MHSA Innovation Project Update

Behavioral Health System Transformation Part II: OC Navigator

Presented by:
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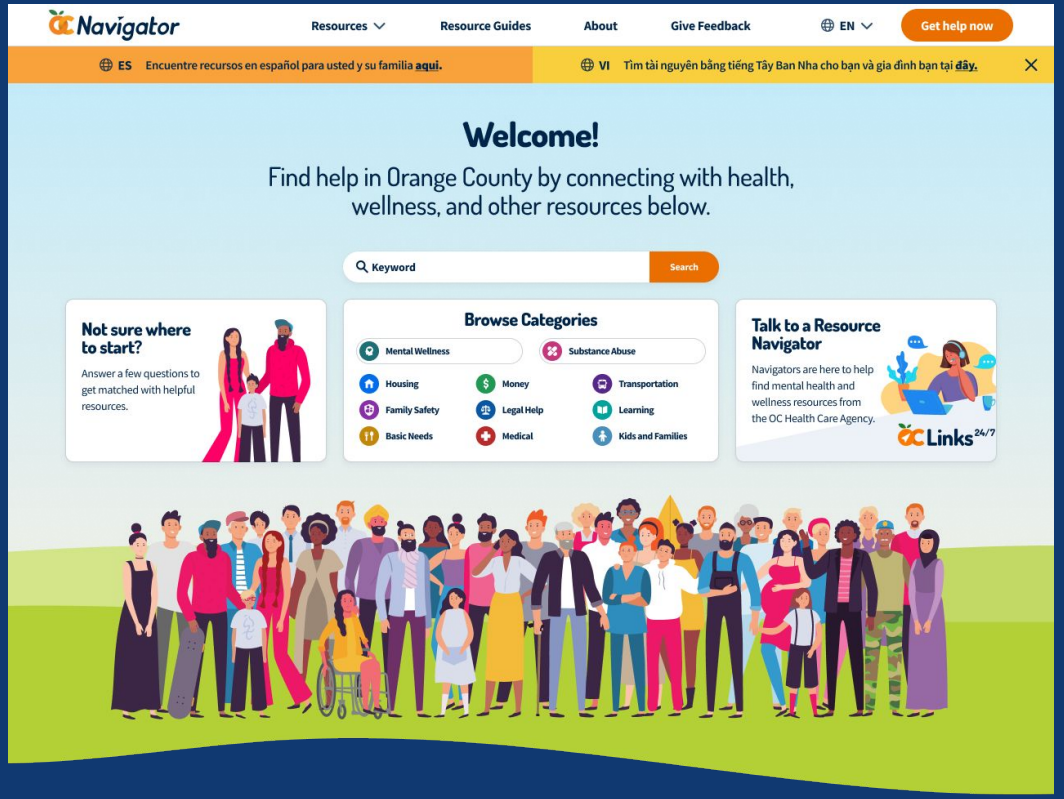
On behalf of the OC Navigator team

September 27, 2023

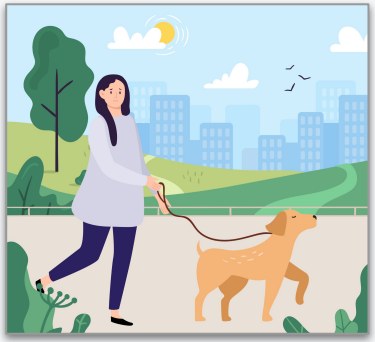


Project Impact

- Goal & Background
- Key Accomplishments
- Community Impact & Usage
- Community Feedback & Reflections
- Up Next: Continuous 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

OC Navigator

Resources | Resource Guides | About | Give Feedback | EN | Get help now

ES Encuentre recursos en español para usted y su familia aquí.

VI Tìm tài nguyên bằng tiếng Tây Ban Nha cho bạn và gia đình bạn tại đây.

Welcome!

Find help in Orange County by connecting with health, wellness, and other resources below.

Keyword | Search

Not sure where to start?

Answer a few questions to get matched with helpful resources.

Browse Categories

- Mental Wellness
- Substance Abuse
- Housing
- Money
- Transportation
- Family Safety
- Legal Help
- Learning
- Basic Needs
- Medical
- Kids and Families

Talk to a Resource Navigator

Navigators are here to help find mental health and wellness resources from the OC Health Care Agency.

