

UPDATE: MOBILE CRISIS RESPONSE TEAM (MCRT) QUARTERLY UPDATE

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BACKGROUND



MCRT PROGRAM TIMELINE

- January 2021: Pilot rollout launched with Exodus Recovery, Inc.
- April 2021: Board of Supervisors committed to strengthen MCRT
- June 2021: Telecare Corporation onboarded to expand MCRT
- November 2021: A Memorandum of Agreement (MOA) created with National City and Chula Vista police departments to refer appropriate calls to MCRT
- February 2022: A countywide media campaign was launched
- March 2022: A multi-jurisdiction MOA was signed to expand law enforcement partners across the county to refer appropriate calls to MCRT

PROGRAM IMPACT



JANUARY 1, 2021 – APRIL 3, 2022 DATA

 MCRT has responded to 925 calls referred through the Access and Crisis Line and Law Enforcement

850 REFERRED FROM THE ACCESS AND CRISIS LINE
75 REFERRED FROM NATIONAL CITY/CHULA VISTA PD

- More than half of individuals received services in the field and were able to remain in the community.
- 139 individuals were newly connected to behavioral health treatment services

CLIENT CHARACTERISTICS



JANUARY 1, 2021 THROUGH MARCH 31, 2022

Age

- 49% 18-39
- 9% under 18

Gender

- 54% male; 46% female

Race/Ethnicity

- 43% White
- 30% Hispanic
- 11% Black/African American
- 6% Asian/Pacific Islander

Region*

- 25% North Coastal
- 24% Central
- 17% South
- 16% North Central
- 9% North Inland
- 8% East

Housing Status

 19% experience homelessness

Diagnoses

- 64% Schizophrenia
- 57% Depressive Disorder
- 54% Bipolar Disorder
- 35% Adjustment Disorder
- 35% Anxiety Disorder
- 30% Mood Disorder

Justice Involved

- 63% No
- 39% Yes

^{*} Phased implementation across regions

MEDIA CAMPAIGN



PHASE 1 MILESTONES

- February 2022
 - MCRT Press Conference
 - Billboards
 - Digital Banner Ads
 - Community Newspaper Ads
- March 2022
 - Radio Ads
 - Google Ads
 - Community-based outreach



BILLBOARDS









SPANISH



TAGALOG



ARABIC



VIETNAMESE



CHINESE



FARSI



COMMUNITY NEWSPAPER ADS



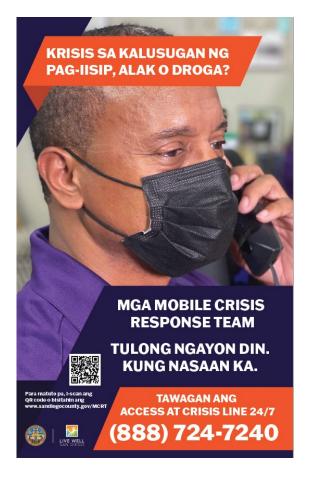












RADIO ADS



7Radio Stations

- 103.7 (KSON) English
- Sunny 98.1 (KXSN) English
- Z90 (XHTZ) English
- Magic 92.5 (XHRM) English

- Que Buena 106.5 (KLNV) Spanish
- Amor 102.9 (KLVQ) Spanish
- Radio Latina 104.5 (XLTN) Spanish

20-25x

Per week, per station

Radio spots will run on each each station around 20-25 times per week.



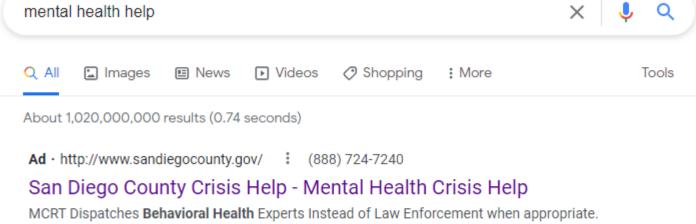
GOOGLE ADS



KEYWORD SEARCH

- Top trending search terms are "crisis line" and "mental health help"
- Women are searching for MCRT services more than men
- People ages 25-44 are more likely to visit the MCRT website
- Lower income households are more likely to search for our terms





DIGITAL BANNER ADS



- 2 Languages
- 4 Designs
- 4 Months of advertising

- univision.com
- heraldodemexico.com.mx
- mejorconsalud.as.com

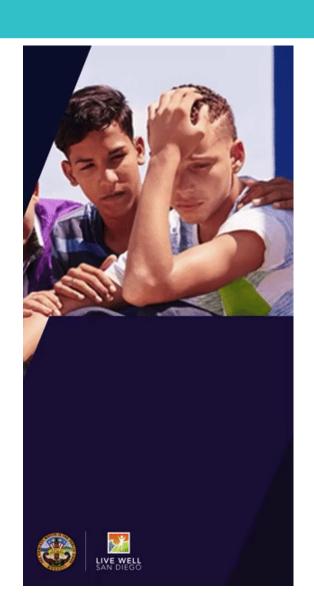




- allrecipes.com
- washingtonpost.com
- cnn.com







NEXT PHASE OF MCRT



PHASE 2 STRATEGY

- Expanded MCRT Services
 - Rollout of overnight response on April 17th
 - 988 is expected to launch in July 2022
- Expanded Community Engagement
 - Research approach to tailored messaging
 - Community-based outreach
 - Place-based posters and flyers (May 2022)



EXAMPLE COMMUNITY
PLACE-BASED POSTER/FLYER

MCRT SUCCESS STORY



PARENT TESTIMONIAL

"I called the access and crisis line already having met so many block walls in getting my child help. When your team said they would come, I cried.

From the moment they entered, they were professional, empathetic listeners going as far as to sit on the floor in front of my child in their chair. MCRT staff followed up a few times and my child was willing to talk which was a huge accomplishment.

They reached out to my child's school to help the transition back. It is obvious by their actions that they are knowledgeable about their job and understand kids with special needs.

Their non-judgmental and caring attitude was a welcomed blessing and I am thankful for all they did."