

Idaho Behavioral Health Council

August 16, 2024





Agenda Review

Approve Meeting Minutes

Vision for Idaho's Behavioral Health System

It is our vision that adults, children, youth and their families who live with mental illness and addiction **receive the behavioral healthcare services they need when they need them.**





IBHC Guiding Principles

1) Consumer and Family Voice

Because the voices of consumers of services and their families are crucial to proper implementation of the Idaho Behavioral Health Council's strategic action plan, we commit to include them as indispensable partners in program design, implementation, and evaluation.

2) Cross-System Collaboration

We commit to utilize an inclusive and collaborative approach in the implementation of behavioral health strategic action plan.

3) Promote Evidence and Best Practices

We commit to using known effective practices through the design and implementation of the strategic action plan, including best practices for funding services and supports.

7) Quality, Accountability, and Outcomes

We commit to transparent and continuous evaluation of quality and outcome measures in all programs and services to achieve the best possible outcomes for Idahoans and to achieve effective/efficient use of public dollars

4) Recovery and Resiliency Oriented

We commit to designing a system that focuses on the lifelong process of improving wellness and strives to assist consumers and families in reaching their full potential.

5) Equitable Access

We commit to implementing a system with equal access for all Idahoans regardless of race, ethnicity, gender, socioeconomic status, or sexual orientation. We commit observing all rights as defined in the Americans with Disabilities Act (ADA).

6) Financially Sustainable

We commit to designing and implementing a behavioral health system that is effective, efficient, and financially sustainable.

ENGAGEMENT

The ability to effectively assist an individual with a behavioral health disorder relies on the system's ability to engage the individual in the system.

TREATMENT

These services are for people diagnosed with a behavioral health disorder. They are ideally evidence-based, client centered, and meet the varied needs of as many individuals as possible.

PREVENTION

Delivered prior to the onset of a disorder, these interventions are intended to prevent or reduce the risk of developing a behavioral health problem.

PROMOTION

Create environments and conditions that support behavioral health and the ability of individuals to withstand challenges such as Social Determinants of Health.

RECOVERY

These services support individuals' abilities to live productive lives in the community and can help with management of behavioral health conditions to minimize the risk of relapse or recurrence.



Idaho's Behavioral Health Framework

Treatment #3:
Civil
Commitments

Beth Rumpel, LCPC
DHW DBH
Behavioral Health Chief
Clinical Services Bureau

Cheryl Foster
IBHC Project Manager

Treatment #3:
Civil
Commitments

Streamlining the Designated Examination Process

Proposed Statutory Revisions

§ 66-326 - PROCEDURES FOR EMERGENCY INVOLUNTARY DETENTION
AND APPLICATION FOR COMMITMENT

§ 66-329 - COMMITMENT TO DEPARTMENT DIRECTOR UPON COURT ORDER
— JUDICIAL PROCEDURE



Drafting Workgroup Members

- Beth Rumpel, IDHW DBH
- Sandra Barrios, 4th Judicial District
- Aaron Bazzoli, Canyon County Public Defender's Office
- Alan Foutz, Deputy Attorney General for IDHW
- Rick Huber, Community Member
- Todd Hurt, Intermountain Hospital
- Sam Hulse, Idaho Sheriffs' Association
- Julie Kane, Nez Perce Tribe
- Toni Lawson, Idaho Hospital Association
- Judge Jessica Lorello, Idaho Court of Appeals
- Brooks Schott, Twin Falls County Prosecuting Attorney's Office

Organizations Requested to Review and Comment

- Idaho Hospital Association
- Idaho Medical Association
- Idaho Psychiatric Association
- NAMI Idaho
- Disability Rights Idaho
- Idaho Association of Counties
- Idaho Sheriffs' Association
- Idaho Chiefs of Police Association
- Idaho Prosecuting Attorneys Association
- Idaho Public Defense Commission
- Trial Court Administrators
- Idaho Psychological Association
- Idaho Fraternal Order of Police
- Idaho Tribes:
Coeur d'Alene, Nez Perce, Shoshone-Bannock, Kootenai, Shoshone-Paiute

Priorities for Change

- Shorten timelines and delineate “off-ramps” for detained individuals
- Codifies the “field petition” process from 66-329 which recognizes that all individuals meeting commitment criteria are in crisis, not just those detained by law enforcement or a hospital
- Adds designated examiners and mental health professionals to the list of individuals able to submit applications for commitment.

Streamlining the Designated Examination Process

§ 66-326

§ 66-326 – Procedures for Emergency Involuntary Detention and Application for Commitment

- (1) Involuntary Detention and Application for Commitment by a Peace Officer or Qualified Hospital Personnel
- (2) Application for Commitment by Other Persons
- (3) Designated Examination and Setting of Hearing

§ 66-329

§ 66-329 – Commitment to Department Director Upon Court Order – Judicial Procedure

- (1) - (5) Hearing requirements
- (6) – (11) Order for commitment and subsequent review



Guest Panelists

- Patti Tobias
- Dr. Chris Cline
- Dr. Ken Minkoff
- Judge Leifman
- Rick Schwermer



Changing the World: Inspiring Hope, Health & Recovery

***Transforming systems at every level
to be about the needs, hopes and dreams
of the people and families with complex needs
who come to our door***

