



United Way of Hall County

ONE HALL MENTAL AND BEHAVIORAL HEALTH COMMITTEE

2023 Year in Review

2023 provided an opportunity to reassess priorities and set goals for the immediate future and the years to come. Joining Dr. Monica Newton in chairing the committee was new co-chair, Adam Raulerson. In addition, One Hall's Mental and Behavioral Health Committee and the Health Committee combined to address the holistic health needs of Hall County neighbors and community members because mental health is health!

Monica Newton, D.O. received the Community Impact Award at the Greater Hall Chamber of Commerce's Sixth Annual Healthy Hall Awards Luncheon in March 2023 for her work leading United Way of Hall County's One Hall Mental and Behavioral Health Subcommittee.



ONE HALL HEALTH COMMITTEE PRIORITIES AT-A-GLANCE

Work began as a result of listening sessions in 2018 when over 60 stakeholder participants gathered to discuss unmet mental health needs. **The strategic vision of this effort is to create a comprehensive system of integrated services that recognize and treat behavioral health needs of people where and when they need care.**

Areas of focus were identified as Access, Collaboration, and Education. For each priority a workplan is underway to improve measurable outcomes for mental and behavioral health in our community through One Hall.



ACCESS

- Increase access to resources through Unite Us, a social care network that allows for electronic referrals and communication between non-profits and service organizations to connect local individuals
- Ensure that resources produced are available to special populations and in different languages.



COLLABORATION

Strengthen the partnership structure that will support ongoing collaborative efforts



EDUCATION

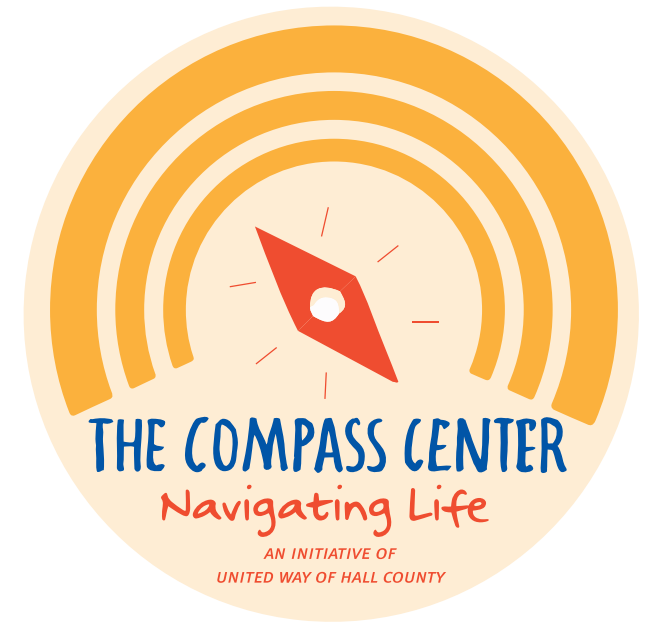
Teach people to recognize and respond to improve mental health in our community

ACCESS



Unite Us is a shared technology platform which allows coordination between health and social care providers.

March 2023, we launched the Unite Us platform to community partners. Since then, 468 referrals have been made on the platform.



**A New Pathway of
the Compass Center**

ACCESS

GOAL 1: INCREASE ACCESS TO RESOURCES THROUGH UNITE US

By
December 2024,

100
AGENCIES

utilizing the platform,
with at least 50% of
those equipped to make
monthly referrals

As of December
2023, there were

70
AGENCIES

onboarded with
Unite Us



ACCESS | Promotion Efforts

Unite Us Flyer

Developed a flyer explaining the Unite Us platform that was used as collateral at recruitment meetings

NAVIGATING LIFE. CREATING PATHWAYS OUT OF POVERTY.

United Way of Hall County is now offering a new service to help support those in need by creating a pathway for more coordinated care in our community.

The Unite Us platform is a social care network that allows for electronic referrals and communication between non-profits and service organizations to connect local individuals and families to the social services they need in real-time to navigate life and find pathways out of poverty.

Research supports the idea that as much as 80% of a person's well-being is tied to physical environment, economic factors and health behaviors.

WHAT IS UNITE US?

Unite Us is a shared technology platform that creates a coordinated care network with partners working together to provide a broad range of locally based services such as housing, employment, food assistance, and more. The network also creates a community-wide data set to better understand the needs of community members and gaps in service availability to address those needs.

Network partners can include community-based organizations (CBOs), healthcare providers, and other key partners looking to better support people to achieve their optimum state of well-being. Unite Us' platform protects privacy and allows partners to connect their clients with community resources while tracking the status and progress of their clients' referrals and the outcomes of the services provided, creating an accountable system of care that puts the community first.

Unite Us Webpage

Created a page dedicated to the Unite Us platform on United Way of Hall County's website. Since it launched, there have been 147 page views and 105 users.

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Research supports the idea that as much as 80% of a person's well-being is tied to physical environment, economic factors and health behaviors.

Unite Us Placemat

Created a placemat outlining Unite Us that was used at United Way's campaign kick-off in the spring of 2023. It has also shared throughout the year with Wisdom Project participants, the One Hall chairs and the UWHC board.

HEALTHCARE & MENTAL HEALTH

1210:1 Population to mental health provider in Hall County compared to 2021. The top 100 percentile.

1608:1 Population to Primary Healthcare Provider in Hall County compared to 2021. The top 100 percentile.

FINANCIAL STABILITY

50% of Hall County families are not self-sufficient, meaning 50% of them live as a family of four.

27% of households in Hall County in 2019 were one-parent, with average cost exceeding 50% of the household income.

THE PURPOSE OF UNITED WAY OF HALL COUNTY'S ONE HALL INITIATIVE IS TO BREAK THE CYCLE OF POVERTY IN HALL COUNTY BY SEEKING TO UNDERSTAND POVERTY FROM THE PERSPECTIVE OF OUR MOST VULNERABLE CITIZENS.

United Way is committed to working with others to staff, resource and provide oversight of this effort. Through One Hall: United Against Poverty, committees have been formed to support the work of each focus area in this plan. One Hall will continue to welcome new community members interested in creating pathways out of poverty.

EDUCATION

45% of students in the Hall County School System are reading below grade level by 3rd grade.

50% of the Geneseeville City School System.

60% of children ages 3-4 in Hall County did not attend preschool.

22% of students in Geneseeville City Schools.

18% of Hall County School System students were chronically absent, missing 10% or more of the school year.

