behavioral Health System Transformation Part II: OC Navigator

Presented by:
Armen Arevian, MD PhD
On behalf of the OC Navigator team

January 25, 2023

In July, we shared…

- The OC Navigator's key features

- Partnership efforts to curate resources and guides

- Examples of marketing and promotional events with the community and Angel Stadium

- Planned enhancements and community engagement collaborations to improve the OC Navigator

Today's Agenda

- Project Goal

- 6 Months in Review

- Top Areas of Feedback

- Roadmap for Improvements

OC Navigator's Goal
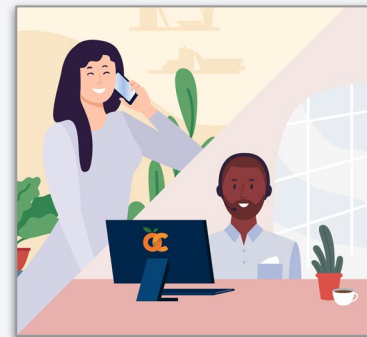
Facilitate an individual's journey

Do I need help?
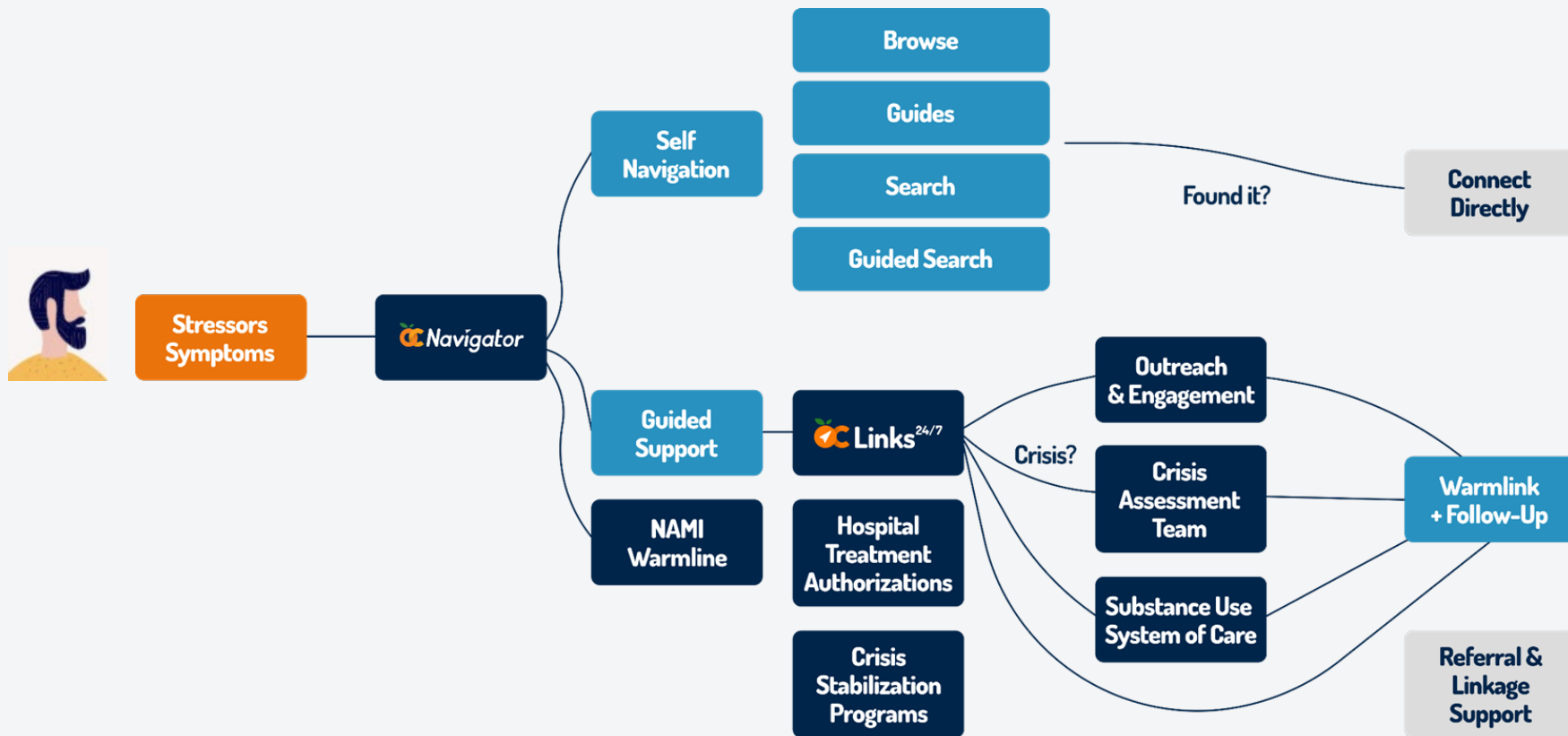
Who to trust?

How to find, connect?

What's right for me?

My other needs?

For the community, by the community

- Reflecting communities' wisdom within technology
- Participatory development together
- Integrated with local systems and partners

Full Scope of OC HCA Partnership

OC Navigator:
6 Months in Review

Apr 7 – Oct 7, 2022

Outreach Efforts

Connected with...

364 individuals

65+ organizations

Facilitated...