Christie Cline, MD, MBA ccline@ziapartners.com, www.ziapartners.com
Kenneth Minkoff, MD kminkov@aol.com

Who we are

- **Dr. Chris Cline**
- **Judge Steve Leifman**
- **Dr. Kenneth Minkoff**
- **Richard Schwermer**
- **Patti Tobias**

Overview of Our Role

- ❖ **Bringing a national perspective and expertise in system transformation to help maximize the impact of the IBHC Advisory Board and workgroup efforts**
- ❖ **Helping Idaho articulate its vision for a transformed system, and to build on workgroup recommendations to suggest effective ways to achieve that vision**

Effective Cross-System Structure

- ❖ **You have the right stakeholders – 3 branch collaboration.**
- ❖ **Idaho needs a more robust statewide-regional-local leadership and collaboration *system***

Effective Cross-System Structure

Here are six strategic priorities for statewide implementation that incorporate your vision and addresses the Advisory Board recommendations.

Strategic priority 1

- ❖ **CCBHCs: Statewide implementation with Prospective Payment System**
- ❖ **Demonstration and planning grants; CCBHC State-TA Center (S-TAC); Oklahoma example to**

Strategic priority 2

- ❖ **Every community has a crisis system, taken to scale, for all ages**
 - ❖ **Roadmap to the Ideal Crisis System**

Strategic priority 3

❖ **Universal Co-occurring Capability**

Strategic priority 4

❖ Reform Competency to Stand Trial System

Strategic priority 5

❖ **Diversion – pre-arrest, post arrest, and beyond**

Strategic priority 6

- ❖ **Modernize civil commitment laws**
 - ❖ **Model Commitment Law (emergency, inpatient, outpatient)**
 - ❖ **Diversion from CJ system to civil options**

Conclusion

- ❖ **Questions?**
- ❖ **How can we help further?**
- ❖ **Thank you!**



IBHC Strategic Planning

Shannon McGuire
Spark Strategies

IDAHO BEHAVIORAL HEALTH COUNCIL

Draft Recommendation Review

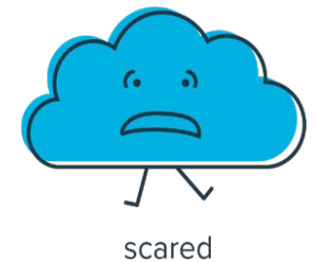
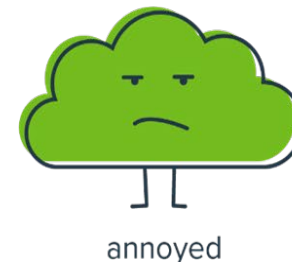
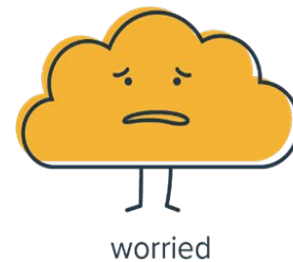
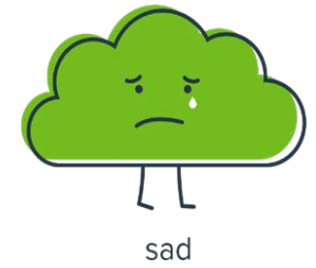
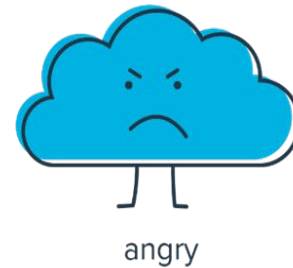
August 16, 2024



How are you?

"Always be true to your feelings because the more you deny what you feel the stronger it becomes."

– Unknown





**Right now, I'm
grateful for...**

Vision for Idaho's Behavioral Health System

It is our vision that adults, children, youth and their families who live with mental illness and addiction **receive the behavioral healthcare services they need when they need them.**

Idaho Behavioral Health System

Mental Health

Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make choices. Mental health is important at every stage of life, from childhood and adolescence through adulthood.

Mental Illness

A syndrome characterized by clinically significant disturbance in an individual's cognition, emotion regulation, or behavior that reflects a dysfunction in the psychological, biological, or developmental processes underlying mental functioning.

Substance Use Disorder

A problematic pattern of using alcohol or another substance that results in impairment in daily life or noticeable distress.

ENGAGEMENT

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RECOVERY

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Idaho's Behavioral Health Framework