COLLECTIVE IMPACT

A BACKBONE: COORDINATING ORGANIZATIONS

A COMMON AGENDA FOR CHANGE

OPEN AND CONTINUOUS COMMUNICATIONS

MUTUALLY REINFORCING ACTIVITIES

SHARED MEASUREMENT FOR DATA & RESULTS

“ This is the culmination of the collective research, experience and expertise of local leaders willing to come to the table for the common good of us all. We desire to restore dignity to those struggling to make ends meet and to break the cycle of generational poverty. We believe that the opposite of poverty is not wealth but peace, and that when we reach out a hand to one, we influence the condition of all. -COMMUNITY GAME PLAN 2022 ”

A REMINDER: HOW UNITE US WORKS

Tom shows up at Sue's organization



Screening



Sue screens Tom and identifies that he has additional needs.

Referral

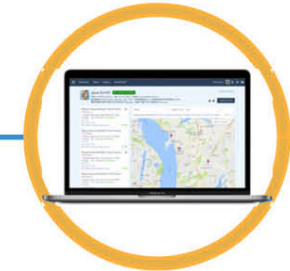


Sue uses Unite Us to gain digital consent and electronically refer Tom to multiple community partners. Through the platform, she can seamlessly communicate with the other providers in real time and securely share Tom's information.

Resolution



Feedback



As Tom receives care, Sue receives real-time updates and tracks Tom's total health journey.

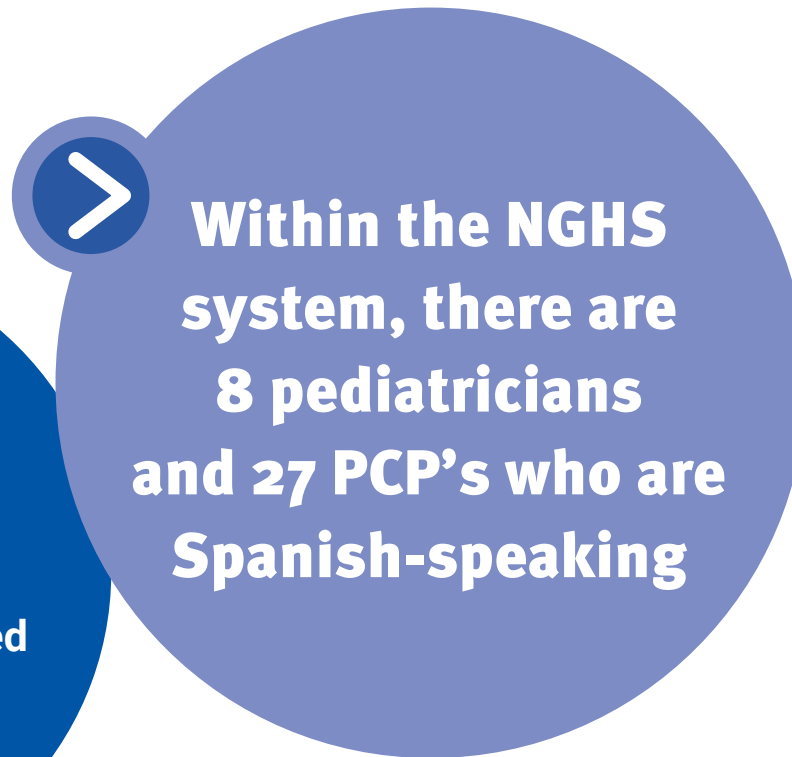
> And the bigger picture?

Because we are working together to care for Tom's needs, our community is stronger and Tom has a new outlook on his future and access to the resources he needs.

ACCESS

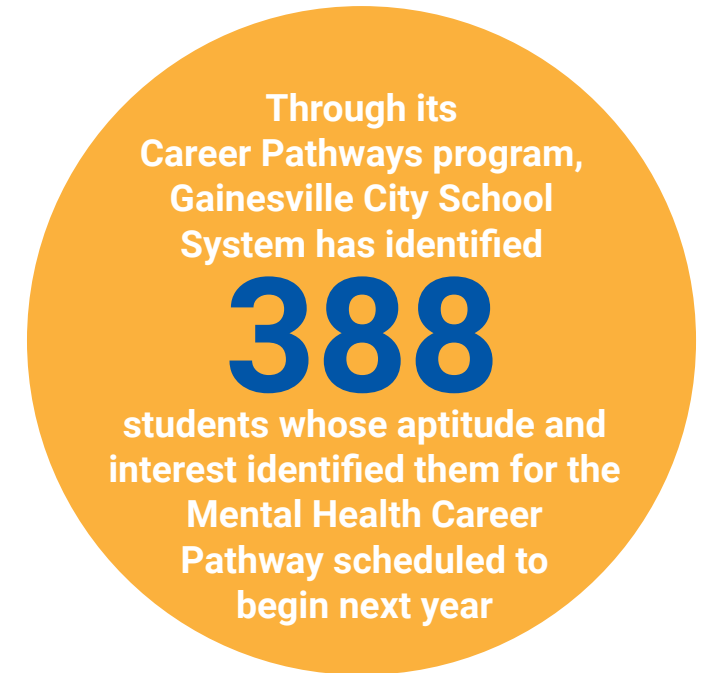
GOAL 2: MENTAL HEALTH RESOURCES ARE MADE AVAILABLE TO SPECIAL POPULATIONS AND INCLUSIVE OF LANGUAGE DIFFERENCES

Increase the number of Spanish-speaking providers in our community by beginning to measure those who practice in our community by year-end 2024