OC Links 24/7

Key Accomplishments

Increased Outreach & Engagement

Connected with...

2,000+ individuals

65+ organizations

Participated in...

12 County & community events

24 community presentations

Facilitated...

50+ workgroups

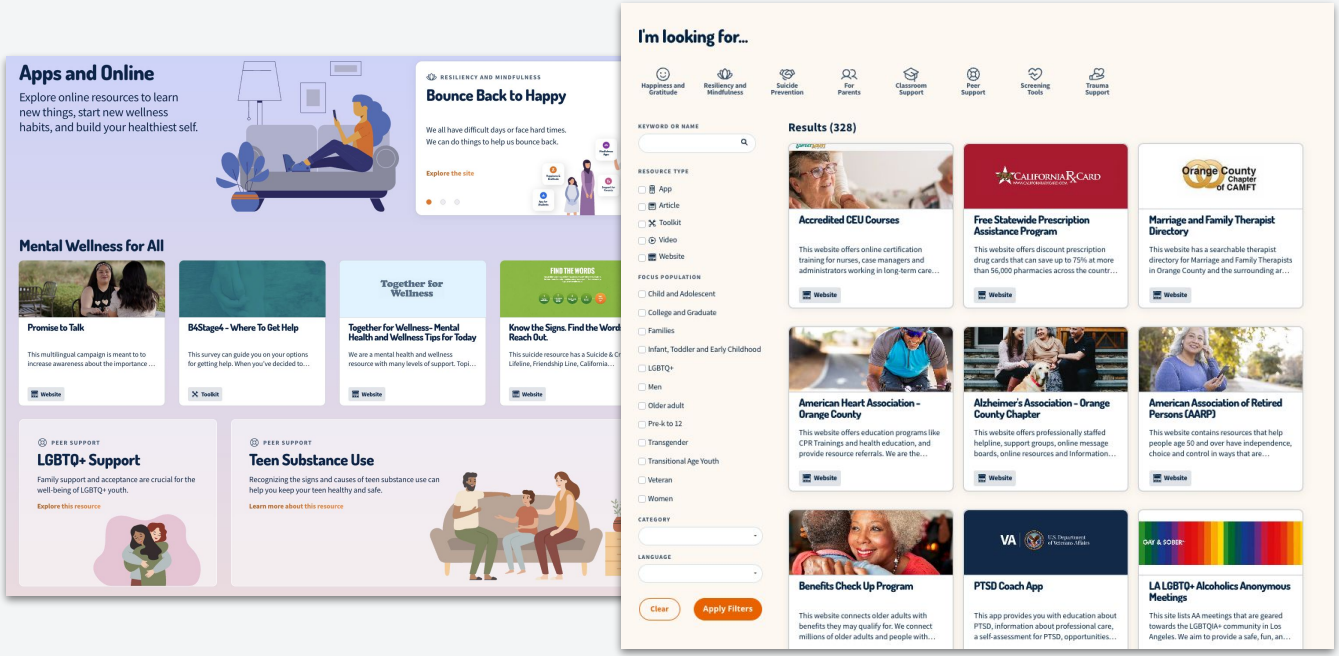
90+ interviews

50+ trainings & informational sessions

10+ content curation partnerships to develop resource guides

Oct 1, 2022 - Aug 30, 2023

New apps and online resources address needs, even before community members start their treatment or search for services.