30+ workgroups

70+ interviews

6 trainings

In Progress

OC HCA trainings

Service provider trainings

Bi-monthly & Spanish workgroups
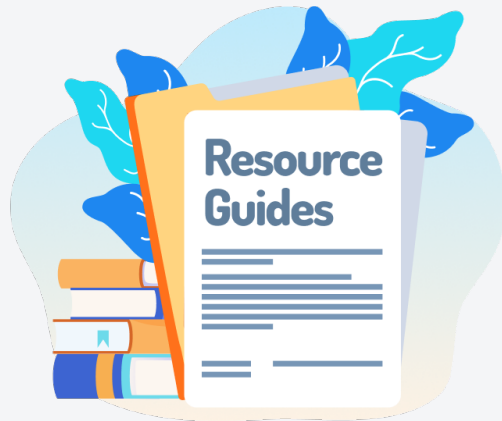
Presentations

Content curation partnerships

Resource Curation

Resources

827 resources total

Guides

14 resource guides total
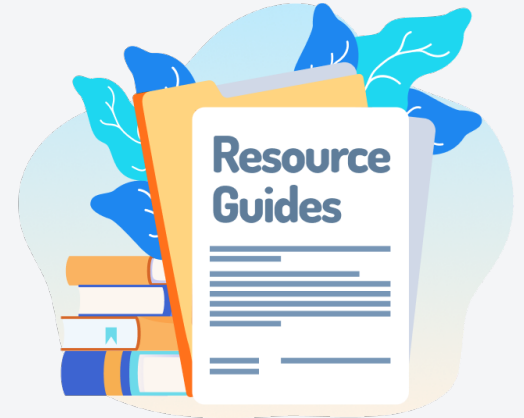
Resource Curation

Resources

827 resources total

5,769 total views

Guides

14 resource guides total

2,407 total views

Total Users and Page Views

From April 7 – October 7

16.9k   Total new and returning users

3 min   Average time spent on the OC Navigator

372k   Total page views

Active users

93 Average per day   **2.8k** Average per month

How do users find resources?

Users by device

Tablet
0.7%

Desktop
34.8%

Mobile
64.5%
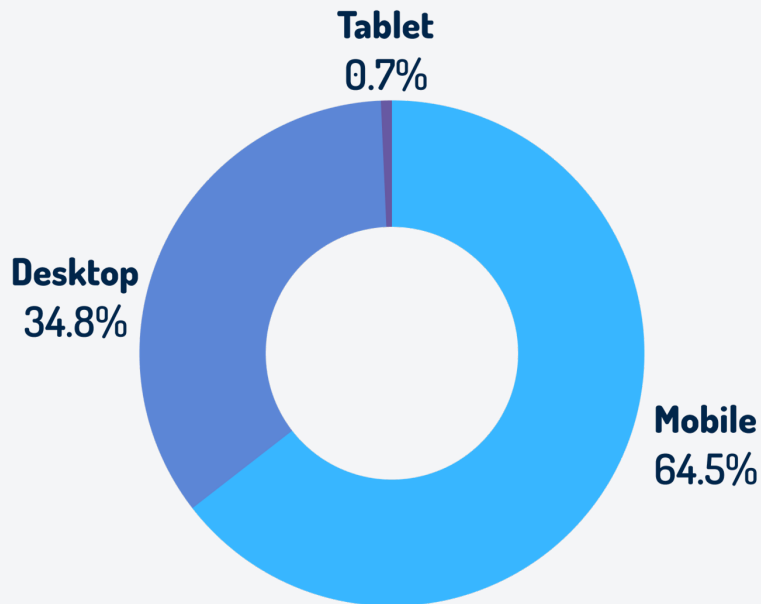
Ways to find resources

53% Category pages

26% Find Resources page

20% Resource guides

1% Wellness Check-In

What are users looking for?

🔍 **4,902** total searches within the OC Navigator

Top 10 Searched Terms

- Housing – **98**
- Food – **73**
- Mental health – **56**
- Support group/s – **53**
- Wellness Center – **51**

- Shelter – **52**
- Senior Housing – **39**
- Homeless – **36**
- Rental assistance – **34**
- Domestic violence – **32**

Top 5 Categories Searched

1. **Mental Wellness**

2. **Housing**

3. **Basic Needs**

4. **Substance Use**

5. **Kids & Families**

Top 5 Viewed Guides

1. Child, Adolescent, and Young Adult Mental Health and Substance Use Resources – **316**

2. OC Resources for People Experiencing Homelessness/at Risk of Homelessness – **213**

3. Resources for Coping with Grief and Loss – **213**

4. OC Housing Resources for Spanish Speakers – **172**

5. Help with Substance Use: Resources in OC – **171**

Top 10 External Clicks to Programs

- Family Promise OC

- MHRS Children & Youth

- Jamboree Housing

- Spin OC Guided Assistance To Permanent Placement (GAPP)

- Families Forward

- MHRS Adult & Older Adult

- Salvation Army Anaheim

- Mariposa Family Center

- Community Action Partnership of OC (CAPOC)

- MHRS Crisis

OC Links Linkage

483 clicks to initiate an OC Links chat

OC Links 24/7

Are we helping individuals with their journeys?

"

Allows you to talk to a navigator to verify if it is a good resource that meets my needs.

Adding different languages brings inclusiveness –it helps people independently navigate the information without a translator needed.

The Wellness Check–in captures different needs that may come hand in hand, like the question about, "unstable home situation" is followed up with a question about "feelings of loneliness and isolation." A person experiencing homelessness may be needing emotional support.

"

Top Feedback

- **More resource listings** for specific topics or groups, such as…
  - **Housing for transition age youth (TAY)**
  - **New parent support**
  - **Counseling for recent refugees**
- **Subcategories** to make finding resources faster
- **Referral and linkage** to community programs

OC Navigator – Roadmap

Top Priorities

- **Continue to curate resources** to help users find the resources they need
  - **15 guides currently active, 7 in development**
- **Subcategories** to make it easy to search for resources
- **Referral and linkages** across Mental Health Recovery Services programs
- **Digital resources** from the OC Student Mental Health Resource Directory
- **Usability testing** to gather data on usage and help inform how to enhance the user experience
- **Ongoing**: community engagement, analytics, and accessibility

Thank you for the collaboration!