



UPDATE: MOBILE CRISIS RESPONSE TEAM (MCRT) QUARTERLY UPDATE

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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



LIVE WELL
SAN DIEGO

JANUARY 1, 2021 – APRIL 3, 2022 DATA

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



- 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

* Phased implementation across regions

■ 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

MEDIA CAMPAIGN



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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



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**MENTAL HEALTH, ALCOHOL
OR DRUG CRISIS?**

**MOBILE CRISIS
RESPONSE TEAMS**

**HELP NOW.
WHERE YOU ARE.**

CALL THE ACCESS AND CRISIS LINE 24/7
(888) 724-7240

FOR MORE INFORMATION:
SANDIEGOCOUNTY.GOV/MCRT



SPANISH

**¿CRISIS DE SALUD MENTAL,
DROGAS O ALCOHOL?**

**LOS EQUIPOS
MÓVILES DE CRISIS**

**AYUDAN AHORA.
DONDE ESTÉ.**

LLAME A LA LÍNEA DE ACCESO Y CRISIS LAS 24 HORAS
(888) 724-7240

PARA MÁS INFORMACIÓN VISITE:
SANDIEGOCOUNTY.GOV/MCRT



VIETNAMESE

**KHỦNG HOẢNG DO SỨC KHỎE TÂM THẦN,
BIA RƯỢU HOẶC MA TÚY?**

**NHÓM DI ĐỘNG ỨNG
PHÓ KHỦNG HOẢNG**

**GIÚP ĐỠ NGAY.
TẠI NƠI QUÝ VỊ Ở.**

HÃY GỌI ĐƯỜNG DÂY TIẾP CẬN VÀ TRỢ GIÚP LÚC
KHỦNG HOẢNG 24/7 THEO SỐ **(888) 724-7240**

ĐỂ BIẾT THÊM THÔNG TIN:
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TAGALOG

**KRISIS SA KALUSUGAN SA
PAG-IISIP, ALAK O DROGA?**

**MGA MOBILE NA
PANGKAT SA
PAGTUGON SA KRISIS**

**TULONG NGAYON.
KUNG NASAAAN KA.**

TUMAWAG SA LINYA NG ACCESS AT KRISIS 24/7
(888) 724-7240

PARA SA HIGIT PANG IMPORMASYON:
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CHINESE

精神卫生、酒精或药物危机?

危机移动响应小组

**现在获得帮助。
在你所在位置。**

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(888) 724-7240

获得更多信息, 请访问:
SANDIEGOCOUNTY.GOV/MCRT



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ARABIC

هل تعاني من أزمة تتعلق بالصحة النفسية أو
تعاطي الكحول أو المخدرات؟

**الفرق المتنقلة
للاستجابة للأزمات
تلق المساعدة الآن.
في مكانك.**

للمزيد من المعلومات:
SANDIEGOCOUNTY.GOV/MCRT

اتصل بخط الوصول والأزمات على مدار
الساعة طوال الأسبوع على الرقم **(888) 724-7240**



FARSI

سلامت روان، بحران الکلی یا دارویی؟

**تیم های پاسخ به
بحران سیار
الان کمک بگیرید.
هر کجا هستید.**

برای اطلاعات بیشتر به سایت زیر مراجعه کنید:
SANDIEGOCOUNTY.GOV/MCRT

۲۴ ساعت هر روز هفته، با خط Access و Crisis
به شماره **(888) 724-7240** تماس بگیرید.




COMMUNITY NEWSPAPER ADS



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SAN DIEGO




**MENTAL HEALTH, ALCOHOL
OR DRUG CRISIS?**



**MOBILE CRISIS
RESPONSE TEAMS**



**HELP NOW.
WHERE YOU ARE.**



To learn more,
scan the QR code or visit
www.sandiegocounty.gov/MCRT

**CALL THE ACCESS AND
CRISIS LINE 24/7**


(888) 724-7240



**¿CRISIS DE SALUD MENTAL,
DROGAS O ALCOHOL?**



**LOS EQUIPOS
MÓVILES DE CRISIS
AYUDAN AHORA.
DONDE ESTÉ.**




Para aprender más,
escanee el código QR o visite
www.sandiegocounty.gov/MCRT

**LLAME A LA LÍNEA DE ACCESO
Y CRISIS LAS 24 HORAS**

(888) 724-7240




**KRISIS SA KALUSUGAN NG
PAG-IISIP, ALAK O DROGA?**



**MGA MOBILE CRISIS
RESPONSE TEAM**



**TULONG NGAYON DIN.
KUNG NASAN KA.**



Para matuto pa, i-scan ang
QR code o bisitahin ang
www.sandiegocounty.gov/MCRT

**TAWAGAN ANG
ACCESS AT CRISIS LINE 24/7**

(888) 724-7240



RADIO ADS



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7

Radio Stations

- 103.7 (KSON) - English
- Sunny 98.1 (KXSN) - English
- Z90 (XHTZ) - English
- Magic 92.5 (XHRM) - English
- Que Buena 106.5 (KLNK) - 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.





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



mental health help



All

Images

News

Videos

Shopping

More

Tools

About 1,020,000,000 results (0.74 seconds)

Ad · <http://www.sandiegocounty.gov/> (888) 724-7240

San Diego County Crisis Help - Mental Health Crisis Help

MCRT Dispatches **Behavioral Health** Experts Instead of Law Enforcement when appropriate.

DIGITAL BANNER ADS



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- 2 Languages
- 4 Designs
- 4 Months of advertising

EXAMPLE WEBSITES

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



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



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NEXT PHASE OF MCRT



LIVE WELL
SAN DIEGO

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



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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.”