

# 2020 Golden Light Bulb Award

***for Best Practices in the Clinical Arena***

***This year, CBHC will be utilizing a virtual platform for our conference. We will still accept nominations for the Golden Abacus Award; however, we will acknowledge the winner after the conference in a special ceremony****.*

We encourage you to submit your nomination not only to CBHC but also to include information on your project in our Poster Hall within the virtual platform. Please review the following information:

The CBHC Operations Committee is accepting nominations for the Golden Light Bulb Award. Nominees must pertain to programs within the community behavioral health system. The award will be granted to a project, methodology, technology, system, or procedure that **demonstrates best practice in the clinical arena.** All nominations will be evaluated on the following criteria:

* **Innovation**
* **Integration**
* **Transferable**
* **Usefulness**
* **Patient/Client Experience**
* **Data-driven Solution**

The winning program will be one that is ***easily replicated at any community behavioral health center or provider organization***. Its implementation will result in a superior service/process/product (i.e. cost reduction, outcome improvement, and enhanced patient/client/staff experience). Results must be data-driven. The committee will consider proposals that demonstrate innovative approaches to systems, organization, clinical management, and/or programming. Submissions may be in the areas of:

* **New methods/Approaches in behavioral health**
* **Systems/services/Program integration**
* **Partnerships/Alliances**
* **Prevention/Early Intervention**

***All proposals must include a fifty (50) word Abstract and a Program Description (limited to 2 pages) that includes program development information, innovative aspects, and pertinent data. Please use the following form.***

***We also encourage you to UPLOAD YOUR PROJECT TO OUR CONFERENCE’S ONLINE PLATFORM POSTER PAGE TO SHOWCASE YOUR TALENT. Please note that we do not require an actual “poster.” You are welcome to simply upload the information provided in this nomination form.***

**Please submit your nomination no later than SEPTEMBER 1, 2020** to: Tracy O’Shaughnessy, Conference Planner, at tracyhmsr@gmail.com. She will follow up with instructions on how to upload your information to the site. It must be uploaded no later than SEPTEMBER 7, 2020. We are very excited to be able to offer this opportunity to you this year. Questions: Call Tracy at 303-525-2811.

**Program Title: Peace in the Pandemic**

**Organization: Mind Springs Health**

**Contact Name: Chriss Flynn Contact Phone # 970 384 3036**

**Contact Email: CFlynn@MindSpringsHealth.org**

***Program Abstract*** *(50 words max, please)****:***

Life became traumatic in March with sudden change, much loss and stress-inducing uncertainty. Always looking to support people by ‘meeting them where they are’, Peace in the Pandemic was born to help people successfully deal with the emotional impacts of the pandemic where they were – at home and online.

**Program Description** (*Include program development, program information, staffing requirements, pertinent data and start-up costs.): \*Please limit to 2 pages, and remember to address all criteria specified.*

With ‘stay-at-home’ orders as the virus initially spread, we all were forced to abandon our comfortable routines & schedules, and most importantly, the dynamics of relationships, connections and communications radically shifted. Where once we lived & worked side-by-side and spoke face-to-face, societal/physical separation and isolation required us to find new ways of connecting and helping people manage this very different way of life.

Seeking to comfort, soothe and reinvigorate, Peace in the Pandemic was developed as a multi-faceted, multi-media digital mental health care kit for kids, parents and adults featuring a wide array of informational, educational, entertaining and supportive trauma-informed resources to assist them in navigating our new, and scary, world.

With Coloradans house-bound, people flocked to their computers and smart phones as the way to spend time or get the information they needed, and meeting people where they were now meant talking to them online. Talking to them online gave us the valuable ability to cost-effectively connect via the power of video, arguably the most powerful and persuasive medium today. As statistics indicate, people prefer watching versus reading by a significant amount, retention of video information is higher, and videos are expected represent 82% of all consumer internet traffic by 2022 (15x higher than just 5 years previous, according to Cisco). Thus, the centerpiece of Peace in the Pandemic quickly became a LIVE video event series on the largest, most-used and viewed social network, Facebook. In marketing parlance, we went fishing where the fish were, and the live component added attraction to a captive market.

