



# Pioneering Behavioral Health Support for Young Californians

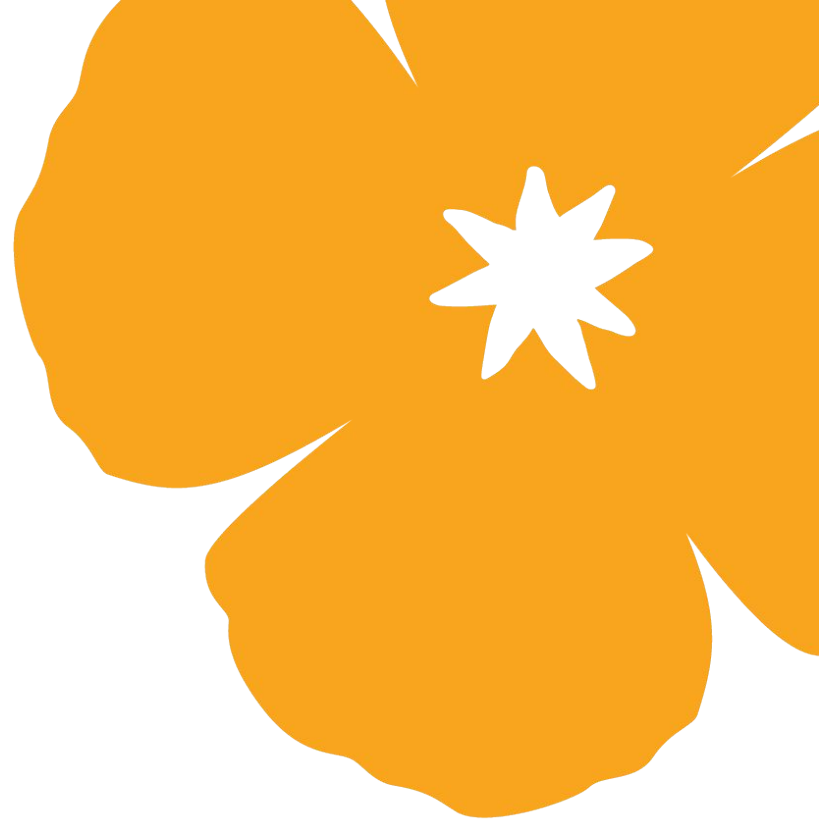


**Noa Oldak-Moradian**  
Brightline



**Sophie Weissbourd**  
Kooth Digital Health

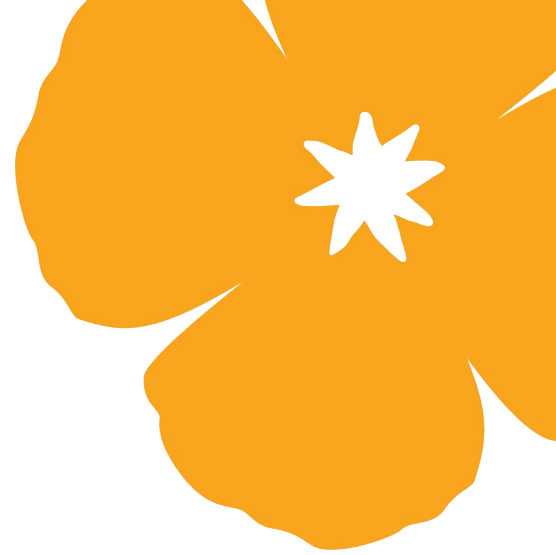
Thursday, July 11



# Introduce Yourself in the Chat!

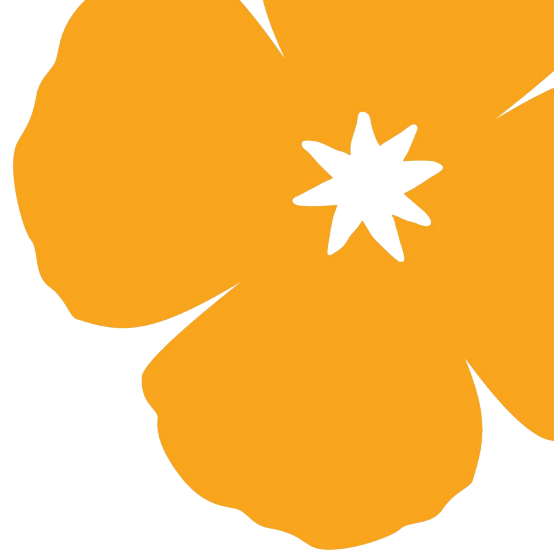
Question:

***What are some challenges to accessing mental/behavioral health resources in your communities?***



## On Today's Agenda:

- What is the **CYBHI**?
- Two pioneering new services working together
- Introducing **BrightLife Kids** from Brightline
- Introducing **Soluna** from Kooth Digital Health
- Partnership opportunities
- Q&A



# CYBHI: An Overview

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



**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](http://calhope.org)*

# 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
- Searchable repository of no to low cost community based resources

# BrightLife Kids

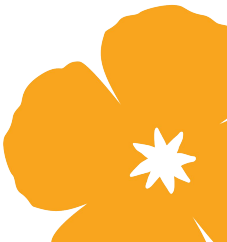
A CalHOPE program  
by Brightline



Today's Speaker:  
**Noa Oldak-Moradian, 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](https://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.



*We have English/Spanish bilingual coaches and live translation services in Chinese, Vietnamese, Tagalog, Korean, Armenian, Russian, Farsi, Japanese, Arabic, Cambodian, Hindi, Hmong, Thai, Laotian, Punjabi, Mien, and Ukrainian*

- + Developmental milestones
- + Emotional regulation
- + Sleep issues and patterns

- + Sadness
- + Disruptive behaviors
- + School, work, or relationship stress

- + Managing big emotions in healthy ways
- + **and much more!**



# How BrightLife Kids fits 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

**BrightLife Kids**  
A CalHOPE program by Brightline

## Prevention & Early Intervention

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

# 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



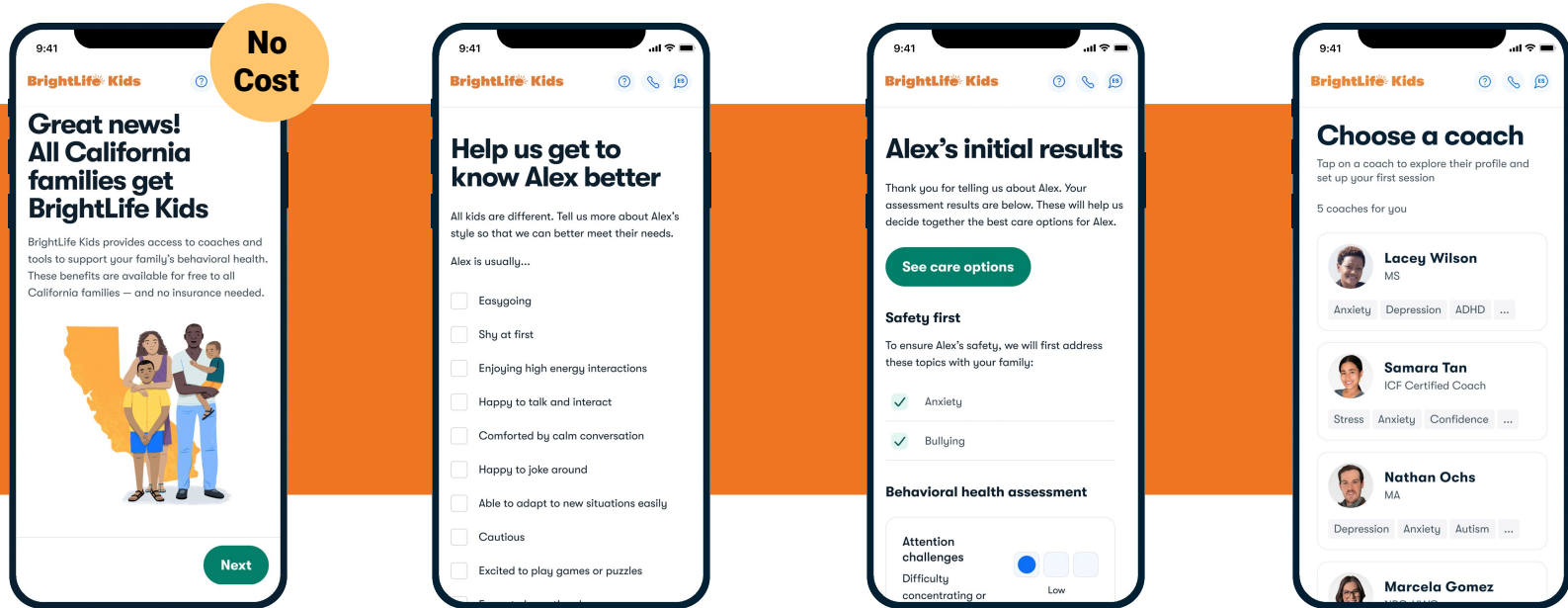
12 years

# 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**

# How to get started with BrightLife Kids



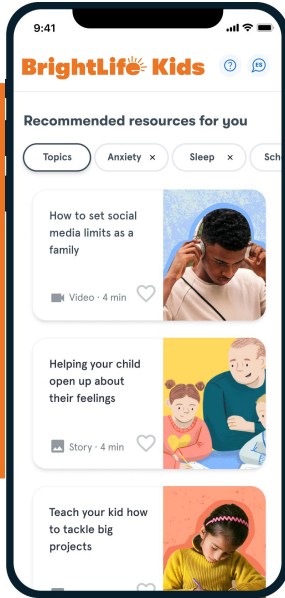
Confirm California zip code

Upfront needs assessment

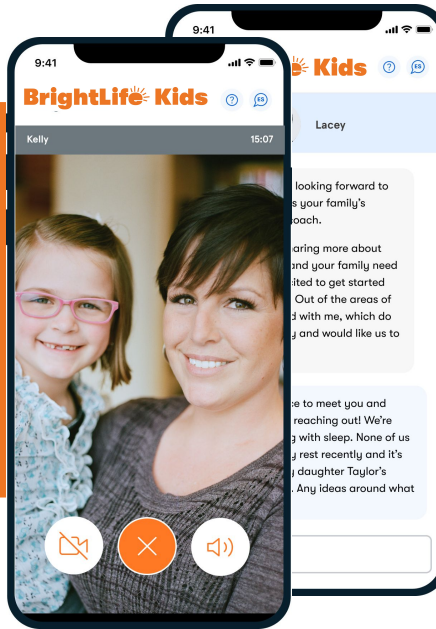
Results review & next steps

Coach selection or assignment to coach specialist

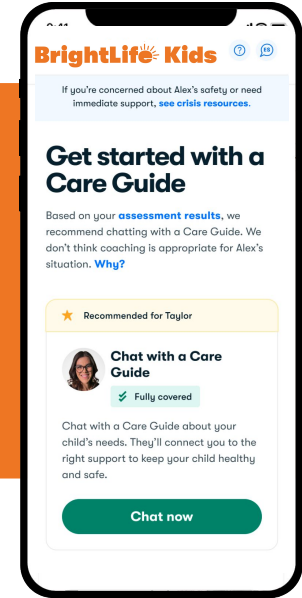
# What does BrightLife Kids offer?



