

Scaling Hope

NACBH Emerging Best Practices Conference | November 30, 2023



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Get Well



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The Battle of Hopelessness

The U.S. Surgeon General, American Academy of Pediatrics, American Academy of Child and Adolescent Psychiatry, and Children's Hospital Association warn that the nation is facing a public health crisis in caring for children and adolescents with behavioral, psychological, and emotional problems.

The percentage of adolescents reporting **at least one major depressive episode** in the past year **increased nearly 90%**¹



3 Million had serious thoughts of suicide²

3M

Nearly 3/4 of troubled youth **do not get the care** they need³



Black children nearly **twice as likely to die by suicide** than White children⁴

2x

1 in 3 highschool students report **persistent feelings of sadness** or hopelessness⁴



It Is Not Working

The current ecosystem is confusing and inaccessible for kids in need, inefficient for providers and costly for those bearing risk.



Awareness & Understanding

- Lack of education
- Stigma
- Confusion
- Limited screening
- Reactive and downstream

Access

- Not enough providers
- Long wait times
- Providers at capacity
- Limited triage to non-clinical support

Resources are Siloed & Reactive

- Limited care coordination
- Low technology enablement
- Little data & analytics
- Scattered social services
- Non-integrated and underleveraged preventative

Costs are Rising

- ED visits
- Inpatient beds at capacity
- Pediatrician and specialist visits soaring

WE DEMAND MORE FOR MENTAL HEALTH

To Americans with mental health (that's all of you),

The past two years have demonstrated that anyone can experience a mental health challenge - and many have. Our mental health is just as real as our physical health, and it's something we all must care for - from childhood through adulthood - in ourselves, among our friends and family, and in our communities.

Studies show that one in five of us will experience a mental health condition this year. Nearly half of us will experience one in our

lifetimes. And suicide remains one of the leading causes of death in the U.S. There is no shame in acknowledging a mental health challenge, whether it's a temporary experience or a chronic condition. We all have mental health.

Together, there are ways to create greater awareness of caring for mental health and to recognize that none of us are alone in what we may be going through.

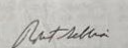
IT'S TIME TO DEMAND #MOREFORMENTALHEALTH

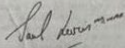
The time has come for each of us to get involved, demand mental health for all, and advocate for the legislation and policies that we KNOW through research - save lives. It's time for:

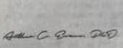
- More accessible and affordable mental health care
- More mental health education, including suicide prevention education in our schools and workplaces
- More support for health providers, including the mental health workforce
- More funding for the new 988 hotline number and mental health crisis services in our communities
- More research that will help us learn more and save lives

May is Mental Health Awareness Month, and we need YOU: To become informed. To get involved. To raise your voice. To spread the word. To enlist your friends, family, or social media followers. And we need you to join us in demanding more for mental health.

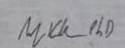
Visit [MoreForMentalHealth.org](https://www.moreformentalhealth.org) to make your voice heard.

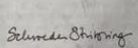

Robert Gebbia
CEO, American Foundation
for Suicide Prevention

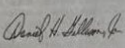

Saul Levin, M.D.
CEO, American
Psychiatric Association

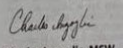

Arthur C. Evans Jr., PhD
CEO, American
Psychological Association


Bill Smith
Founder, Inseparable


Andy Keller, PhD
President and CEO, Meadows
Mental Health Policy Institute


Schroeder Stribling
President and CEO,
Mental Health America


Daniel H. Gillison, Jr.
CEO, National Alliance
on Mental Illness


Charles Ingoglia, MSW
CEO, National Council for
Mental Wellbeing


Tyler Norris, MDiv
CEO, Well Being Trust



Breakthrough Strategic Partnership Among Industry Leaders

Aspen Institute Health Innovator Fellowship Cross-Class Collaboration



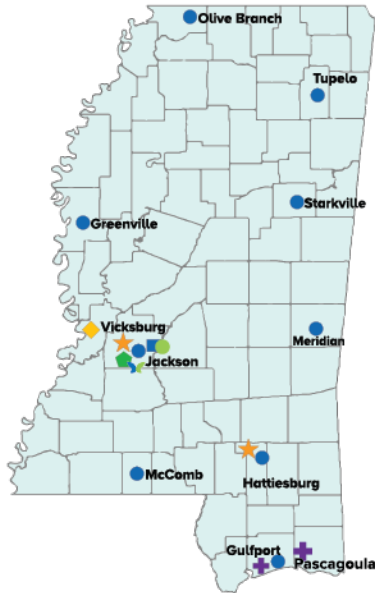
Canopy Children's Solutions' mission is to help children thrive and families overcome extraordinary challenges by providing a continuum of behavioral health, educational and social service solutions.