*According to <https://www.psychologytoday.com/us>

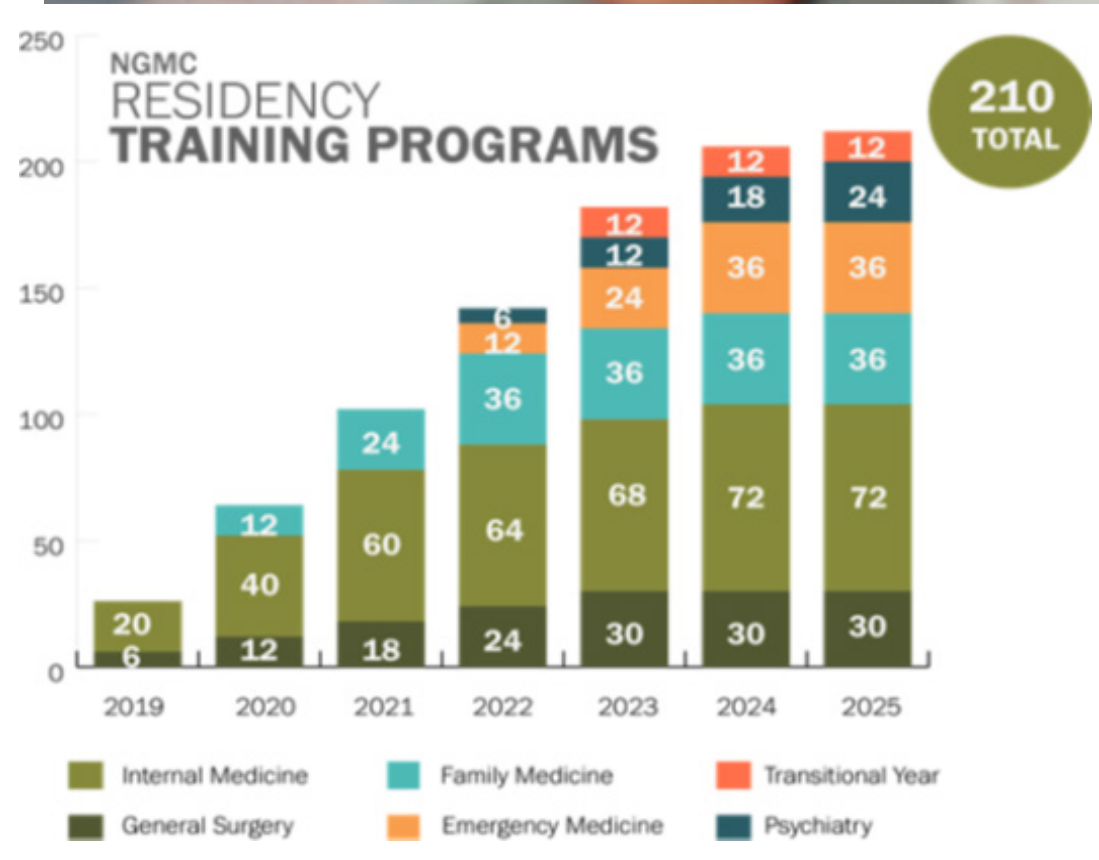
Increase number of students who have potential to practice in mental health fields by July 2024



ACCESS | GME Program at NGHS

The Graduate Medical Education (GME) residency program at NGHS added psychiatry in 2022 with six residents. The number of psychiatry residents is projected to grow to 24 by 2025.

Residency programs are significant as they increase the likelihood of homegrown talent staying within the community, increasing the number of providers actively practicing and expanding access to care for the community.



ACCESS | NGHS Emergency Department Peer Support Program



An example of a mental health initiative at NGHS is the Emergency Department Peer Support Program, which was established in 2017 with the support of the Georgia Council on Substance Abuse. This program offers overdose patients at NGMC's EDs in Gainesville, Braselton, and Winder the immediate support and companionship of a Certified Addiction Recovery Empowerment Specialist.

Since its inception, it has served **3,100 individuals** and led to the establishment of a similar Peer Support program in the NICU to help addicted mothers along the road to recovery.

COLLABORATION



GOAL: STRENGTHEN THE PARTNERSHIP STRUCTURE THAT WILL SUPPORT ONGOING COLLABORATIVE EFFORTS

Create a photo directory of One Hall Health Organizations with contact information for best point of contact

- In progress to be completed in March 2024
-

Increase number of One Hall Health members to 65 active members by end of 2024

- 58 current active members (attending three or more meetings)
-

Increase number of active One Hall Health organizations to 45 by end of 2024

- 44 current active organizations as of December 2023

Committee will collaborate with local healthcare providers to support and promote at least 4 health and wellness events throughout 2024

- Supported and promoted 3 health and wellness events as of December 2023
-

Committee will collaborate to achieve \$500,000 in funding by the end of 2024. Collaboration must include at least two One Hall Health member organizations

- \$257,500 in grants received in 2023

COLLABORATION | 2023 Grants

GEORGIA HEALTHCARE FOUNDATION GRANT: \$100,000

PURPOSE: Teen Mental Health

Collaborators: United Way of Hall County, Gainesville City
and Hall County School districts

This grant funded:

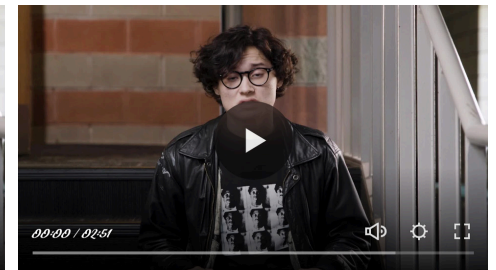
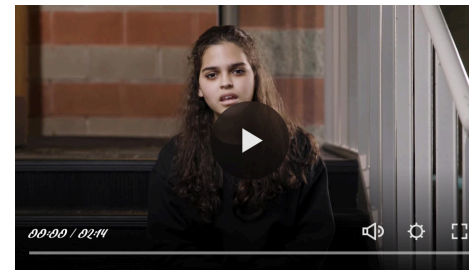
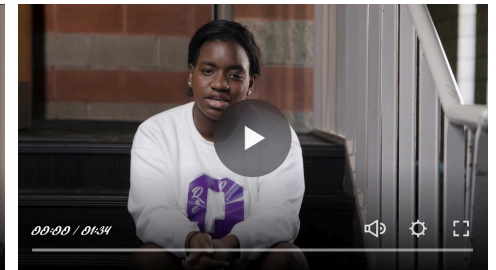


Stakeholder Summit: A summit for students and parents on May 4, 2023, featuring Teen Truth's #1 youth speaker, Caleb Campbell, who spoke and provided resources on how teens and their families can encourage building resilience

Read the Gainesville Times article about the summit here:



THIS IS NOT MY STORY. BUT, IT COULD BE.



Videos: Produced five teen specific mental health videos. These videos featured local drama students portraying real teen mental health journeys

Discussion guides were developed in English and Spanish to accompany the videos by promoting healthy discussions about mental health in small groups and classrooms

Watch the videos here:



COLLABORATION

Georgia Healthcare Foundation Grant

REACH OUT.
check in.

TEEN MENTAL HEALTH VIDEOS DISCUSSION GUIDE

United Way
United Way of Hall County

TEEN MENTAL HEALTH FIRST AID

MANY TEENS PREFER TO TALK TO FRIENDS FOR SUPPORT, AND tMHFA WILL EQUIP THEM WITH SKILLS TO HELP

That's why tMHFA is so important!