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Dept. Health & Welfare

Idaho Courts

Idaho Department of Correction

Idaho Juvenile Corrections

Counties

State Dept. of Ed

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Provider Network

Contracts

Treatment Courts

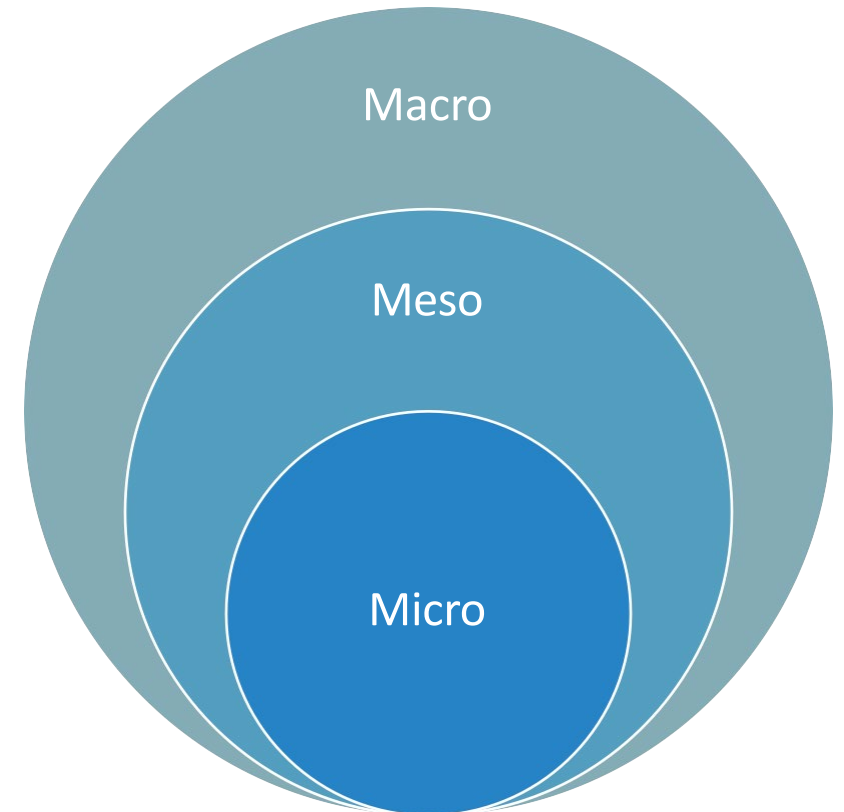
Hospitals

Private Providers

Systems Level Planning & Change

We will be looking at the behavioral health system through three frames:

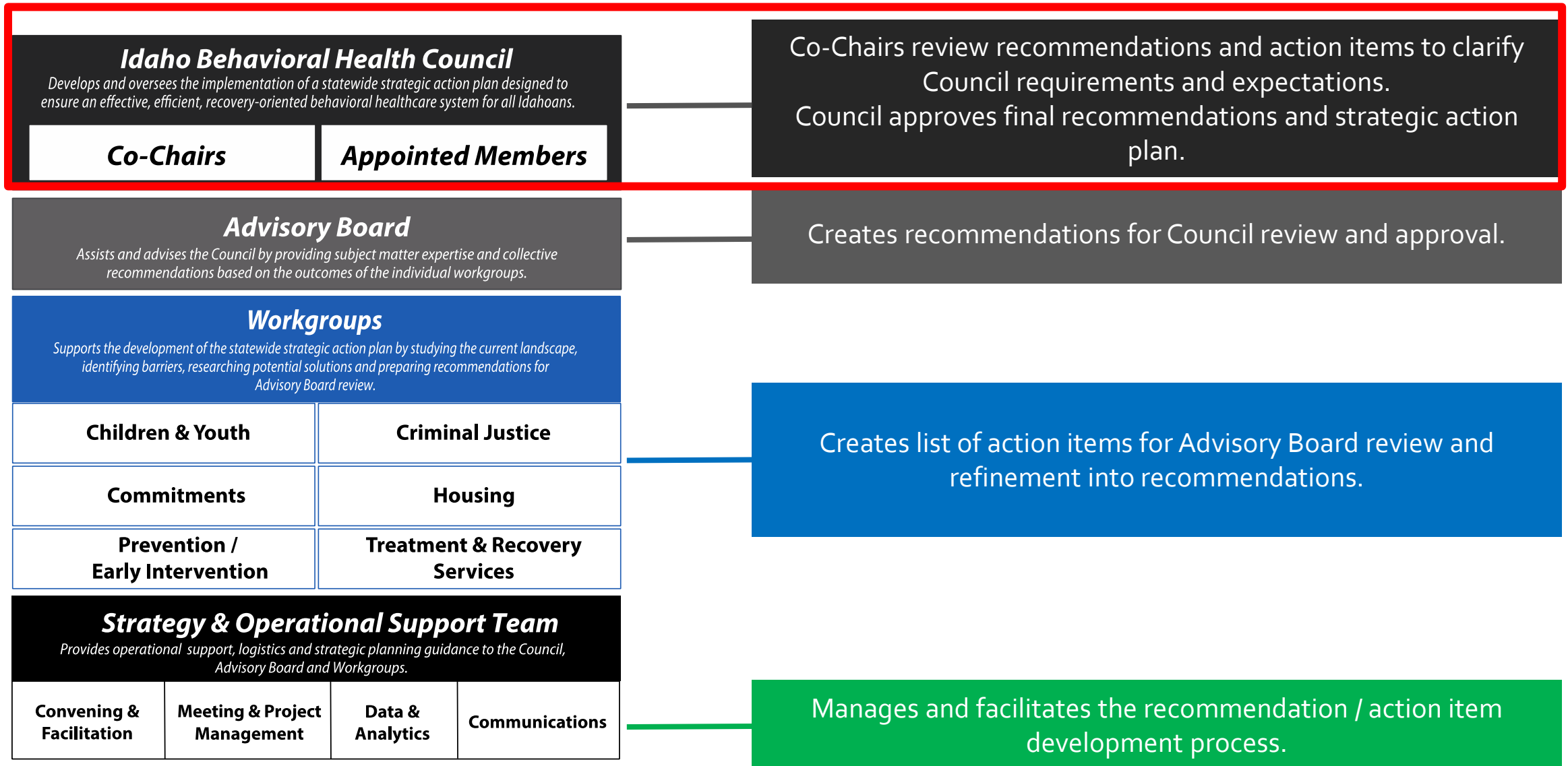
- Macro—Statewide behavioral health system
- Meso—Organizational partners and users
- Micro—Individual users of the system