Serving 7,500 Children in MS Annually

18 STATEWIDE LOCATIONS

Including:

- Administrative Office
- ★ CARES Schools (2)
- ✚ Center of Excellence
- ✚ Child Advocacy Centers (2)
- Community Offices (9)
- ◆ Emergency Shelter
- ◆ Residential Facility
- The Canopy School



- One of Mississippi's oldest and largest nonprofit organizations, serving throughout the state for 110 years
- Mental and behavioral health clinic-based, in-home, and community based solutions
- 24-hour residential solutions
- Autism solutions
- Crisis solutions
- Behavioral health and neurodiversity focused educational solutions

Get Well

Digital Outreach & Care Management

GetWell works with over 500 health systems and hospitals across the US. Our engagement platform combines automated consumer communications with intelligent staff workflow to engage children and their families, assess their needs, and navigate them to the right resources at the right time.

Serving 8.5M Patients Annually



Digital Behavioral Health Care

Learn to Live provides highly interactive, self-directed CBT programs plus comprehensive home work/activities for: depression, insomnia, panic, resilience, social anxiety, stress, anxiety & worry, and substance use.

Serving 32.5M Members Annually















HOPE

*The belief that your future will be better than your past,
and that you have the power to make it so.*

Hope is a science.



Tapping into the Science (and Power) of Hope

What is Hope?

Hope is a science.

Three Tenants of the Science of Hope

- **GOALS:** Deeply meaningful goals set by the youth and family
- **PATHWAYS:** Mental roadmaps to goal attainment
- **WILLPOWER:** Mental energy to pathway pursuits

A goal without a pathway is just a *wish*.

Why is it important?

Evidence from >2,000 Published Studies

High hope has been proven to contribute to:

- Better problem solving skills (Pedrotti et al. 2008)
- Higher academic achievement across
 - attendance
 - grades
 - graduation rates
 - college performance
- Lower levels of depression (Snyder et al, 1997)

Prescribing Hope

Hx PATIENT NAME: Michael Williams
HOPE G.P.A.: Medium Hope

Canopy Anywhere

Prescription:

- Hope Wellness Pathway - 1 check-in per week
- Goal setting activity sheet
- Anxiety Education and Support - 8 week program
- Mindfulness & Meditation 101