Happiness and Gratitude

Resiliency and Mindfulness

Suicide Prevention

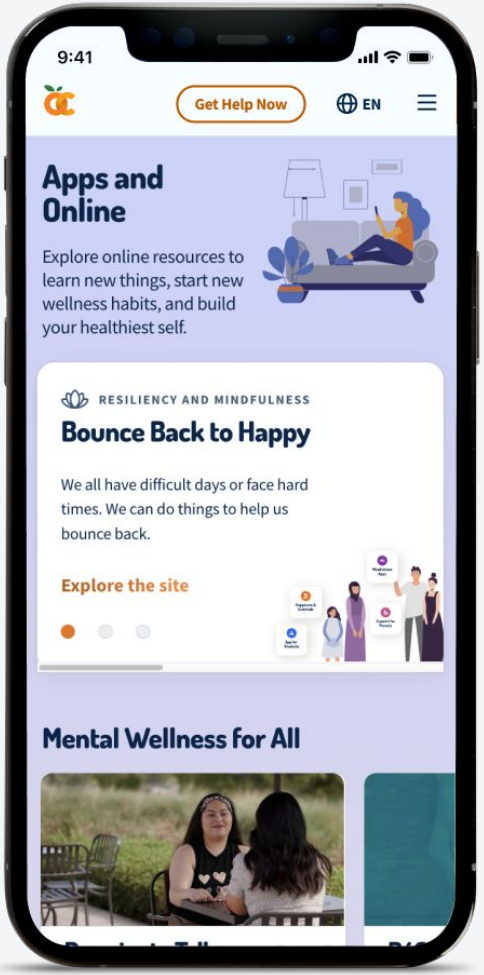
For Parents

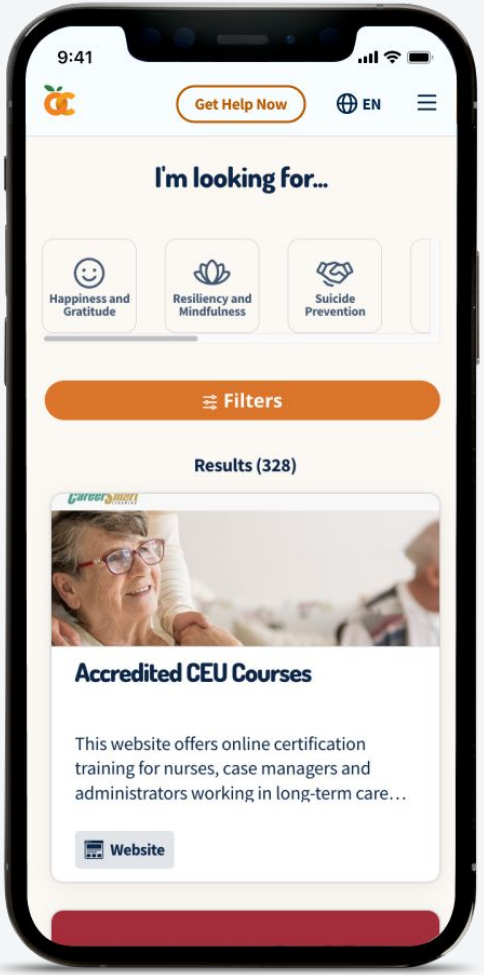
Classroom Support

Peer Support

Screening Tools

Trauma Support


9:41
Get Help Now
EN
Apps and Online
Explore online resources to learn new things, start new wellness habits, and build your healthiest self.
RESILIENCY AND MINDFULNESS
Bounce Back to Happy
We all have difficult days or face hard times. We can do things to help us bounce back.
Explore the site
Mental Wellness for All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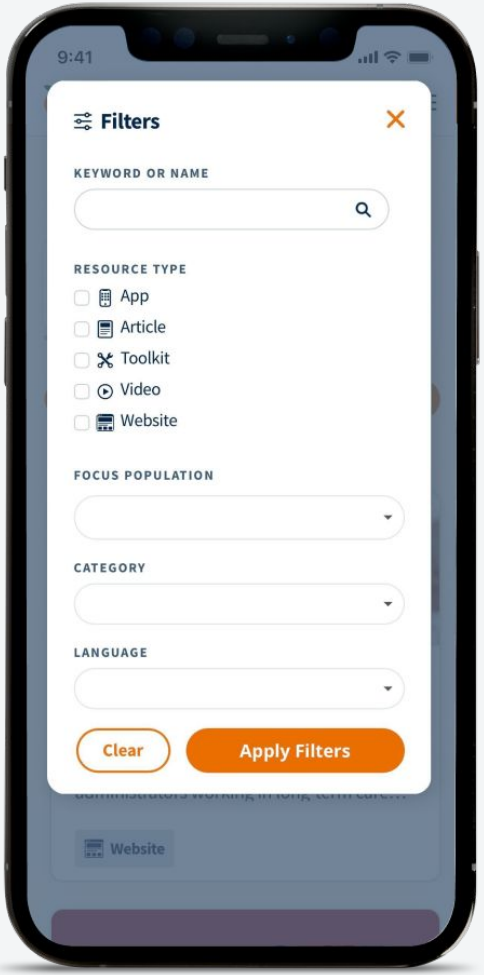