IBHC Accountability Structure

Idaho Behavioral Health Council

Accountability Structure



Scope and Mission of the Council

- Define a plan to **inventory current expenditures, utilization and accessibility.**
- Assess the **effectiveness** and **efficiency** of the current systems, including where **more efficient coordination of existing resources** could create better outcomes, while considering previously adopted, enacted or funded recommendations.
- Recommend actions that will **materially improve** Idaho's behavioral health system.
- Determine Idaho citizen's unique needs via **broad stakeholder input** and **known best practices.**
- **Oversee the implementation** of the approved statewide strategic plan, ensuring an effective, efficient, recovery-oriented behavioral healthcare system **for all Idahoans in need of those services.**

IBHC STRATEGIC ACTION PLANNING TIMELINE

MAY 2024	JUN 2024	JUL 2024	AUG 2024	SEP 2024	OCT 2024
ADVISORY BOARD <ul style="list-style-type: none"> Strategic planning kickoff and prioritization 	ADVISORY BOARD <ul style="list-style-type: none"> Divide into workgroups to review prioritized recommendations and form action items 	ADVISORY BOARD <ul style="list-style-type: none"> Finalize draft of recommendations for council presentation 	ADVISORY BOARD <ul style="list-style-type: none"> Present first draft of recommendations to the council 	ADVISORY BOARD <ul style="list-style-type: none"> Review and revise recommendations for voting by the council 	ADVISORY BOARD <ul style="list-style-type: none"> Present final plan to council
WORKGROUPS <ul style="list-style-type: none"> Invitations to participants and meeting schedule 	WORKGROUPS <ul style="list-style-type: none"> Outreach and engagement Planning summit Review Advisory Board recommendations and create action items 				
SUPPORT TEAMS <ul style="list-style-type: none"> Facilitate the launch of the strategic planning process 	SUPPORT TEAMS <ul style="list-style-type: none"> Convene and facilitate workgroup meetings and summit Compile draft of recommendations and action items Collect and prepare data report 		SUPPORT TEAM <ul style="list-style-type: none"> Draft strategic action plan 	SUPPORT TEAMS <ul style="list-style-type: none"> Finalize action items Finalize full draft of recommendations Finalize strategic action plan 	
		IBHC <ul style="list-style-type: none"> Jul 19—kickstart planning meeting 	IBHC <ul style="list-style-type: none"> Aug 16—Review Advisory Board recommendations 	IBHC <ul style="list-style-type: none"> Sep 13—Vote on priorities and recommendations 	IBHC <ul style="list-style-type: none"> Oct 18—Finalize and adopt the 2025-2028 strategic action plan

Recommendation Process

Human-Centered Systems



Human-Centered YOUunity®



IBHC Recommendation Process

Workgroup Action
Items

1. Persona Mapping
2. Revision of Definition & Goals
3. Persona Journey & Lived Experience
4. SWOTT Overview
5. Prior Action Item Review
6. Workgroup Action Item Development

IBHC Recommendation Process

Workgroup Action Items



Advisory Board Refinement & Recommendations



Operations Team Synthesis

1. Action item review
2. Workgroup cross walk for interdependencies
3. Draft recommendations
4. National expert presentation & insights
5. Vote on presentation of 49 items to IBHC