Digital Tools



Behavioral Health Coaching



Care Coordination





a CalHOPE Program by Kooth



Today's Speaker:  
**Sophie Weissbourd, Kooth Digital Health**

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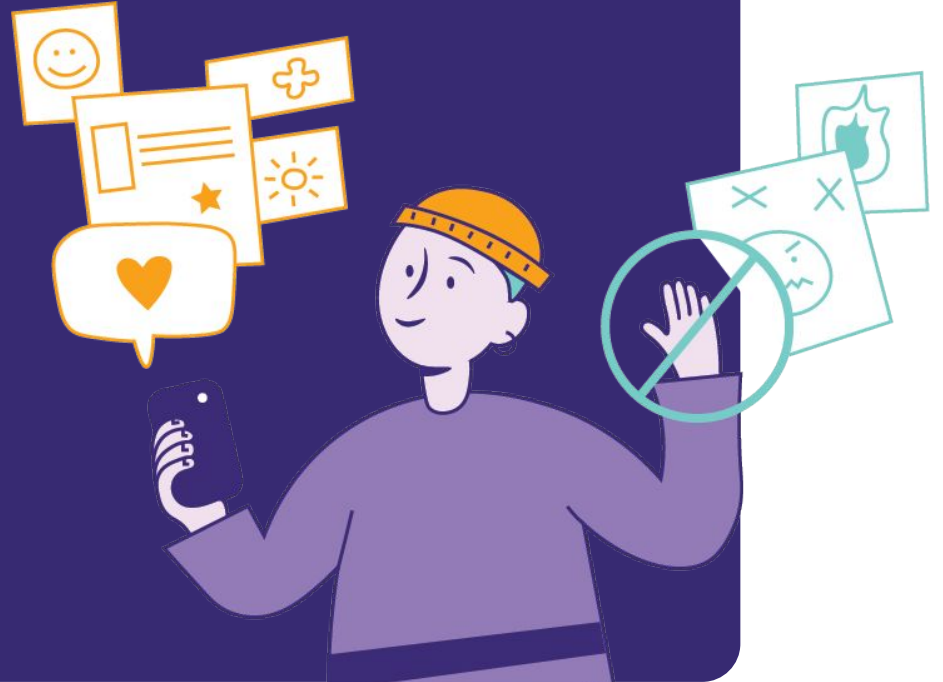


# Kooth: 20 years of revolutionary services

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

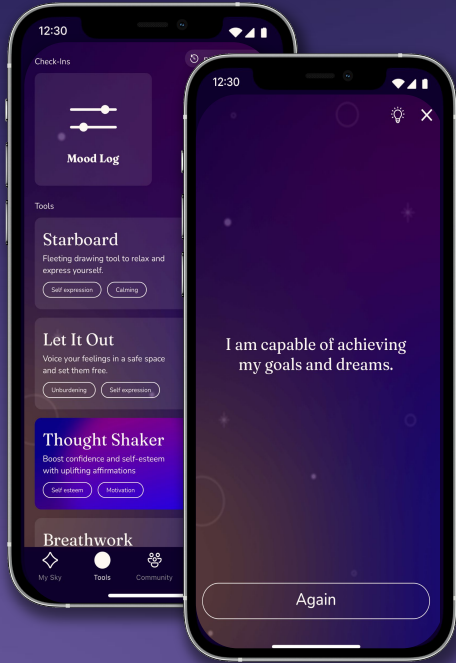
**Over 800 employees worldwide including a dedicated product and research team** designed to engage with our users - and a bespoke product suitable for today's youth.