- 50% of all mental illnesses begin by age 14
- 75% of all mental illnesses begin by the mid-20's
- 2/3 of teens are struggling with their mental health and do not receive the care they need

WHAT IS TEEN MENTAL HEALTH FIRST AID (tMHFA)?

Teen Mental Health First Aid teaches teens how to identify, understand, and respond to signs of mental health and substance use challenges. Schools and communities can use tMHFA to help prevent teen mental health crises and to promote teen wellness, peer support and healthy development.

WHO CAN BE TRAINED IN tMHFA?

Students in grades 10-12 or ages 15-18 can be trained in teen Mental Health First Aid.

WHAT DO TEENS LEARN AT tMHFA TRAINING?

- Common mental health concerns among peers their age
- How to reduce stigma
- A 5-step action plan to help friends who may be facing a mental health challenge or crisis
- How to involve a responsible and trusted adult as necessary

A free tMHFA is coming to your school soon!
Paid for in partnership with

United Way
United Way of Hall County
unitedwayhallcounty.org

GEORGIA HEALTH FOUNDATION

United Way
United Way of Hall County
tsnowden@unitedwayhallcounty.org
678.989.5335

> **1,409**
students reached through
Teen Mental Health speaker
assemblies, Teen Mental
Health First Aid and the
Teen Mental Health
Summit

Print Collateral: Produced fliers and posters for schools to advertise the availability of free Teen Mental Health First Aid (tMHFA) training opportunities to their students.

COLLABORATION | Grants Received in 2023

NEA BIG READ GRANT GRANT: \$20,000

PURPOSE: Bring the transformative experience of reading to the community to navigate difficult topics, explore new perspectives, and strengthen bonds between neighbors

Collaborators: One Hall Advocates, CommUNITY Conversations; Hall County Library System; UNG; The Arts Council; NGHS

This grant funded:

The distribution of 430 books to the following organizations:

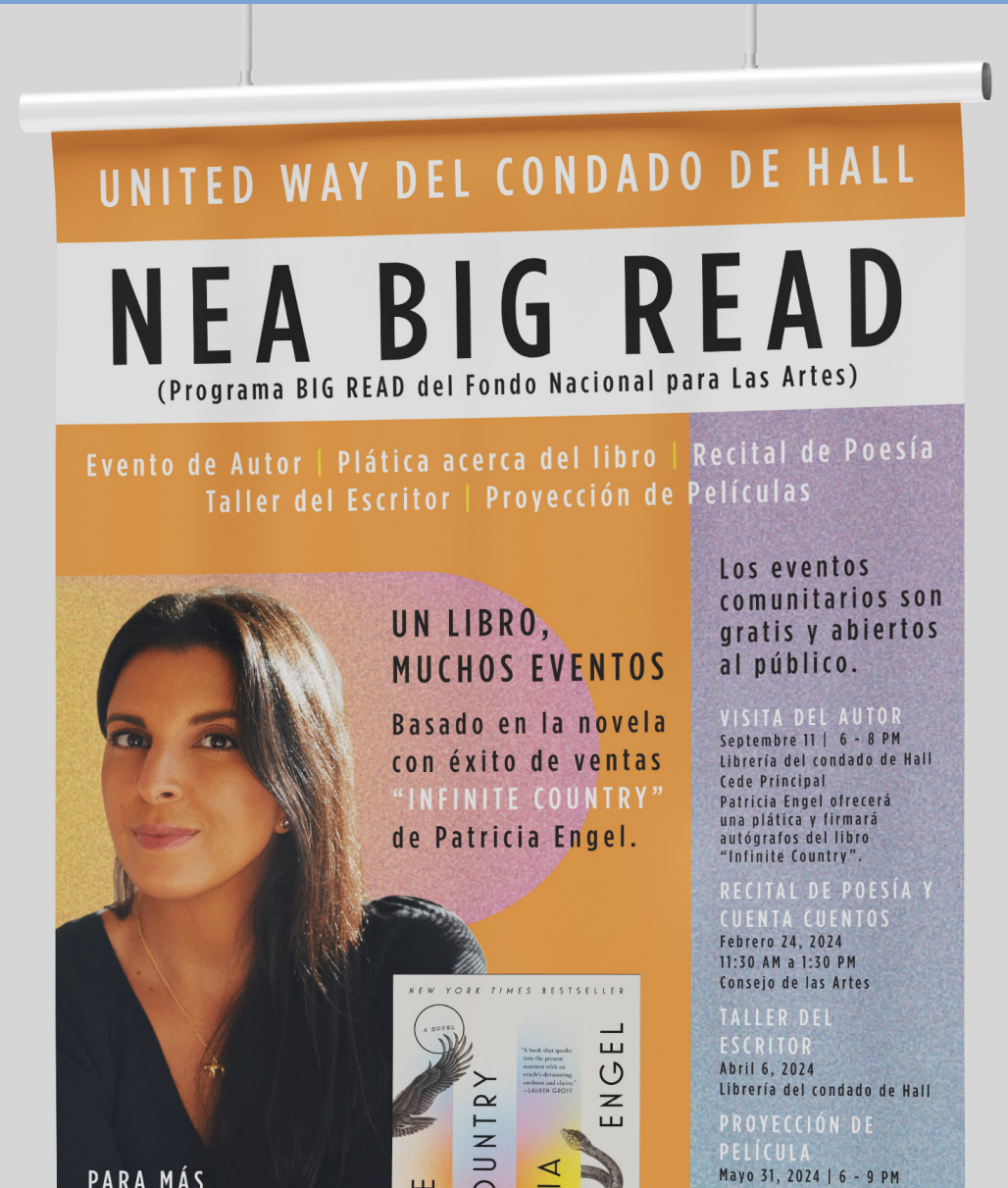
- 80 to UNG
- 50 to Lanier Tech
- 20 to NGHS
- 13 to Hall County Library System

Book discussion groups with 171 participants

Event with author **Patricia Engle**

Upcoming 2024 Events:

- Poetry Slam and Story Telling Event
- Writer's Workshop
- Movie Viewing



COLLABORATION | Grants Received in 2023

NAMI PATHWAYS TO HOPE CONFERENCE GRANT: \$7,500

PURPOSE: Unite faith-based organizations with local mental health professionals

Collaborators: NAMI, UWHC, NGHS

This grant funded:

The first NAMI Pathways to Hope Conference in Georgia on August 25-26 featuring remarkable national speakers shaping mental health, innovation, and advocacy. In addition, there was a pre-conference Art Exhibition and Competition at the Quinlan, "Seeing the Invisible: Perspectives of Faith and Mental Health."