ACTION ITEMS

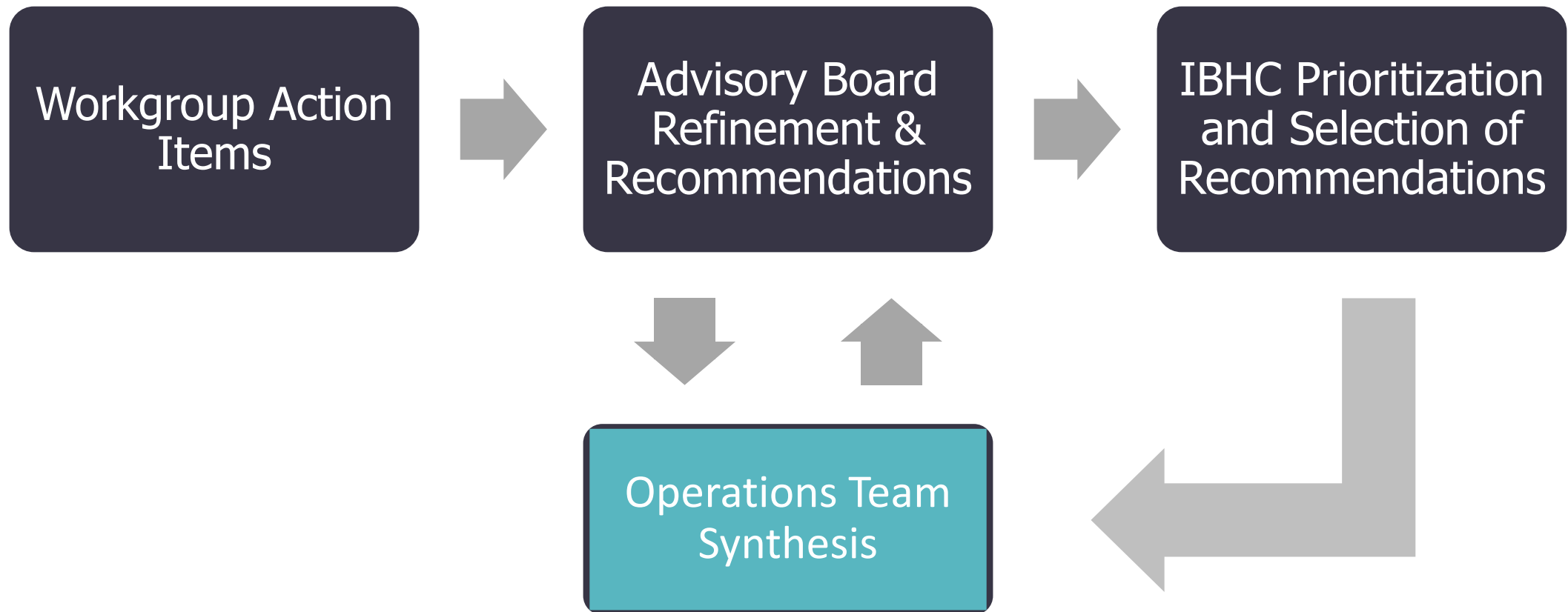
Suggested tactics and steps from Workgroups for the Advisory Board to consider as they develop recommendations. Will be used for implementation.

VS

RECOMMENDATIONS

Consensus-based objectives presented to council to help improve Idaho's Behavioral Health System.

IBHC Recommendation Process



Draft Recommendations

Zia Partners Recommendations

- Strategic Priority #1** CCBHCs: Statewide CCBHC's with Prospective Payment System
- Strategic Priority #2** Every community has a crisis system, taken to scale, for all ages
- Strategic Priority #3** Universal Co-Occurring Capability
- Strategic Priority #4** Reform Competency to Stand Trial System
- Strategic Priority #5** Diversion Systems: prearrest, post arrest, and beyond
- Strategic Priority #6** Modernize Civil Commitment Laws (emergency, outpatient & inpatient) including criminal justice system to civil options



DRAKE COOPER



Idaho Fentanyl Awareness Phase II

PRELIM. MEDIA THOUGHTS & WEBSITE PERFORMANCE

August 2024

The 2024 campaign featured a refreshed message using the same look, feel, and overall strategy of the 2023 campaign

FENTANYL

ALL IT TAKES IS **EVERYTHING.**

TV & FB VIDEO



BILLBOARDS

REAL FRIENDS CAN GIVE YOU FAKE PILLS.

FentanylTakesAll.org

FENTANYL
ALL IT TAKES IS **EVERYTHING.**

THE TRUTH ABOUT FAKE PILLS IS HARD TO SWALLOW.

FentanylTakesAll.org

FENTANYL
ALL IT TAKES IS **EVERYTHING.**

FAKE PILLS CAN LOOK REALLY REAL.

FentanylTakesAll.org

FENTANYL
ALL IT TAKES IS **EVERYTHING.**

DIGITAL BANNERS

LAS PASTILLAS ADULTERADAS PUEDEN VERSE REALMENTE REALES.

FENTANILO
ACABA CON TODO.

FENTANYL
ALL IT TAKES IS **EVERYTHING.**

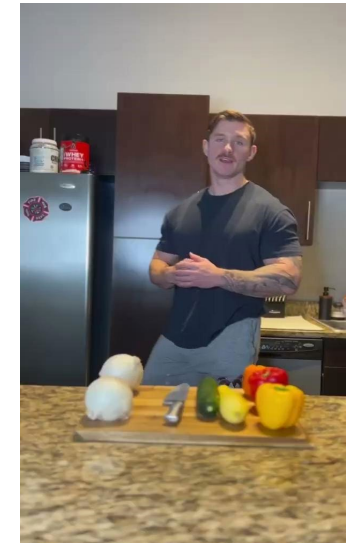
LEARN HOW TO PROTECT YOURSELF AGAINST FENTANYL OVERDOSE AT

FentanylTakesAll.org

TRAGEDY LOOKS A LOT LIKE A REAL OXY.

FENTANYL
ALL IT TAKES IS **EVERYTHING.**

SOCIAL MEDIA





Drake Cooper

OFFICE OF THE GOVERNOR
FENTANYL AWARENESS
2024 Phase II Media Plan REV 4-17

Table with columns for months (January to June) and Total Costs. Rows include categories like Instagram, YouTube, Snapchat, Reddit, Streaming Audio, Broadcast TV, and All Idahoans, with a final row for Media Plan Total.

