

FROM BADGE TO BEHAVIORAL HEALTH

Building Colorado's Crisis Response System in Real Time



Colorado Mental Health Line

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“People don't experience systems. They experience what systems do for them.”

PRESENTATION ROADMAP

1 RETHINKING CRISIS RESPONSE Crisis is a journey, not an incident. Strong systems recognize the strengths and limits of different responders and match the response to the person's need.	2 BUILDING THE FRONT DOOR Colorado's journey from fragmented crisis access to the Colorado Crisis Line and 988 showed that a simple front door matters, but a new phone number does not automatically create a connected system.	3 BUILDING THE ENTERPRISE Trust → Stewardship → Strategy → Capacity → Partnership → Community → Implementation. The work shifts from operating a line to building the system behind it.
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SEVEN CAPABILITIES. ONE CONNECTED CRISIS ENTERPRISE.

QUALITY Quality assurance & compliance	INTEROPERABILITY 988 / 911 integration	OPTIMIZATION National network + contact center	AWARENESS Marketing & outreach
TRUST Stigma reduction & public confidence	CONNECTION Care coordination & follow-up	CONTINUUM Contact Center + Mobile Crisis + Walk-In Centers	

KEY IDEA TO LISTEN FOR
The destination isn't a better hotline. It's a better system.

NOTES / QUESTIONS

A FRAMEWORK TO TAKE HOME



Colorado
Mental Health
Line

Build the system around the person, not the person around the system.

ANSWER ME. Local. Live. Simple. Make it easy to reach the right help.	COME TO ME. Timely. Consistent. Safe. When a conversation isn't enough, connect people with an appropriate behavioral health response.	CONNECT ME. Coordinated. Continuous. Local. A referral isn't the outcome. Successful connection is.	BE THERE BEFORE I NEED YOU. Known. Understood. Trusted. Build awareness and reduce stigma before the crisis occurs.
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AWARENESS → ACCESS → RESPONSE → CONNECTION

FROM ACTIVITY → TO OUTCOMES



LESSONS FOR SYSTEM BUILDERS

- Start with the person, not the organization.
- Don't replace what works locally. Connect it.
- Trust is earned through performance and follow-through.
- Own the mission. Leverage the expertise.
- Strategy without capacity is aspiration.
- A referral is not a connection.
- Measure what happened to the person, not only what the system did.

You don't build systems by connecting boxes on an organizational chart.

You build systems by connecting people.

IDEAS / NOTES I WANT TO TAKE HOME

ONE PERSON. ONE JOURNEY. ONE CONNECTED SYSTEM.

Call 988 | Text 988 | Live Chat

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