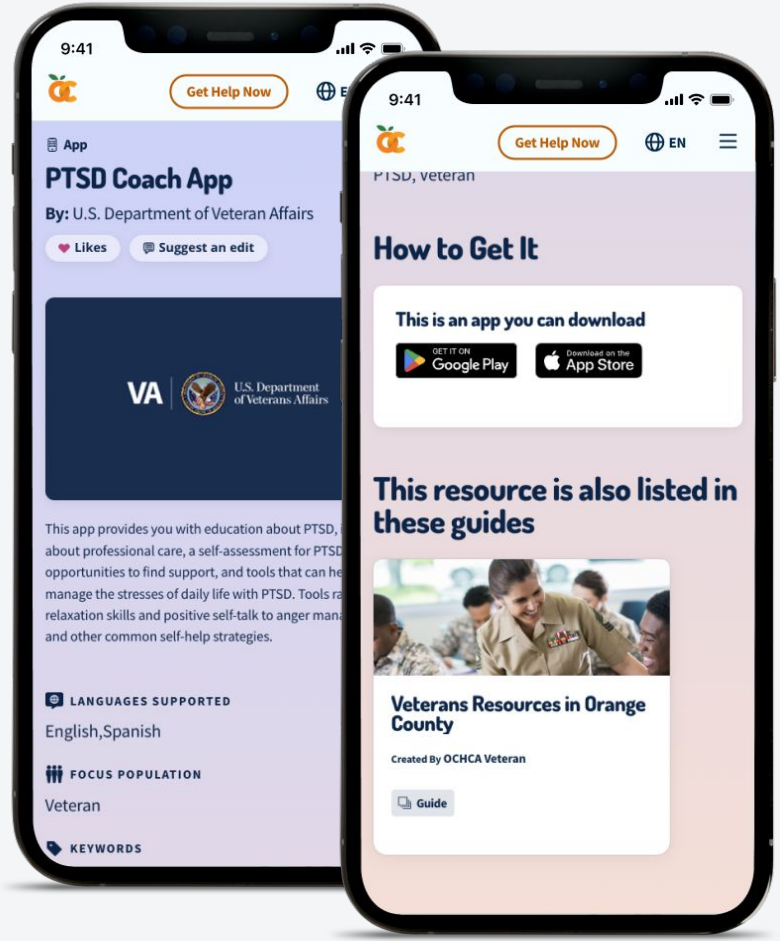
Get Help Now
EN
I'm looking for...
Happiness and Gratitude
Resiliency and Mindfulness
Suicide Prevention
Filters
Results (328)
Accredited CEU Courses
This website offers online certification training for nurses, case managers and administrators working in long-term care…
Website


9:41
Filters
KEYWORD OR NAME
RESOURCE TYPE
App
Article
Toolkit
Video
Website
FOCUS POPULATION
CATEGORY
LANGUAGE
Clear
Apply Filters
Website

“It’s so easy for me to navigate this new part of the site. I saved time in finding resources that I need.”