Signature: _____ Date: _____



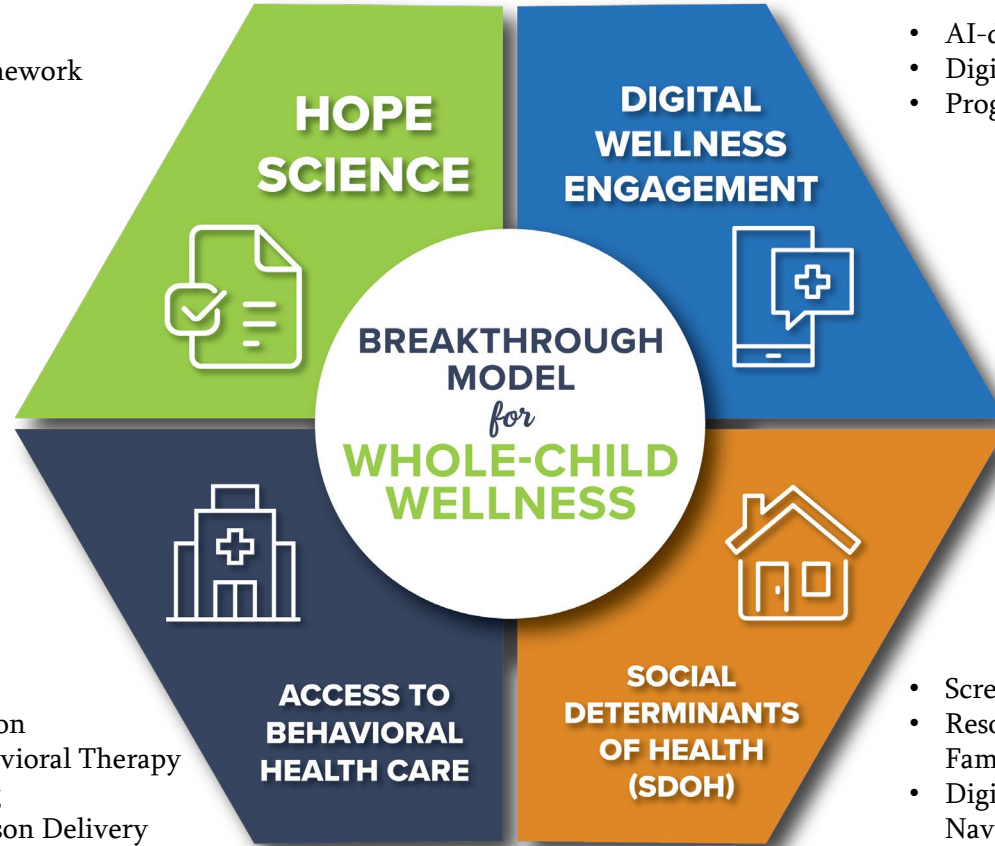
PROACTIVE, PERSONALIZED, AND HOLISTIC YOUTH MENTAL HEALTH AND WELLNESS AT SCALE

Canopy Anywhere provides comprehensive mental healthcare services for youth via proactive, tech-enabled outreach, screening and navigation, self-guided digital resources and coaching and coordinated access to physician resources. The solution offers a highly scalable, cost efficient model that aims to reach all youth within the target age rang and deliver measurable outcomes, return on investment and healthcare cost savings.

- Evidence-based
- Proactive Wellness Framework
- Toolkit for Youth
- Resiliency Builder



- Screening and Triage
- Curated Care Navigation
- Digital Cognitive Behavioral Therapy
- 24/7 Clinical Coaching
- Telehealth and In-Person Delivery



- AI-driven Outreach & Enrollment
- Digital Education & Resources
- Progress Reporting & Tracking



- Screening for SDOH
- Resources and Education for Family Support Systems
- Digital & Physical Resource Navigation

Canopy Anywhere

The first technology-enabled service network that transforms care management and delivers personalized, holistic youth mental health & well-being at scale, and provides meaningful support for all caregivers throughout the health journey.

Enroll

Reach all youth and caregivers

Engage, Educate, Assess, and Triage

Consumer grade, AI-driven Digital Front Door

Deliver Care

using appropriate Network Programs based on risk

Ongoing Live Navigation

directly using Live Virtual Navigators



School



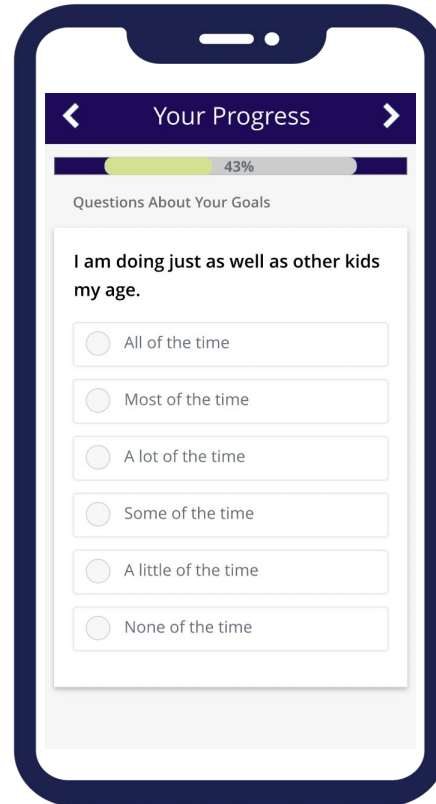
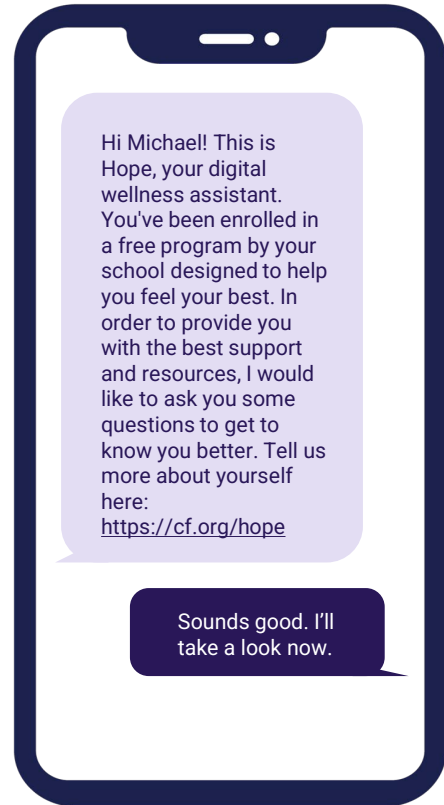
Pediatrician