Starting March 24th, and over the course of the next 49 weekdays days when COVID-19 restrictions were at their most stringent, our mental health clinicians and guest experts hosted 52 LIVE Peace in the Pandemic events on the Mind Springs Health Facebook page, often presenting both a morning and afternoon event to provide as much to those in need of mental health supports as possible.

Performing a live event is rather daunting and our staff really earned the title of talent as they stepped up with their broad arc of expertise. Appropriately, our brave leader Sharon Raggio kicked the series off, and other senior executives like our CMO Dr. Will Elsass, West Springs Hospital Medical Director Frank Lotrich MD PhD and Executive Vice President Michelle Hoy got involved, as well as Dr. Amy Gallagher, Clinical & Operations Managers Jackie Skramstad & Tom Gangel, Peer Services Coordinator Jill Davis and a number of local program managers and clinicians. In all, over a dozen staff participated and local partner relationships were increased and strengthened through guest expert-hosted events and partner promotion, especially in our Roaring Fork and Eagle Valley service areas.

Running between 10:00-40:00 each, the 52 events offered 27 different, relevant-for-COVID-times topics, with special presentations for kids, parents and essential workers. Events ran the gamut from meditation and self-care sessions to educational/informational themes like Coping Skills, Anger Management, the Power of Journaling, the Cognitive Triangle, Resiliency, Brene Brown’s work, Mindful Eating and more.

We have been gratified by the event series’ wide acceptance & impact on our communities and those stressed by life during COVID, and happy that we can help them achieve some peace during this stressful time as it seems people really were being reached and were benefitting. During the critical Peace in the Pandemic period, our digital posts reached a total of 187,042 individuals and engaged nearly 24,000 people; we had 47,400 video views and people spent an astounding 420+ hours watching the events.

While the events averaged 100+ live views during the strict stay-at-home time, the lion’s share of viewership occurred on-demand after the live internetcasts, and that remains one of the beauties of the platform – as each event is archived in our Video section after it runs live, Mind Springs Health on Facebook now offers a substantial library of video resources that can be watched and re-watched anytime, on demand. It’s just not for COVID times anymore! And not just for our stakeholders, partners are welcome to utilize the resources with their stakeholders as well.

Peace in the Pandemic on Facebook also significantly helped us expand our digital community and increase engagement. During the 52-event series, both our ‘Likes’ and ‘Followers’ grew by 36%, for a total 7,359 likes & 7,437 followers. These numbers are almost 2x greater than any other Colorado CMHC. We are also pleased that, through targeted boosting of the individual events, a minimal cost of only < .08 per new engager was incurred.

But Peace in the Pandemic was not just our Facebook LIVE event series, it was just the prime video component of our full Mental Health Care Kit on MindSpringsHealth.org. The Mental Health Care Kit was designed to be a comprehensive curation of as many important resources as we and our partners could provide. From the Facebook LIVE video schedule to specific COVID-19 updates by every one of our office locations across 10 counties, to information on insurance, for the newly unemployed, a digital mood tracker and an array of family-friendly diversions from our Multiply Your Happy and resiliency programs & curriculums, the Peace in the Pandemic digital resource care kit has many downloadable elements and was integrated into individual & group teletherapy treatment as appropriate.

COVID-19 is not expected to go away anytime soon and Peace in the Pandemic remains a viable and active initiative as we continue to provide and evolve all of its assets. Where once we would have spent significant dollars holding in-person seminars or using paid media to get our supports and messages to the people, now we have leveraged the cost-effective, digital world we all are fully immersed in, and have brought Peace in the Pandemic to many Coloradans. We feel privileged to be able to help our communities in the ways we do and would be honored to be awarded the 2020 Golden Lightbulb for our contributions to our communities’ wellness during this historic time. Thank you for the consideration. Best Regards, The entire Mind Springs Health Staff