 **131** people attended the event

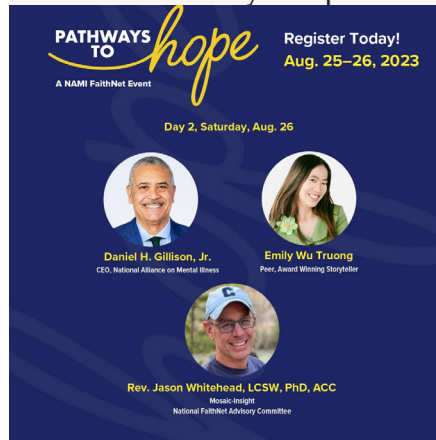


Hall County National Alliance on Mental Health to host 2 day conference



By Lawson Smith *Anchor/Reporter*
Posted 4:30PM on Thursday, August 17, 2023

The Hall County Chapter of the National Alliance on Mental Health will host a free two-day



mental health providers, and community members by working together to support those affected by mental health conditions. This year's conference will also place an emphasis on the

COLLABORATION | Grants Received in 2023

JACKSON EMC FOUNDATION GRANT: \$20,000

PURPOSE: Mental Health First Aid (MHFA trainings)

Collaborators: UWHC, Wisdom Project 2030, Salvation Army and individual contributors

This grant funded:

19 Mental Health First Aid Trainings with 438 participants from organizations such as Lanier Tech, Kings Hawaiian, Juvenile Court, Boys & Girls Clubs, Hall-Dawson CASA, John Souls Foods, and Accountability Court

UNG AETNA MHFA GRANT: \$100,000

PURPOSE: To provide MHFA to health care providers in our area

Collaborators: UNG, UWHC, Wellroot, NGHS

Get Trained in Mental Health First Aid



WHAT IS MENTAL HEALTH FIRST AID?
Mental Health First Aid is a course that teaches you to identify, understand and respond to the signs of a mental health or substance abuse problem. The training gives people the skills they need to reach out and provide initial help and support to someone experiencing a mental health crisis.

WHO LEADS THE TRAINING?
Trainings will be led by instructors certified by Mental Health First Aid USA, who teach from a national curriculum, tailor discussions to their participants and compile a list of local resources for help.

WHO IS THIS TRAINING FOR?
Mental Health First Aiders are people who want to make their community healthier, happier and safer for all.

HOW DO I FIND OUT MORE?
To find out more information about Mental Health First Aid training and to see available upcoming training dates and register, visit www.unitedwayhallcounty.org/mhfatraining

WHEN IS THE TRAINING OFFERED?
There will be two virtual MHFA trainings per month from 9am-3:30pm. Please note that there is up to 2 hours of online pre work needed prior to virtual trainings. This allows virtual trainings to be 6 hours instead of the required 8 hours needed for in person trainings.

Scan here to find out more



Training is made possible by a partnership between



COLLABORATION | Grants Received in 2023

SANDRA DEAL FOUNDATION COLLECTIVE IMPACT GRANT: \$10,000

PURPOSE: To provide Hall County parents and caregivers with opportunities to learn The Basics Principles - five evidence-based parenting and caregiving principles that encompass much of what experts find is important child development from birth to age three.

Collaborators: Wisdom Project 2030,
Hall County Library System, INK

This grant funded:

The distribution of books and Basics resources information to 730 children. It also provided for 16 INK Story times, two One Book One Toy trainings through Hall County Library System at Butler Head Start and other events including Trick or Treat on the Square, Shop with a Cop and provided books for Butler Head Start students for Christmas.



COLLABORATION | NGHS Foundation's Medical Center Open

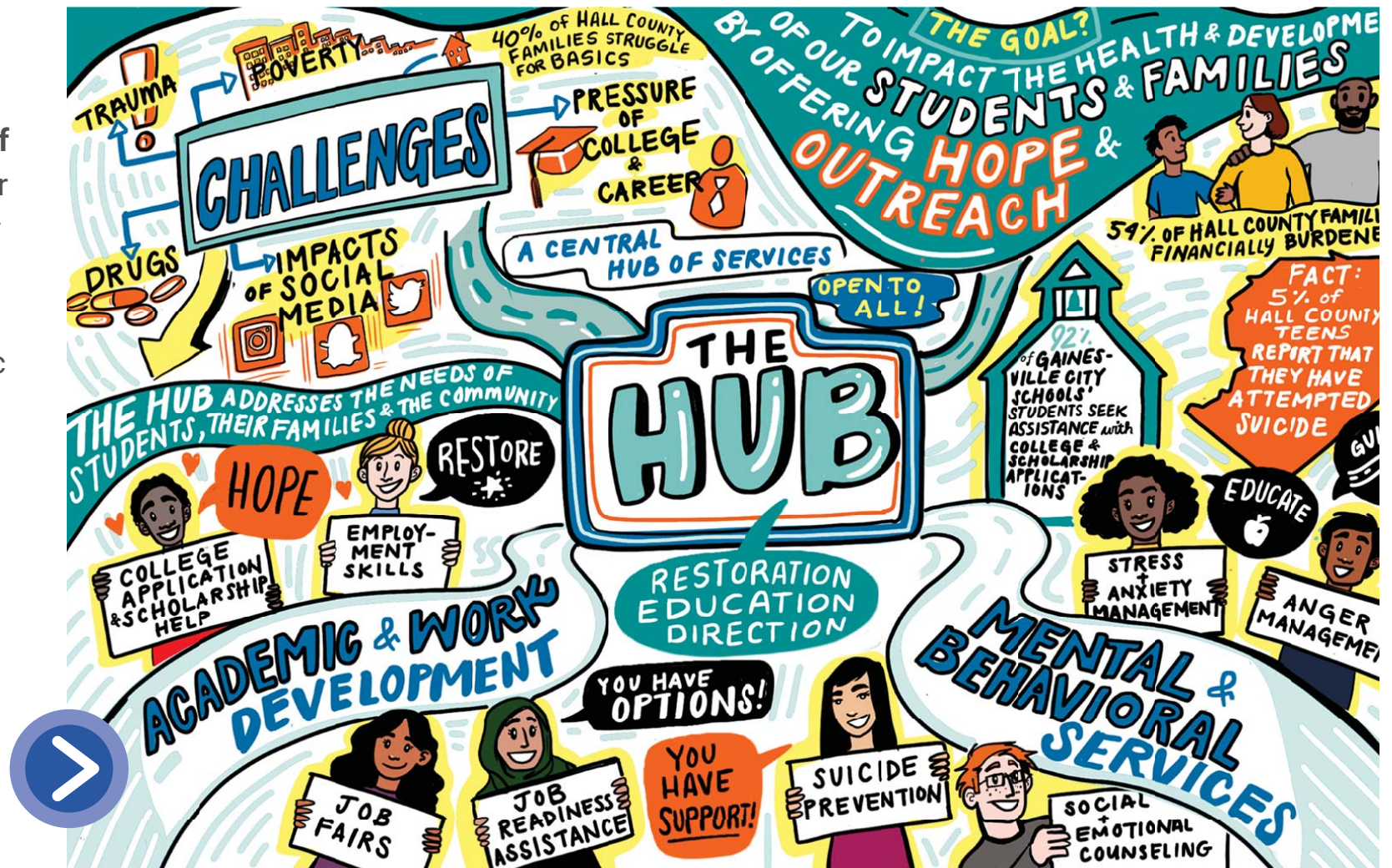
In 2023, The Medical Center Open benefitted **Unite Us**, and the annual golf tournament has supported MBH related programs for the past three years*:



*In 2020, the Medical Center Open had a new look and format due to COVID-19 and benefitted NGHS's COVID-19 Relief Fund. The 2021 Medical Center Open was cancelled due to COVID-19.

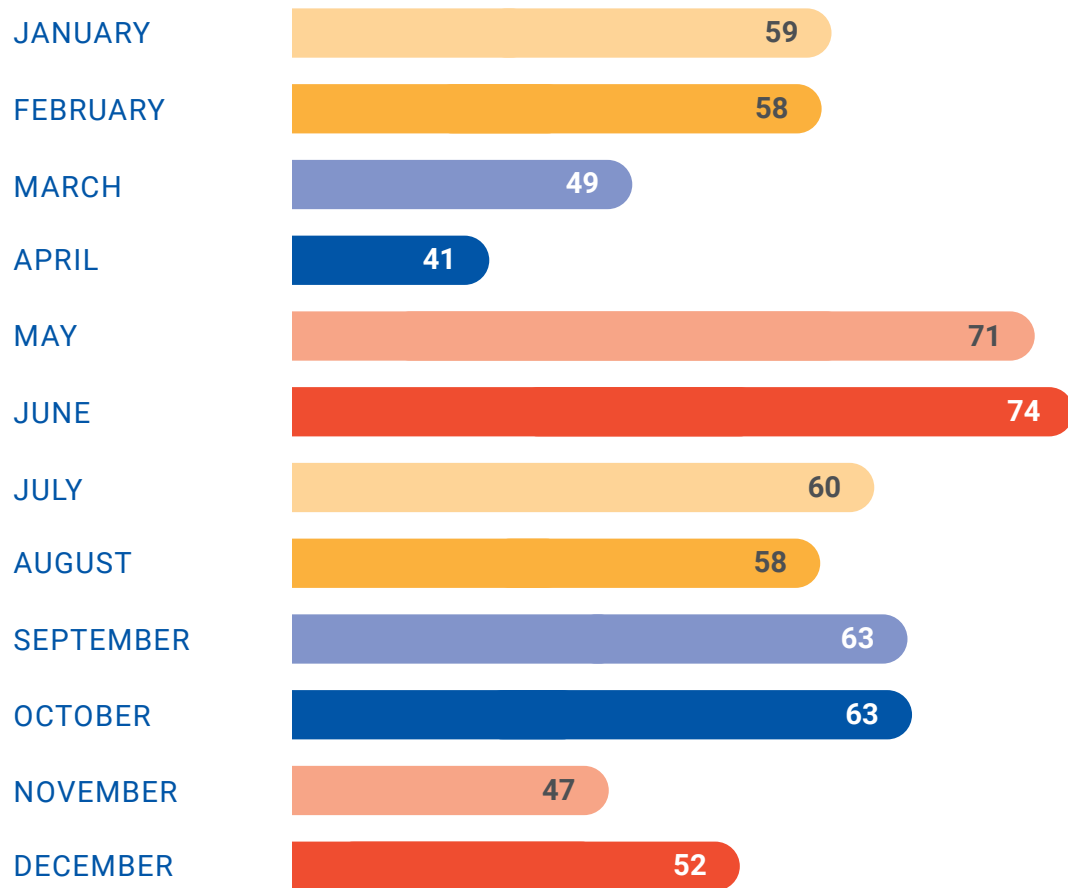
COLLABORATION | The Hub

The 28th Annual Medical Center Open Golf Tournament raised a record-breaking \$340,000 for construction of the **The Hub**, a student success center for all Gainesville City and Hall County students and their families. The Hub offers students a supportive and uplifting environment where academic resources, workforce development foos and behavioral health support services are readily available. It also provides access to a food pantry and clothing closet to fulfill any other needs they may have. The variety of support services offered through The Hub play a vital role in empowering students of all ages to reach their full, limitless potential.



COLLABORATION | Mental Health Justice Initiative

REFERRALS TO A MENTAL HEALTH CLINICIAN BY THE GAINESVILLE POLICE DEPARTMENT IN 2023



The Medical Center Open raised a record-breaking \$500,000 in 2022 to help to seed the program, which helps link those struggling with mental health-related issues to community-based programs instead of jail or hospital as appropriate.

Total officer referrals in 2023
695
compared to 363 in 2022

EDUCATION

GOAL: TEACH PEOPLE TO RECOGNIZE AND RESPOND TO IMPROVE MENTAL HEALTH IN OUR COMMUNITY

The Mental & Behavior Health section of the United Way of Hall County website houses information about the Reach Out campaign, training opportunities, and educational resources for the community to access. Promotion efforts drive people to the website for additional information.

In 2023, there were 2,500+ page views to the Mental & Behavior Health section.



Provide Work Well MHFA training to a local business each month in 2024.

- Work Well MHFA trainings completed in 7 out of 12 months in 2023

Provide MHFA training to the community each month in 2024.

- Community MHFA trainings offered in 8 out 12 months in 2023

Train 850 people in MHFA by the end of 2024.

- 698 trained in 2023

Host at least five Teen Mental Health Summits in 2024.

Train 500 people in QPR by the end of 2024.

