INTRODUCTION

In November 2015, First Lady Chirlane McCray launched ThriveNYC, a decisive turning point in the way New York City approaches mental health and substance misuse.

ThriveNYC is a roadmap designed to begin changing the way people think about mental health and the way City government and its many partners deliver services. With 54 initiatives backed by an $850 million investment over four years, it is the most comprehensive mental health plan of any city or state in the nation.

Nearly 80% of the 54 initiatives under the umbrella of ThriveNYC are up and running and serving New Yorkers throughout our City. The initiatives are organized into six core principles that ThriveNYC seeks to advance, which include: change the culture, act early, close treatment gaps, partner with communities, use data better, and strengthen government’s ability to lead.

In practical terms, that means many New Yorkers can now get help for issues like depression and anxiety in the same place they see their primary care doctor or go to school.

More New Yorkers have received training in Mental Health First Aid, which teaches people how to recognize the signs and symptoms of mental illness and help those who may be suffering.

More New York mothers are being screened and treated for maternal depression.

And all New Yorkers now have access to confidential, high-quality, around-the-clock mental health support through their phone or computer.

This report provides details on these 2016 Year One achievements and many others. Together with our partners, we have laid a solid foundation from which to build on in the months and years to come.
CHANGE THE CULTURE

Changing the culture around mental health is a foundational building block of ThriveNYC. Far too many of us still think of “depression” and “addiction” as dirty words—shameful afflictions that must be hidden at all costs. And far too many of us still do not think about mental wellness the same way we think about physical wellness—as something that can be actively improved and strengthened as part of an everyday commitment to overall health. We can change that—and we are.

Mental Health First Aid

Through ThriveNYC, 250,000 New Yorkers will be trained in Mental Health First Aid (MHFA) over five years (through December 2020). MHFA educates people on how to help friends, family members, and co-workers who may be suffering from a mental health condition. It also helps to reduce biases against mental illness and allows people to more comfortably engage with mental health issues. MHFA will also train and certify 500 individuals as First Aid instructors.

Progress to Date: In Calendar Year 2016, the initiative successfully trained more than 8,400 First Aiders and 221 instructors citywide. Both of these figures are ahead of original projections.

Public Awareness Campaign

The aim of this campaign is to publicly reshape the conversation around mental health by sharing positive messages about resiliency and recovery and the City’s new resources to connect New Yorkers to services. The campaign includes paid media ads on television, in public city spaces, and online. Additionally, ThriveNYC has hired an outreach team that engages the public by distributing print materials, participating in community events, and sharing information about mental health opportunities and linkages. ThriveNYC has also worked closely with the faith-based community to expand mental health awareness throughout New York City.

Progress to Date: The “Today I Thrive” public awareness campaign launched and has now reached more than 4 million people. The NYC Well campaign launched “Connect, Heal, Thrive” in October 2016 to let people know that comprehensive connection to care is now available through call, text, and chat for all New Yorkers.

Crime Victim Assistance Program

Crime victim advocates are specialists tasked with mitigating trauma in the aftermath of crime. They give victims information about the criminal justice process, help victims develop a safety plan to reduce the likelihood of repeat victimization, provide assistance with accessing needed services, such as safe affordable housing, Office of Victim Services compensation, medical care, and public benefits, and they link victims to other local service providers for additional and more specialized assistance. The City will place Victim Advocates in 77 New York Police Department (NYPD) precincts and 9 Housing Bureau Police Service Areas (PSAs). In 71 precincts and all 9 Housing Bureau PSAs there will be both a General Crime Victim Advocate and a Domestic Violence Victim Advocate. The remaining 6 precincts will have 1 Victim Advocate who will serve all categories of victims.
During the summer, a middle school student in Brooklyn passed away from an illness. The administrators requested help to support the school community after this tragedy. Prior to the start of school, the School Mental Health Consultant collaborated with the School Counseling Manager, Principal, Assistant Principal, and the School Based Support Team to plan for a response during the first week of school. Together, they developed a plan to provide a “comfort room,” a place where students would be able to talk about their grief in a group setting.

**Progress to Date:** Crime Victim Advocates have been placed in 26 precincts throughout New York City. NYPD is on target to reach all precincts and Housing Bureau PSAs by 2018.