– *Wellness Center Central member*

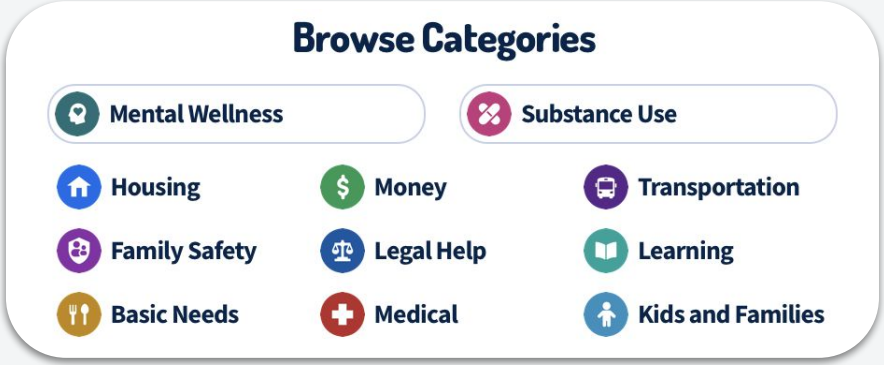


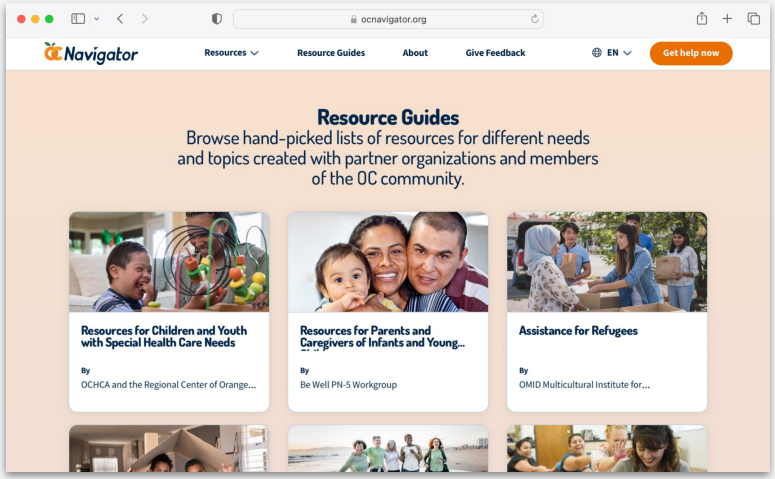
Collaboration with Community Partners to Curate & Expand Resources