- 367 trained in 2023

Provide MHFA training to 100 students in 2024.

- 35 students trained in 2023

Provide one MHFA training for UNG students each month in 2024.

- 2 UNG trainings in 2023

Launch speakers bureau and achieve 100 views on Speaker's Bureau videos by the end of 2024 and conduct 10 in person speaking engagements.

EDUCATION | Reach Out Campaign Highlights

CUMULATIVE REPORT

The cumulative report created in early 2023 provided a higher level glimpse at the work done on the Reach Out campaign in 2022.

This report was:

- Used in meetings to advocate for additional funding
- Used as a supplemental resource in grant proposals
- Shared on the United Way website
- Made available to members of MBH committee



EDUCATION | Speaker's Bureau

- Launched a speaker's bureau, available in both video and live formats to provide mental health education for local social, civic, church or other organizational meetings.
- Produced five videos featuring local experts speaking on topics ranging from community resources to having difficult conversations to drugs and addiction.
- Developed web page for promoting the Speaker's Bureau and taking requests for speakers on topics such as:
 - Anxiety and depression in adolescents
 - Substance Abuse
 - Suicide prevention
 - QPR training
 - The intersection of physical health and mental health



EDUCATION | Mental Health Awareness Month

MENTAL HEALTH AWARENESS MONTH ACTIVITIES

Go Green on Green Street

In collaboration with NAMI Hall, the Ryan Joiner Foundation, and UWHC, the city of Gainesville went “Green on Green Street” during the month of May and specifically during Mental Health Action Week. Green is the color of mental health awareness.

Businesses along the Green St. corridor, NGMC, and the Gainesville Square had lights, signs, and banners distributed to them by the Health Committee in green, showing support for mental health action



EDUCATION | Mental Health Awareness Month

Social Media Campaign

Shared 19 posts featuring mental health related information and resources throughout the month of May.

- Social media reach during May totaled **9,451**.
- Mental health posts had a reach of **6,584** or 70% of total reach.
- Teen mental health video posts had a reach of **1,565** or 16.5% of total reach.



View all posts from May 2023 [here](#).

Mind Matters Radio Series

Pushed out a four-part radio series on Access WDUN featuring mental health experts.



Mental Health Awareness Month Resolution

Gainesville City Council presented a resolution recognizing Mental Health Awareness Month to the United Way Mental and Behavioral Health Committee.



The goal of the WorkWell campaign is to meet individuals where they are in responding to initial mental health needs, and for most individuals, that's where they work. The intent is to challenge companies to have at least one employee attend the Mental Health First Aid (MHFA) training to ensure that at least one person at every participating company would be able to connect someone with the resources they may need.

To date,

667

individuals representing

52

businesses/agencies



SOCIAL MEDIA RESULTS

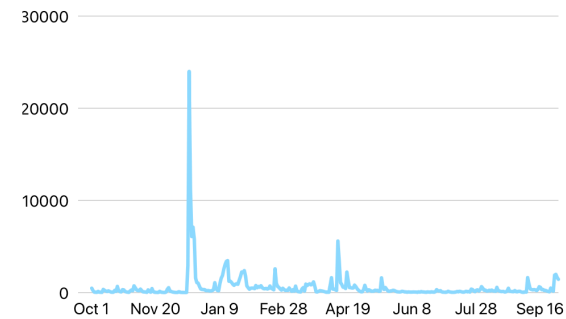
There was a total of **130 social posts** (Facebook & Instagram) between October 2022 and September 2023, with a total reach of **18,254**.

Facebook page likes **increased by 53.1%** compared to 2022.