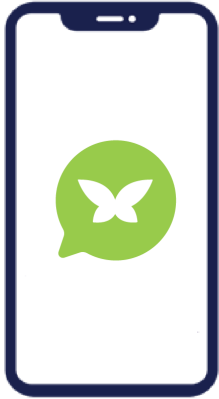


Guardians



Place of
Worship





COMPREHENSIVE, COORDINATED AND HOLISTIC PORTFOLIO OF RESOURCES

Canopy Anywhere assesses needs and prescribes hope to each youth with a customized formula of recommended programs and resources.



WELLNESS

- SDOH Resource Navigation
- Youth Anxiety and Depression Resilience Education
- Hope Assessment and Guidance
- Mindfulness Resources
- Peer Groups
- Mental Health First Aid



WARNING

- Clinical Screening
- Digital Cognitive Behavioral Therapy Programs
- 24/7 Clinical Coaching
- Support Groups
- Social Services
- Telehealth

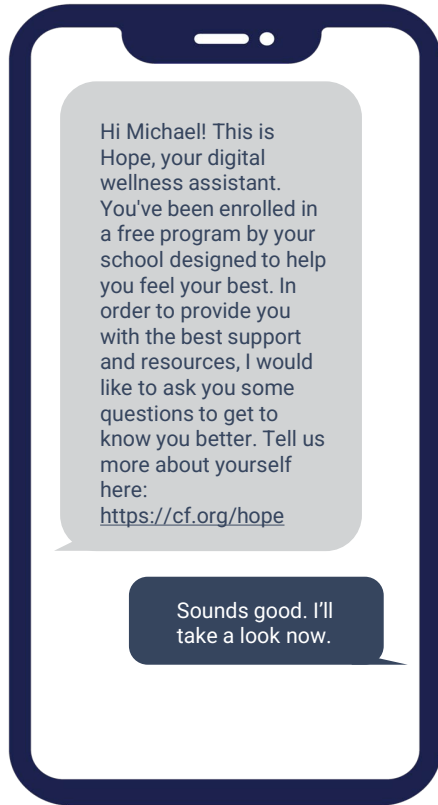
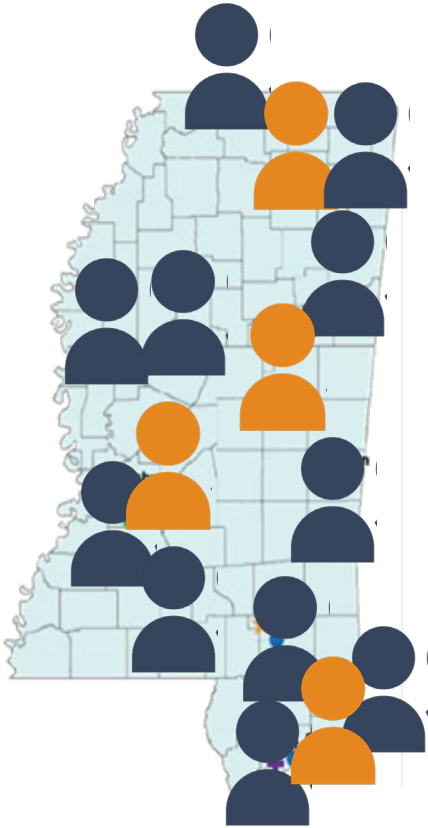