Approved 2024 Media Plan Recap:

- Media Plan spend: \$300k
-Add'l \$34k (sep. budget) for SB and extra OOH
-Ran for ~5 months
-Jan launch with mid-Feb full ramp up
-Targeted three distinct audiences
-Skewed slightly male in some areas
-Held consistent presence through May
-Built on media successes in 2023
-New: Reddit, YouTube Shorts, ESPN, Super Bowl

Overall, research results reflected a more informed and engaged public:

1. Media connected with all Idahoans, most of whom this year reported notable increases in *“drug use being a big problem in Idaho”*. Total *“concern about fentanyl”* hugely up since Nov ‘22
2. The campaign’s modest budget increases to “All Idahoans” may have helped boost fentanyl knowledge across many Young Adults (early 20s) that was seen in the research (particularly when paired with YouTube and Reddit).
3. A more diverse media delivery approach likely helped foster a rise in messaging resonance surrounding more accurate information about fentanyl.
4. The website saw 15% “engaged users” (which was higher than the 2023 campaign) from 65,000 sessions during 5-month campaign.
5. Organic traffic was notably up, reflecting more campaign familiarity.



Website Performance

Homepage Header

FENTANYL
ALL IT TAKES IS EVERYTHING.

English

REAL STORIES FENTANYL FACTS WHAT TO DO

REAL FRIENDS CAN GIVE YOU FAKE PILLS.

KNOW THE DANGER OF COUNTERFEIT PILLS LACED WITH FENTANYL.

GIVE ME THE FACTS ↓

Full Homepage

FENTANYL

REAL STORIES FENTANYL FACTS WHAT TO DO

REAL FRIENDS CAN GIVE YOU FAKE PILLS.

KNOW THE DANGER OF COUNTERFEIT PILLS LACED WITH FENTANYL.

GIVE ME THE FACTS ↓

FAKE PILLS 7^{IN} 10

THE TRUTH IS HARD TO SWALLOW. PILLS LACED WITH FENTANYL CAN KILL YOU ALMOST INSTANTLY. IT DOESN'T MATTER WHERE YOU GET IT, OR WHO GAVE IT TO YOU. IF IT'S NOT PRESCRIBED TO YOU, IT COULD BE FENTANYL.

HERE'S THE REALITY ↓

FENTANYL IS NOT LIKE ANY OTHER DRUG, AND IT'S DESIGNED TO LOOK EXACTLY LIKE REAL PHARMACEUTICAL DRUGS SO YOU DON'T EVEN REALIZE YOU'RE TAKING IT. A TINY AMOUNT OF FENTANYL CAN KILL YOU ALMOST INSTANTLY. IT DOESN'T MATTER WHERE YOU GET IT, OR WHO GAVE IT TO YOU. IF IT'S NOT PRESCRIBED TO YOU, IT COULD BE FENTANYL.

REAL STORIES.

THE PILLS WERE FAKE. THE PEOPLE ARE REAL.

READ THEIR STORIES

IDV-10 © 2021 IDV. All rights reserved. Sources: IDV-10, Study, Substance, Prescription, Identification, Stigma.

Full Site Link



All paid media optimized to awareness; yet 15% of sessions were highly engaged in the site's content

TOTAL WEBSITE TRAFFIC

65,250

Jan - May '24 Sessions

148,877

Total Sessions Since Launch

Definition: The total number of user visits to a specific page of the website.

WEBSITE ENGAGEMENT

9,961

Jan - May '24 Engaged Sessions

22,208

Engaged Sessions Since Launch

Definition: The number of sessions where a user stays on the site for at least 20 seconds, visits 2 or more pages, or performs a conversion action.



FENTANYL
ALL IT TAKES IS EVERYTHING.

HISTORIAS REALES

INFORMACIÓN SOBRE FENTANILO

QUÉ HACER

Español

AMIGOS VERDADEROS PUEDEN DARTER PASTILLAS FALSAS.

CONOCE LOS PELIGROS DE LAS PASTILLAS
ADULTERADAS CON FENTANILO.

DAME LA INFORMACIÓN ↓

FENTANYL

HISTORIAS REALES INFORMACIÓN SOBRE FENTANILO QUÉ HACER

AMIGOS VERDADEROS PUEDEN DARTER PASTILLAS FALSAS.

CONOCE LOS PELIGROS DE LAS PASTILLAS
ADULTERADAS CON FENTANILO.

DAME LA INFORMACIÓN ↓

PASTILLAS FALSAS

LA VERDAD ES DIFÍCIL DE TRAGAR.

7 DE CADA 10
PASTILLAS
ADULTERADAS
CONTIENEN UNA
DOSIS LETAL DE
FENTANILO.

ESTA ES LA REALIDAD ↓

EL FENTANILO NO ES COMO CUALQUIER DROGA. ESTÁ DISEÑADA PARA VERSE
EXACTAMENTE COMO MEDICAMENTOS REALES Y NO PODRÁS DARTER CUENTA DE LO
QUE REALMENTE ESTÁS TOMANDO. UNA CANTIDAD DIMINUTA DE FENTANILO
PUEDE MATARTE CASI INSTANTÁNEAMENTE. NO IMPORTA DÓNDE LA CONSEGUISTE
O QUIÉN TE LA HAYA DADO. SI NO FUE RECOMENDADA POR TU DOCTOR, PUEDE
CONTENER FENTANILO.