1,230 resources

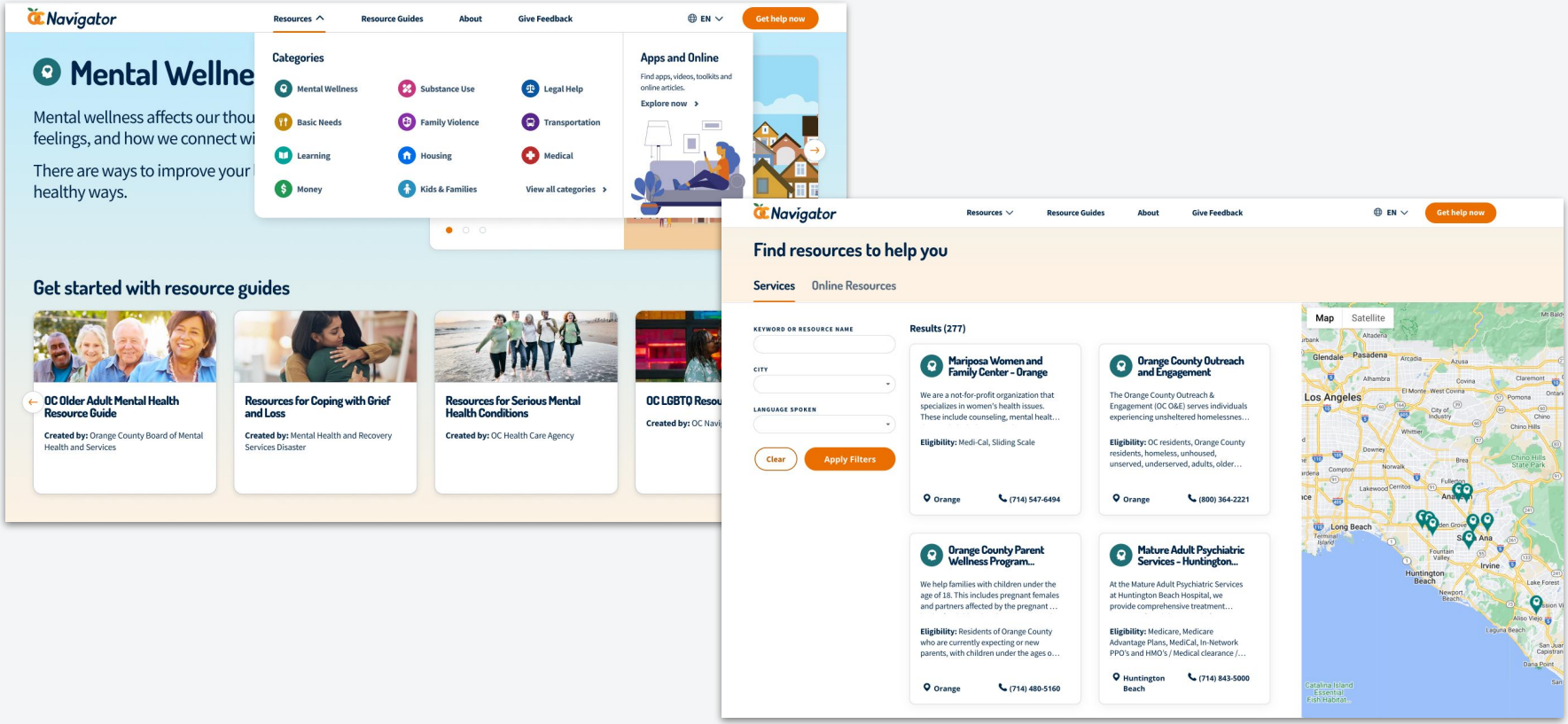
- 902 Services
- 328 Apps & Online

18 resource guides

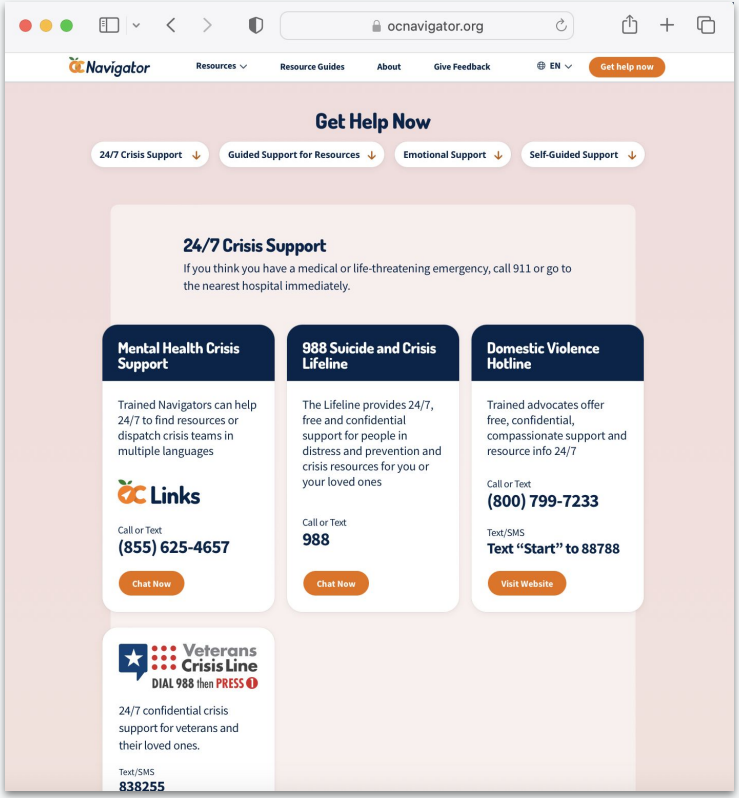


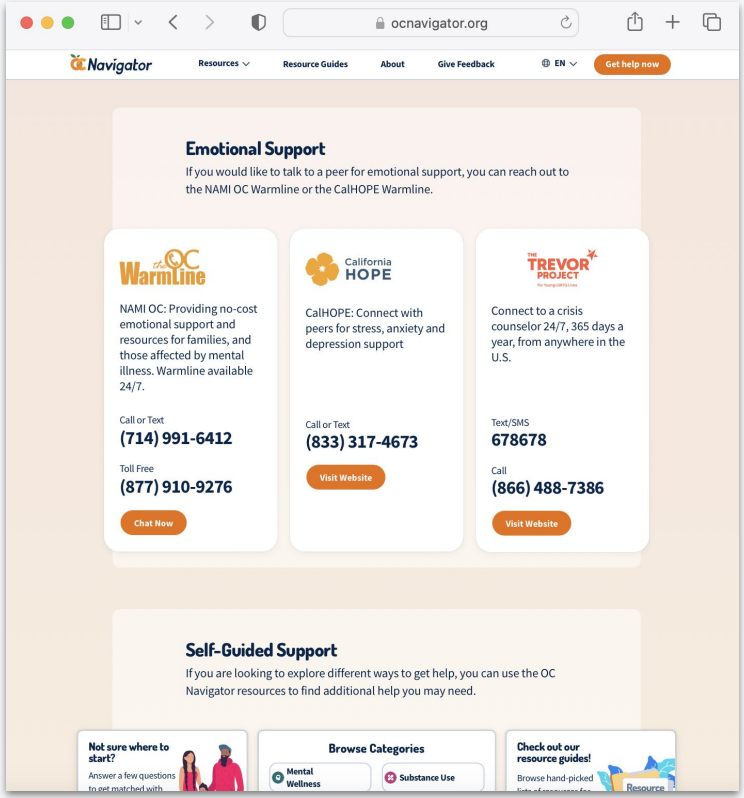


Improved Browsing Experience



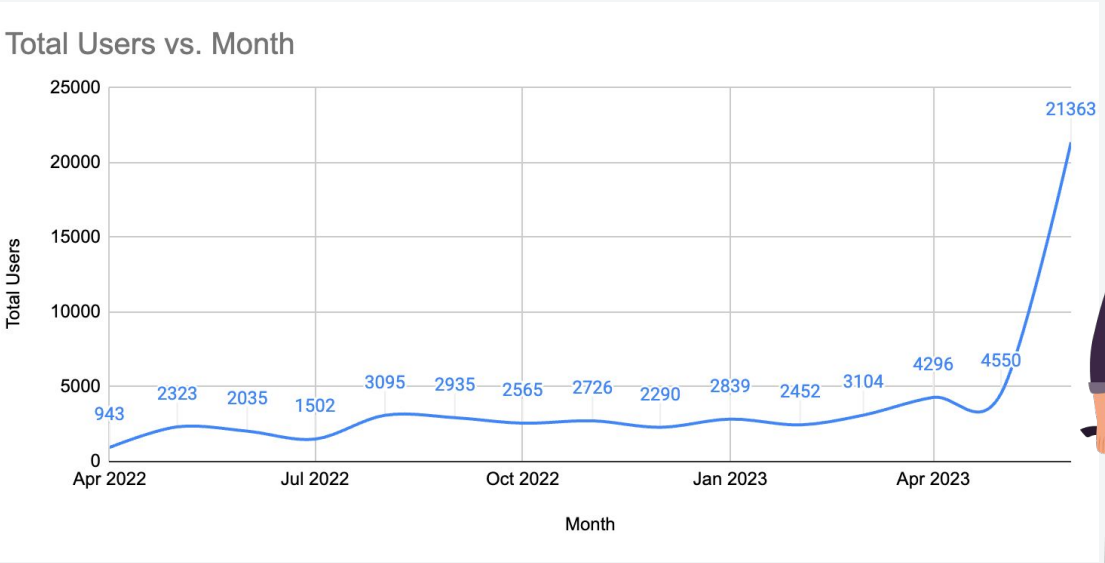
More Support Lines





Community Impact & Usage

45k Total Users Since Launch



More people are using the OC Navigator

10k → **32k**

6-Month Period
(Jul 2022 - Dec 2022)

6-Month Period
(Jan 2023 - Jun 2023)

220% INCREASE

Increases can be attributed to:

- Outreach
- Social media campaigns
- Word-of-mouth

How is the OC Navigator being used?

🔍 **11,123** total searches within the OC Navigator

📄 **13,374** resource page clicks within the OC Navigator*

📂 **4,563** resource guide clicks*

Click counts are based on interactions on the OC Navigator website and do **not include page visits via bookmarks or shared links.*

Data from Oct 1, 2022 - Jun 30, 2023

What needs does the community have?

Top Resources People Go To from the OC Navigator

1. Mercy House
2. Office of Care Coordination
3. Family Promise of OC
4. Child Guidance Center OC
5. Families Forward
6. 1736 Family Crisis Center
7. City Net Orange County
8. MHRS Clinics
9. HomeAid OC
10. Jamboree Housing

Data from Oct 1, 2022 - Jun 30, 2023

What needs does the community have?