NEED

- Mental and Behavioral Health Clinic-based, In-home and Community-based Solutions
- Telehealth
- 24-hour Residential Solutions
- Autism Solutions
- Crisis Solutions

Turnkey, Scalable Tech-Enabled Service to Generate **Hope** at Scale and Deliver Comprehensive **Youth Mental Health & Well-Being**

Outreach & Assess



Get Well

Canopy Anywhere Pilot Results

Prepared for Madison County
School District

October 2023



CANOPY
ANYWHERE

Canopy Anywhere Pilot

Deployed in Madison County Schools since March 2023

		Activate	Screen	Triage to Support	Improve Lives
Youth (n=248)		81% Activation Rate (201 youth)	89% of activated students completed the HOPE survey (179 youth)	20% of students who completed the HOPE survey identified as needing additional support (36 youth) 10% of youth proactively downloading additional resources (20 youth)	<p>Primary problems identified and treated:</p> <ul style="list-style-type: none"> • Suicidal ideations • Depressive disorders • Anxiety disorders • Adjustment disorders • ADHD/Conduct disorders • Self-harming behaviors • Lacking appropriate social/communication skills <p><i>Students will be screened again on Hope in mid December. We will begin to report on any improvement in scores in January</i></p>
	Caregivers (n=214)	30% Activation Rate (64 caregivers)	78% of activated caregivers completed the SDOH screen (50 caregivers)	46% of caregivers who completed the SDOH screen identified as needing additional support (56 separate SDOH needs identified across 23 caregivers)	<p>Support Provided:</p> <ul style="list-style-type: none"> Housing: 21% Utilities: 25% Food: 21% Social support: 25% Travel concerns: 5% Personal Safety: 4%



Students Are Following the Curriculum to Improve HOPE

Sample examples from Canopy Anywhere Pilot:

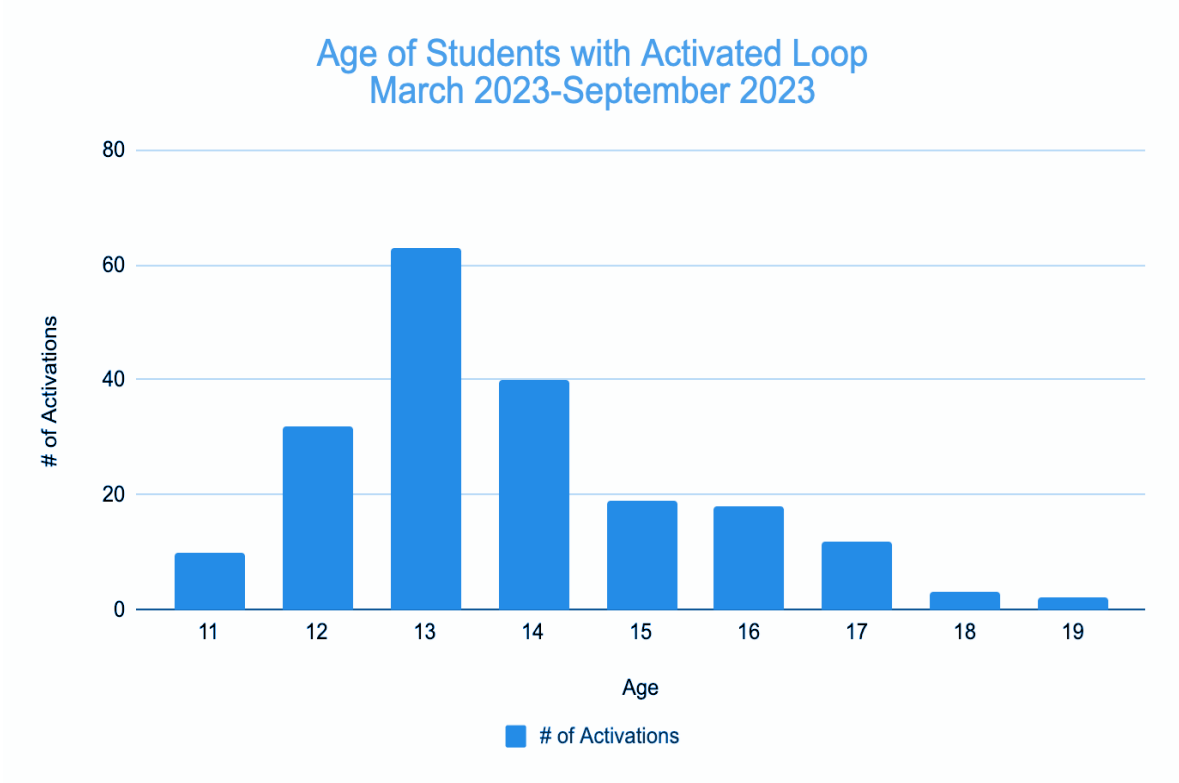
Let's start with Specific and important to you: What do you want to accomplish?	Measurable: How will you measure your progress?	Achievable: How achievable is your goal? Think about your goal. Is it within your reach? Sometimes, creating smaller goals will help you achieve your larger goal with greater success.	Relevant: Why does this goal matter to you? Think about your goal. Is it really important to YOU? Sometimes our goals are for other people. Those goals may be harder to achieve. We want to make sure this SMART goal is relevant to YOU.	Next is Time-bound: How much time will you need to meet this goal? Think about your goal. Is it achievable in the amount of time you have?
Jack* I want to overcome my anxiety.	I want to overcome my anxiety by this summer.	I will achieve this goal by getting out of my comfort zone and staying calm.	This goal matters to me because it has been on my mind for a long time. Anxiety takes over me everyday.	It'll take me months to meet my goal
Maya* I want to become a better dancer and singer, I would practice everyday to work on my skills and get better.	I want to improve my dancing and singing by the end of summer.	I would achieve my goal by practicing and working harder.	This goal is important to me because i grew up watching people sing and dance and i think it would be a therapy for me and bring me peace and joy and to inspire people in many different ways.	I would meet my goal every 2 weeks
Ben* I want to graduate high school and go to college to double major in Criminal Justice and Social Work.	I will keep a planner to help track my goals and success	My goals are very achievable especially if I just keep my focus on my goals and nothing else	This goal is really important to me because, it has already been my dream as a little kid to accomplish these goals. I have always been stuck to achieving my goals and I am always so eager when i reach a milestone.	I will need 2 years to graduate high school and another 4 to 8 years to achieve my goals of becoming a social worker and detective.

* These are real student SMART goal comments from the pilot however, student names have been changed to protect their personal information