HISTORIAS REALES.

LAS PASTILLAS ERAN FALSAS.
LAS PERSONAS SON REALES.

LEE LAS HISTORIAS

IDAHO

Full Site Link



There were 3K pageviews on the **Spanish version of the site**. This closely correlates to media spend as 3% of campaigns targeted Spanish speakers.

TOTAL ENGLISH TRAFFIC

75,303
Pageviews

Definition: The total number of user visits to a specific page of the website. Repeated visits are counted.

TOTAL SPANISH TRAFFIC

3,005
Pageviews

Definition: The total number of user visits to a specific page of the website. Repeated visits are counted.

Date Range: Jan 1 - May 31, 2024



A **Captcha interstitial** with creative Fentanyl messaging greeted website visitors from select media campaigns.

Captcha - 1st Screen

fentanyltakesall.org

First, prove you're a human...

Select all images with a counterfeit pill
Click verify once there are none left.



VERIFY

Skip and continue to website

Captcha - 2nd Screen

fentanyltakesall.org

First, prove you're a human...

It's impossible to spot a counterfeit pill.

Did you know it's impossible to spot a counterfeit pill?

If it's not prescribed by a doctor, picked up at a pharmacy, and stored nice and safe in a labeled pill bottle, there's no way to be certain if a pill is real or counterfeit.

And 7 in 10 fake pills containing fentanyl have enough to kill you.

DANG, WHAT ELSE SHOULD I KNOW?

Skip and continue to website



This **Captcha interstitial** delivered positive results. Website engagement & ad efficiencies* are greatly improved for paid media users who were greeted with the experience.

WEBSITE ENGAGEMENT METRICS

AD PLATFORM COST METRICS

Engagement Rate
+375%
(With: 19% vs. Without: 4%)

Session Duration
+286%
(With: 0:27 vs. Without: 0:07)

Cost per 1000 Reach
-19%
(With: \$13 vs. Without: \$16)

Cost per Click
-6%
(With: \$4.18 vs. Without: \$4.45)