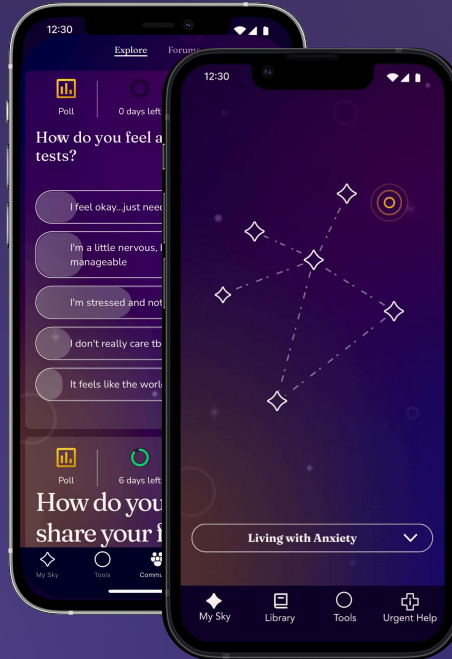


# ✦ Youth determine the support they want and need in a safe space

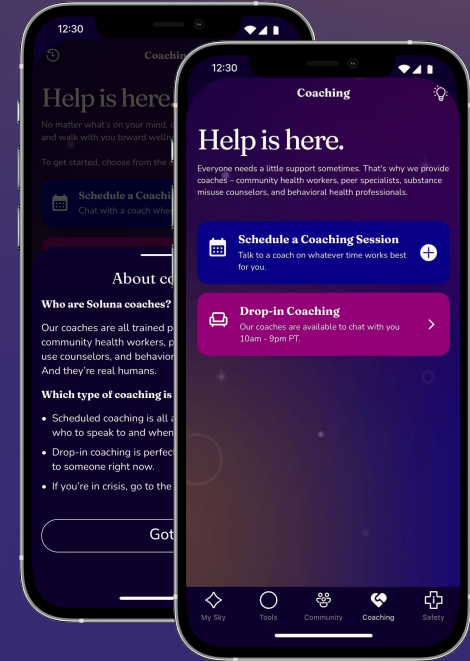
## Self-Guided Resources



## Community Support



## Behavioral Health Coaching



Coaches are available 10am to 10pm

# Safety first: Mitigating risks and respecting privacy



## In-app Support

**Pre-Moderation** allows risk identification and triggers practitioner intervention

## Monitoring Risk

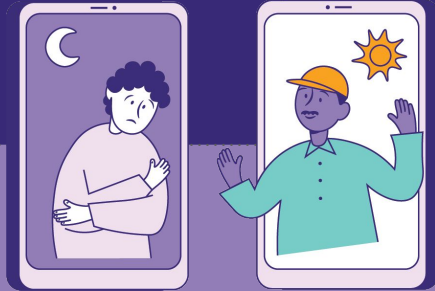
**Anonymous model** fosters secure environment for users to be themselves AND for empathetic engagement with practitioners

## Crisis Response

**Full adherence** to federal and state reporting and regulatory guidelines

**Focus: Autonomy & Empowerment of the User**

# Universal Support and Referral Network



## Diagnosis & Clinical Intervention

- Higher Acuity Needs:
- Searchable Repository
  - Care Navigation
  - Crisis Resources
  - Closed loop care



**Universal Support for 13 - 25 year olds**

### Sub Clinical Model

Emphasis on prevention & early intervention

Intention:

To empower users with tools they need to navigate challenges

# 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.**

 **soluna**  
The Local-Only Program by Hook

[SolunaApp.com](http://SolunaApp.com)



# Resources for You!

## ★ Digital Toolkits

- Social Assets
- Websites
- Email Templates


## ★ Printed Materials (as needed)

- Flyers
- Posters
- Postcards / QR Cards



**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](http://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](http://SolunaApp.com)



Download on the App Store GET IT ON Google Play

# How can we Partner?

## Get the word out!

Effortless promotion through turnkey resources

- **Distribute** our resources to families, you, and staff in your community
- Add Soluna & BrightLife Kids to **Resources** on your website home pages
- **Promote** Soluna & Brightline on your socials using our **Digital Toolkits**

## Work alongside our on-the-ground teams!

Family/Youth and Staff engagement events organized and facilitated by on the ground teams

- **Presentations** directly to your families and youth
- **Staff** demos and trainings
- On-site tabling at **events**

## Refer Youth & Families to Us!

Formal referrals are never required but always an option!

- List us in your **resource binders** and sheets
- Find us in **Find Help!**
- Request printed materials for your **referral coordinators** or case managers to share directly with youth & families

# Thank you!

**BrightLife Kids**

A CalHOPE program by Brightline



[BrightLife.Kids/ca](https://BrightLife.Kids/ca)

**Contact us!**

**[noldak@hellobrightline.com](mailto:noldak@hellobrightline.com)**

 **soluna**

a CalHOPE Program by Kooth



[SolunaApp.com](https://SolunaApp.com)

**Contact us!**

**[sweissbourd@kooth.com](mailto:sweissbourd@kooth.com)**