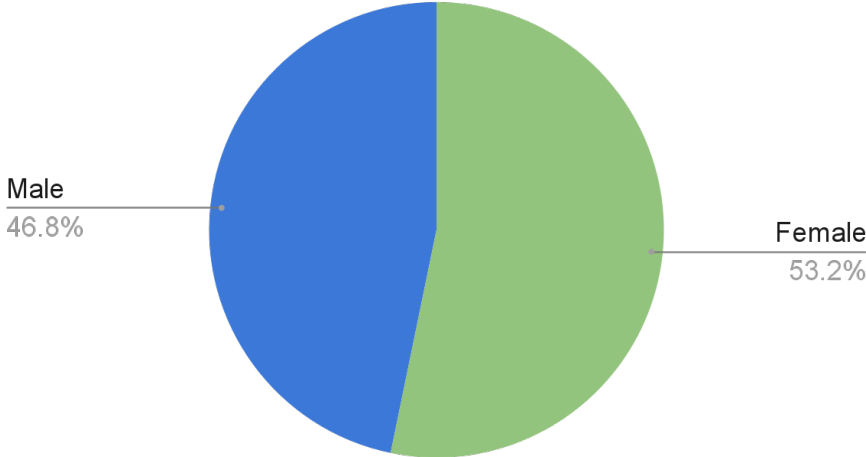


Engagement Demographics

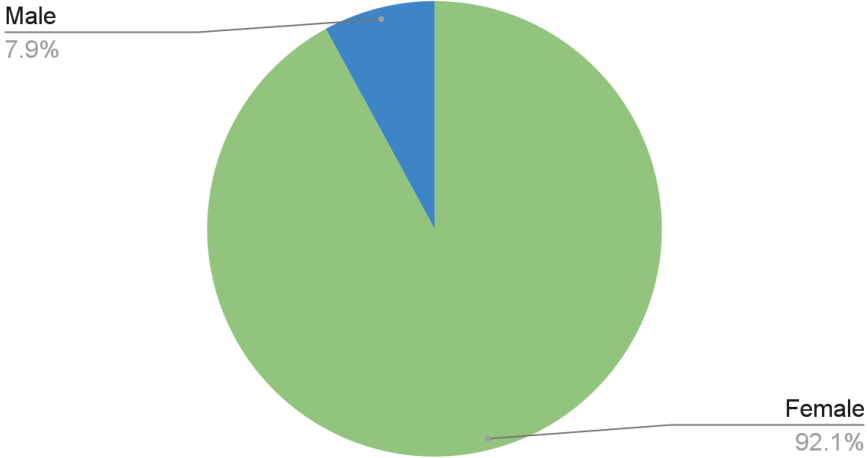
Student Activation by Age



Students activated by gender



Caregivers activated by gender



Program feedback from the students

Student responses when asked, "What was positive about the experience?"

It's helping me mentally

It help(s) with my goals

I was able to learn important things that I would need later in life.

Having someone constantly check in on me

Because it's the best team -It gives me good advice

It was easy to access.

I like the people

How you have help with anything

The weekly check ins on how we're doing and the questions about my goals.

The people who came to my school (rhs) seemed like they really cared.

The information posted in the website, and the interest that is given to the users.

Everything

Very useful

Asking me basic questions about what it would help me with



Caregiver Comments and Questions- 2 way communication

150+ comments submitted through Loop (Canopy+users)

How can I get my child to feel comfortable in confiding in me?

How do I get my son to open up more...we went through something traumatic a few months ago, how do I get him to open up more about what's bothering him with the situation?

Can my family get assistance with food and paying bills through your canopy company?

*Love the input on the sleeping patterns and helpful tools!
Thanks!!*

This isn't a concern, but an update. Student X and I are making progress.

What are the side effects of children/teens(because I have both) if they do not get enough sleep and what if they do get the right amount but are still irritable waking up and still tired/sleepy like after school? If that makes sense....

I would love for him to have therapy sessions and I will definitely take your advice.

If you happen to know of any college grants (links to help with funds) for my daughter who is a senior...Please share.

Any insight on ADHD, ADD, ODD, OCD, ANXIETY DEPRESSION would be greatly appreciated. Tks!



Cost-Effectively Meeting Kids Where They Are

Canopy Anywhere fills a gap and gives Hope to youth and families

Hope is a:

- Predictor of academic achievement (attendance, grades, test scores, GPA, graduation rates, and college enrollment)
- Critical *protective factor* to help recover from mental illness
- Predictor of ability to adapt, self-regulate emotions, thoughts and behaviors.

Current gaps in school-based mental health services

Best-practice provider-to-student ratios

- Guidance counselor to student = 1 : 250
- Social worker to student = 1 : 250
- School psychologist to student = 1 : 500
- Nurse to student = 1 : 750

VS.

Current MS provider-to-student ratios

- Guidance counselor to student = 1 : 432 (1.75x)
- Social worker to student = 1 : 4,956 (20x)
- School psychologist* to student = 1 : 1,211 (2.4x)
- Nurse to student = 1 : 942 (1.25x)

*national ratio used as there is no data on MS school psychologist to student ratio

Mississippi DoE would need to spend an additional **\$223,353,903** to hire and train resources to meet recommended staffing levels

Notes:

1. Mississippi average guidance counselor salary of \$51,860 from careereexplorer.com
2. Mississippi average social worker salary of \$46,820 from careereexplorer.com
3. Mississippi average school psychologist salary of \$57,780 from careereexplorer.com
4. Mississippi average school nurse salary of \$59,371 from salaryexpert.com



Thank you



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