**Crisis Intervention Training**
Crisis Intervention Training (CIT) provides NYPD officers and staff with the tools and knowledge they need to de-escalate crisis situations and respond to challenges related to mental health, substance misuse, and other disabilities. The ultimate goal is to train 5,500 NYPD officers by 2018.

**Progress to Date:** CIT training is ahead of schedule, with more than 4,900 NYPD officers and staff trained thus far.

**ACT EARLY**
Recognizing and treating mental health issues as soon as possible makes recovery easier and more likely. ThriveNYC’s Act Early initiatives give New Yorkers more tools to weather mental health challenges. We are investing in prevention and early intervention for all New Yorkers, with a special focus on our youngest citizens. In order to safeguard the future of our children, we must act early and make sure they are getting the mental health support they need, as soon as they need it.

**Mental Health Clinics in Community Schools**
Community Schools are trusted places where students can access a wide variety of essential resources—including mental health services. Through school-based services—students can receive treatment on-site and return to their classrooms ready to learn.

**Progress to Date:** All 130 Community Schools serving more than 57,000 students received a mental health assessment. Now these schools are providing mental health services and 54 of these schools opened new clinics in the 2016-2017 school year.

**Mental Health Consultants Serving all Schools**
This initiative establishes a network of 100 Mental Health Consultants who will ensure that every school has access to experts who can help educators meet the needs of their students in over 900 schools without on-site services.

**Progress to Date:** Currently, there are 86 mental health consultants and 11 supervisors who have been hired and most are already in the field serving schools throughout the city. All 100 consultants are anticipated to be in place by March 2017.

**Expansion of Newborn Home Visiting Program**
An additional 1,600 mothers of newborns in New York City will benefit from the expanded provision of the Newborn Home Visiting Program in family shelters. The program includes home visits, child development education, maternal depression screening, secure attachment and bonding, safe sleep practices, and breastfeeding.

**Progress to Date:** To date, 904 eligible Department of Homeless Services-involved families have been visited and 593 maternal depression screenings have been provided.
Relationship Counseling for All Foster Care Teens

Workshops on healthy relationships help young people prevent, recognize, and respond to dating violence. The goal of this training is to reach 900 foster care parents and staff, and 1,000 foster care youth during the first year of the program ultimately aiming to reach all 11-21 year olds in Foster Care.

Progress to Date: There are 922 foster care parents who have participated in CARE Workshops and 124 workshops that have been offered to juveniles in Foster Care, with 943 individuals served.

Social-Emotional Learning

The Department of Education (DOE) and the Administration for Children's Services (ACS) incorporate Social-Emotional Learning (SEL) into training programs to help adults build healthy social-emotional development in children. The overall initiative implements an evidence-based teacher curriculum in Pre-K for All and EarlyLearn Programs.

Progress to Date: ACS selected 80 EarlyLearn programs to receive professional development for their 1,600 center-based staff during the 2016-17 school year. ACS's Early Childhood Education vendor, the Crittenton Children's Center, will train all staff at contracted EarlyLearn centers and home-based programs in the Trauma Smart model over the next several years. In 2016, ACS began hiring social workers to provide support to EarlyLearn contractors as they begin their training, and provided training to ACS Early Childhood Education field staff who interact with EarlyLearn programs, as well as to other staff and partners.
The DOE selected 115 Pre-K for All programs for intensive SEL professional development programming for the 2016-17 school year that will benefit approximately 6,000 students. Families and students alike in 19 programs participate in ParentCorps, a family-centered program designed to help young students develop the foundational skills for learning. ParentCorps will serve roughly 900 students.

In addition, DOHMH launched an Early Childhood Mental Health (ECMH) Network to provide outpatient services at seven Early Childhood Therapeutic Center clinics throughout all five boroughs for these young children, some of whom may be referred from Early Learn and Pre-K for All centers. The Early Childhood Mental Health Network also provides mental health consultation and training for teachers/staff in early learning center-based programs.

CLOSE TREATMENT GAPS

ThriveNYC seeks to close substantial treatment gaps and provide New Yorkers in every neighborhood—especially those at greatest risk—access to care and treatment when and where they need it. A key element of our vision for a thriving New York City involves expanding access to care.

NYC Well

NYC Well is New York City's free, comprehensive, 24/7/365 one-click, one-call point of access to mental health and substance misuse services. New Yorkers can connect to NYC Well in over 200 languages by calling 1-888-NYC-WELL (1-888-692-9355), texting the word WELL to 65173, or chatting with a counselor or peer specialist at www.nyc.gov/nycwell. NYC Well provides confidential crisis counseling, referral to behavioral health services, mobile crisis, follow-up services, short-term counseling, and peer support services.