Top 10 Searched Terms

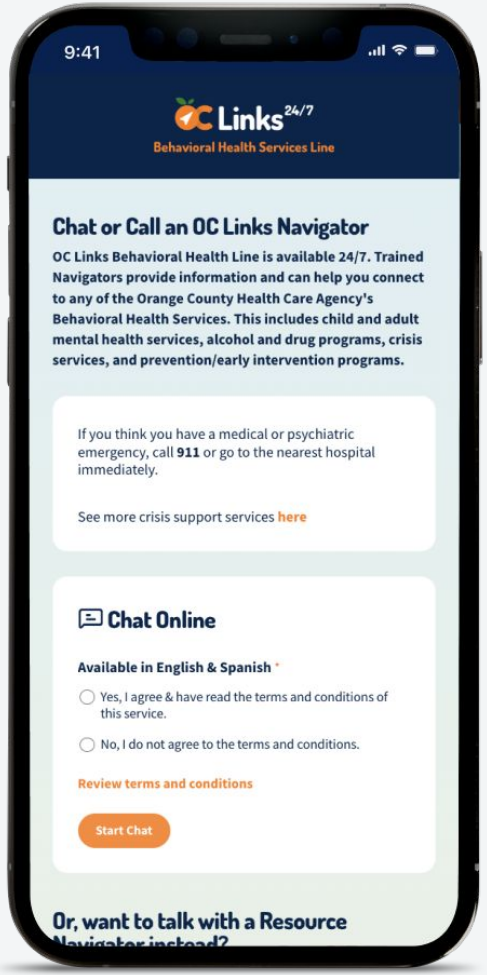
1. Housing
2. Food
3. Shelter/s
4. Therapy/Therapist
5. Mental Health
6. Food Bank(s)/Pantry
7. Rental Assistance
8. LGBTQ
9. Anger Management
10. Support Group/s

Community needs are consistent year-over-year.

Data from Oct 1, 2022 - Jun 30, 2023

832 chats initiated with OC Links

2x increase from the previous nine months



Data from Oct 1, 2022 - Jun 30, 2023

OC Navigator's Impact on the Community

"Your activities with members made them feel like they are part of something, sparked their curiosity, helped them solve their own problems, build new skills and confidence, and **in sum aided their recovery journeys**."

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OC Navigator's Impact on the Community

"Your activities with members made them feel like they are part of something, sparked their curiosity, helped them solve their own problems, build new skills and confidence, and **in sum aided their recovery journeys**."

"Our team has really benefited from the OC Navigator **when we work with our clients**."

"The different search options in the OC Navigator make it **more expedient to find resources.**"

"Going to **the OC Navigator makes you feel like you're a part of the community**. The graphics make you think of the people you see."

OC Navigator's Impact on the Community

"Creo que OC Navigator para mí en lo personal lo **veo como esta plataforma por lo menos un poco de esperanza para los retos que hay**. Pero sabemos que tampoco va a ayudar a todos donde tiene que llegar la ayuda, donde hay esa necesidad. Pero algo, algo muy importante es **talvez no estamos donde queremos llegar, pero no estamos donde estábamos años atrás.** Entonces veamos los éxitos que hemos tenido. Pero sigamos perseverando."

"I think OC Navigator for me personally is a platform where **I can get some hope to face the challenges there are**. We know that it may not yet reach everyone who needs help.... But it is something that is important. **Maybe we are not where we want to be [in terms of helping people] but we are not where we were years ago.** So let's look at the success OC Navigator has had. Let us keep persevering."

-- *Translated feedback from a Spanish monolingual workgroup participant*

Community Feedback Themes

- OC Navigator is easy to use and helps users find resources they need.
- Keep going! Add more resources and guides, and continue to improve with new features.
- Make it even easier to find resources by including the resource's insurance and payment information.

Project Reflections

- Outreach and engagement have been effective in significantly increasing OC Navigator site activity.
- Users are able to find what they are looking for, for themselves, their families, or their clients.
- OC Navigator continues to be a source of information about the day-to-day needs of the community.

Up Next: Continuous Improvements

Top Priorities

- Improve the **search experience** to make it easier to find resources
- Add **subcategories & focus populations** to make it easy to search for resources
- Implement **resource data governance** processes
- Continue **resource curation** to help users find the resources they need
    - **4 new resource guides** in development
- **Ongoing**: community engagement, user feedback activities, analytics, and accessibility

Thank you for the collaboration!