Reach

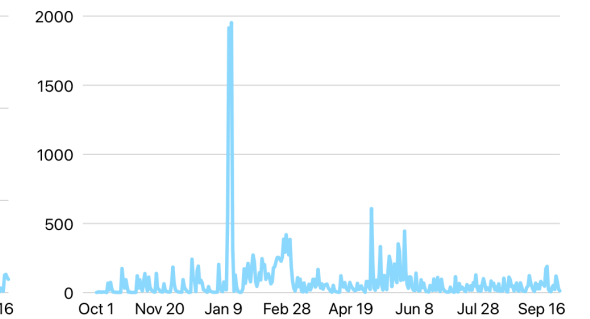
Facebook reach ⓘ

102.4K ↑ 8.7%



Instagram reach ⓘ

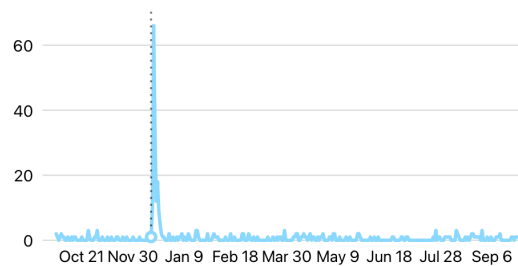
14.4K ↑ 269.3%



New likes and follows

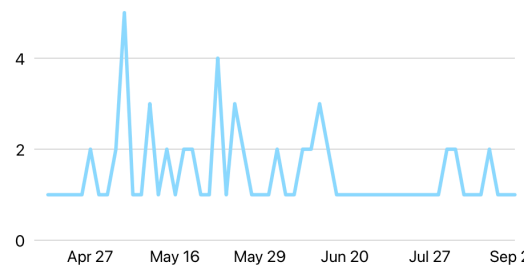
Facebook Page new likes ⓘ

323 ↑ 49.5%



New Instagram followers ⓘ

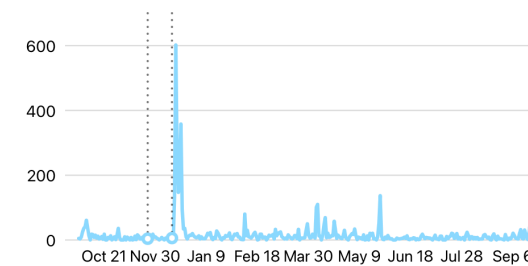
82 --



Visits

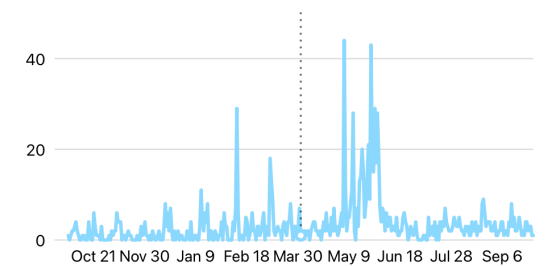
Facebook visits ⓘ

5,992 ↑ 100.3%



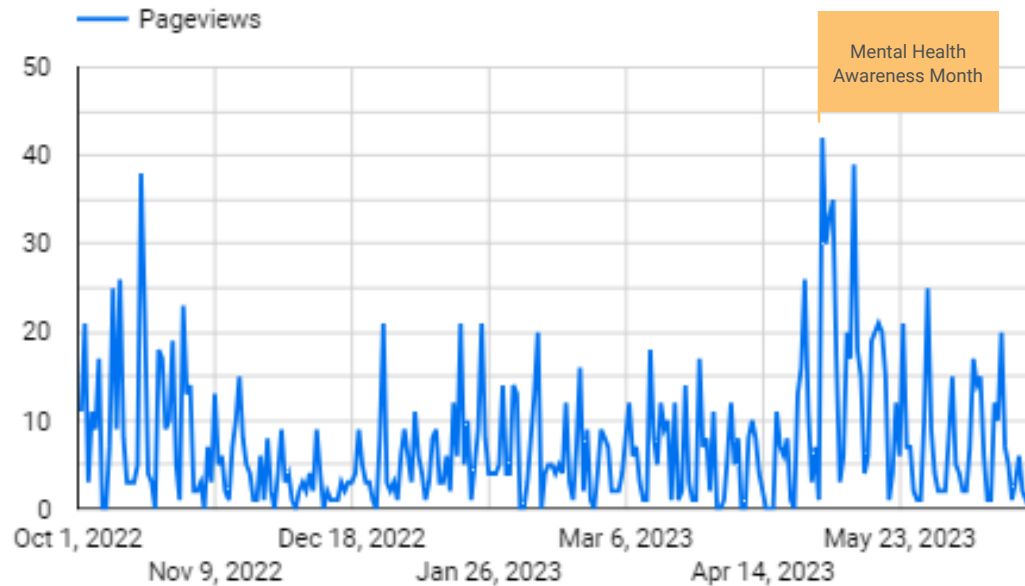
Instagram profile visits ⓘ

1,242 ↑ 100.6%



GOOGLE ANALYTICS

Page Views to Mental Health Pages: Oct. 2022-June 2023



Top 10 URLs visited between Oct. 2022 and June 2023

1	www.unitedwayhallcounty.org
2	www.unitedwayhallcounty.org/compasscenter
3	www.unitedwayhallcounty.org/basicneeds
4	www.unitedwayhallcounty.org/ourteam
5	www.unitedwayhallcounty.org/chickensale
6	www.unitedwayhallcounty.org/reachout
7	www.unitedwayhallcounty.org/funded-programs
8	www.unitedwayhallcounty.org/ungmhfa
9	www.unitedwayhallcounty.org/onehall
10	www.unitedwayhallcounty.org/aboutus

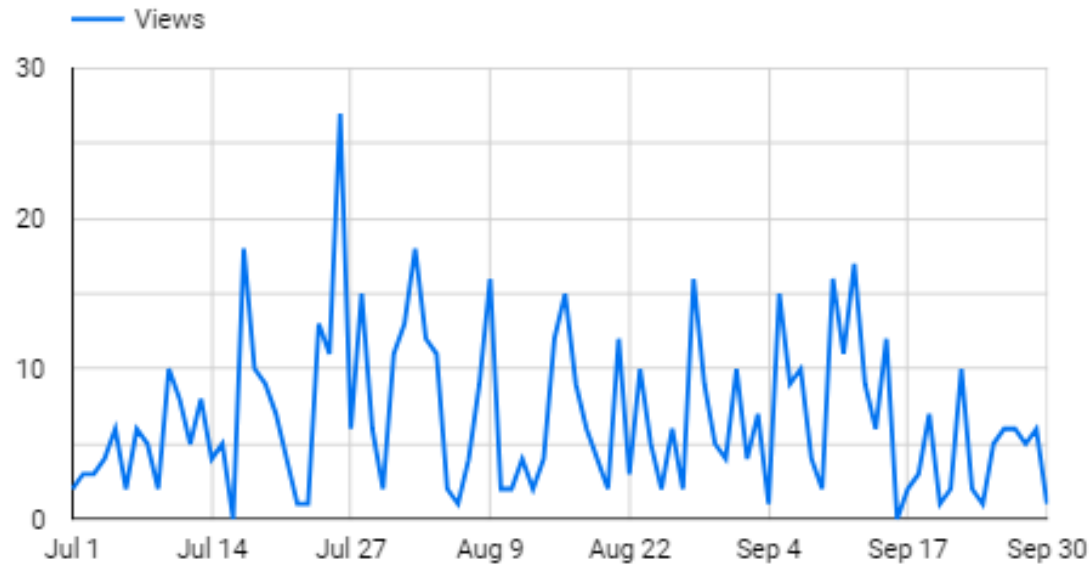


Page	Pageviews	Sessions	Users
1. /reachout	629	262	396
2. /mentalhealth-semina...	347	176	208
3. /mhfatraining	345	171	221
4. /gainesville-mental-he...	204	100	134
5. /work-well	183	62	121

6. /reachoutvideos	126	43	67
7. /adultmentalhealth	54	18	40
8. /gainesville-mental-he...	35	8	16
9. /childrenandstudent...	49	2	39
Grand total	2,021	867	947

GOOGLE ANALYTICS

Page Views to Mental Health Pages: July 2023-Sept. 2023



	Page path	Views	Sessions -	Total users
1.	/reachout	212	193	155
2.	/mhfatraining	147	138	82
3.	/gainesville-mental-health	69	56	51
4.	/work-well	56	49	38
5.	/mentalhealth-seminars-...	58	48	39

6.	/adulmentalhealth	23	26	21
7.	/speakersbureau	15	21	9
8.	/reachoutvideos	17	16	10
9.	/childrenandstudentment...	14	14	9
10.	/reach-out/	8	8	6

Top 10 URLs visited between July 2023 and Sept. 2023

1	www.unitedwayhallcounty.org
2	www.unitedwayhallcounty.org/compasscenter
3	www.unitedwayhallcounty.org/basicneeds
4	www.unitedwayhallcounty.org/chickensale
5	www.unitedwayhallcounty.org/ourteam
6	www.unitedwayhallcounty.org/funded-programs
7	www.unitedwayhallcounty.org/onehall
8	www.unitedwayhallcounty.org/housing
9	www.unitedwayhallcounty.org/reachout
10	www.unitedwayhallcounty.org/aboutus