Date Range: Jan 1 - May 31, 2024

**Date Range: Jan 1 - Feb 29, 2024*

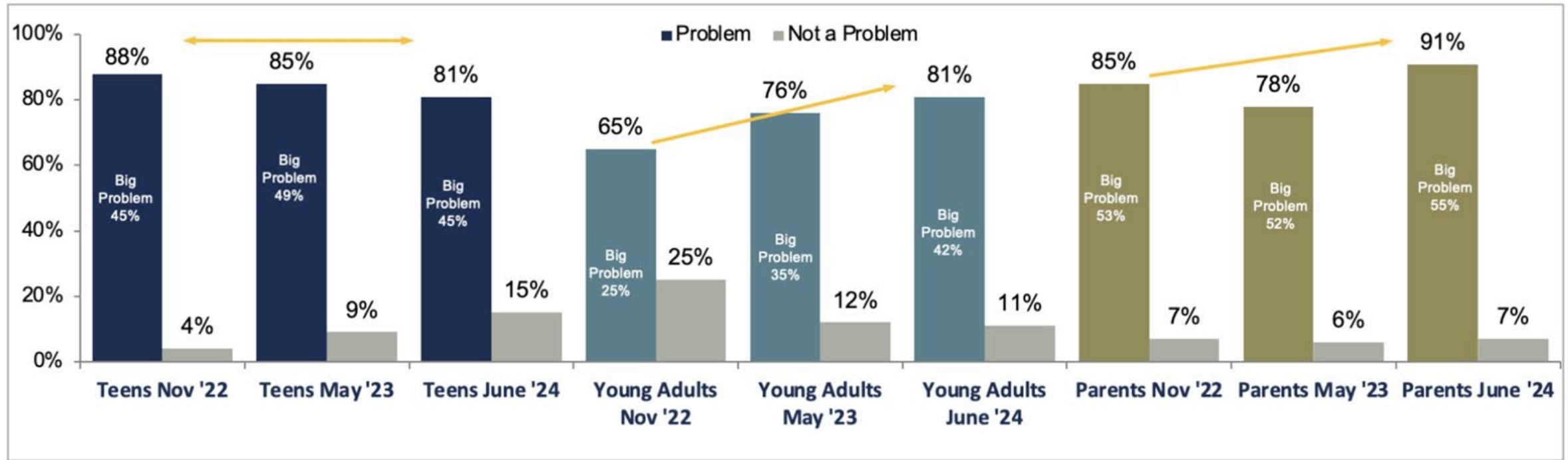




Awareness Survey

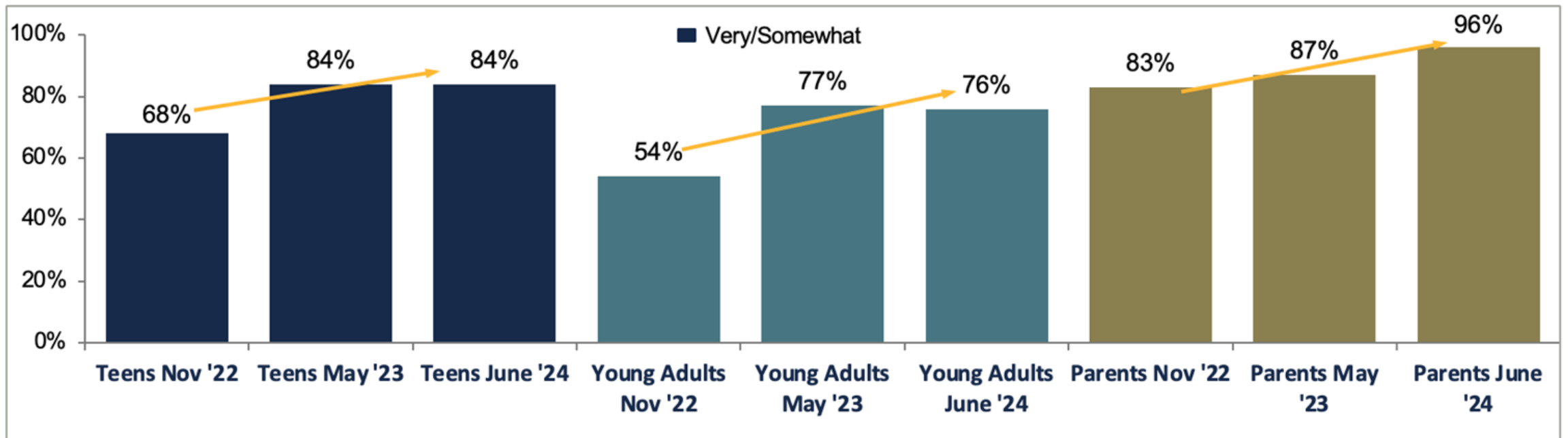
Substance Use in Idaho

In general, how would you describe teen and young adult drug use in Idaho?



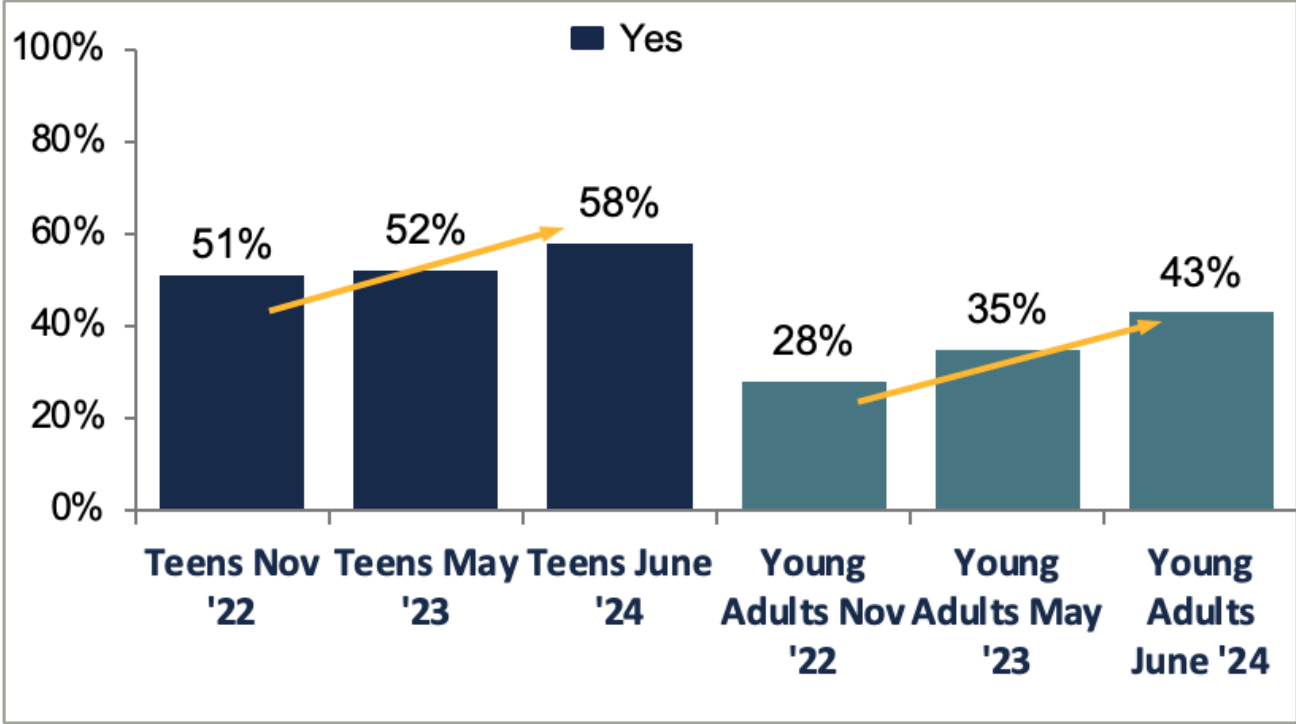
Fentanyl Knowledge / Concern

How concerned are you about fentanyl use among teenagers and young adults in Idaho?



Conversations About Fentanyl

Have you ever had a conversation with your parents about fentanyl?





Upcoming Meetings

- September 13th – **in person**
9 a.m. – 11 a.m.
- October 18th
9 a.m. – 11 a.m.



Questions?