Progress to Date: In October 2016, NYC Well successfully launched. More than 20,000 calls, texts, and chats were received during the first full month of the program.

CUNY Mental Health Digital Platform

The CUNY mental health digital platform provides students with high quality, low cost mental health services and self-care resources in a way that is familiar and comfortable for them to use. Students can access information and resources online and from their phone or mobile devices, and can download vetted applications related to mental health, health insurance, food security, and reproductive health. This approach aims to reduce the stigma of getting help for mental health problems and encourages students with mental health concerns to reach out to campus or community-based services. Student use and preference will be surveyed to see which they deemed most helpful.

Progress to Date: In October 2016, MyCUNY Canvas launched a web and mobile-based service that provides an online interactive and anonymous peer-support network, self-improvement tools, and emotional health resources. Also in October 2016, the HealthyCUNY App launched on multiple CUNY campuses, providing CUNY students with resources for maintaining positive mental health, sexual health, food and fitness assistance, health insurance, and benefits. As of December 2016,
HealthyCUNY had 5,354 page views.

Close Gaps on Maternal Depression
New York City set a goal to screen and treat all pregnant women and new mothers for pregnancy-related depression in hospitals and clinics that participate in a citywide collaborative. NYC Health + Hospitals and Maimonides Medical Center committed to reach and serve each of the women in their care within two years. NYC Health + Hospitals and Maimonides Medical Center, along with the Greater New York Hospital Association and NYC Department of Health & Mental Hygiene, are leading a collaboration with 29 participating city hospital systems to close this treatment gap. These hospitals are responsible for 80% of the live births in New York City.

Progress to Date: Participating hospitals identified 34 clinic sites for screening, connecting women to care and treatment, and expanding access to supports for more at-risk-women. Over 100 members of the collaborative have been provided training in Perinatal Mood and Anxiety Disorders (PMADs); participate in monthly team learning sessions; implement a model where doctors, nurses, and nurse practitioners are working with behavioral health care managers actively involved in depression maintenance, and use data to enhance standards of practice, screenings, and treatment referrals.

Expand Access to Buprenorphine
Buprenorphine is a medication that helps people recover from opioid addiction by preventing withdrawal symptoms and stopping cravings associated with addictions. We will train 1,000 new primary care providers over three years to prescribe this crucial medication.

Progress to Date: Beginning in July, 81 primary care prescribers have been successfully trained, surpassing the goal of training 75 prescribers in 2016.

Expand Access to Naloxone
Naloxone is a medication that reverses overdose from heroin and opioid analgesics. Making this medication widely available means that more people have a tool to save lives. The aim of this initiative is to distribute 7,000 naloxone kits citywide.

Progress to Date: Opioid Overdose Prevention Programs have received 7,575 naloxone kits, surpassing ThriveNYC’s original distribution goals.

Runaway and Homeless Youth Shelter Services
Serving young people in the City’s Runaway and Homeless Youth residential programs and drop-in services, including many LGBTQ youth, this program provides mental health sites for a vulnerable population.

Progress to Date: Mental health services are available to youth at all contracted sites. There have been 616 interventions, which include psychological evaluations, service referrals and individual therapy, provided in Transitional Independent Living Programs. There have also been 779 interventions in Crisis Shelters and 1,327 interventions in Drop-In Centers, with 1,676 youth having participated in group counseling sessions.

Geriatric Mental Health Services
Licensed Clinical Social Workers and professionals with similar skills will be placed in 25 of the City’s largest senior centers to provide expert on-site support for older adults.

When Alex* arrived in New York City from the Southwest after his family rejected him because of his gender identity, he was homeless and at risk for poor behavioral health outcomes. Alex heard about DYCD-funded programs and visited the Uptown Drop-In Center for service. He was connected with a safe place to stay. Over time, Alex developed relationships with a number of staff members, including a therapist, who is supported with funding through ThriveNYC. Through this relationship and ThriveNYC services, Alex engaged in new and healthier forms of self-care.

* Name has been changed
clinical services and offer engagement sessions. Seniors are introduced to relationship-building games that help develop close connections between their peers and the clinical staff. These informal sessions also destigmatize mental health and promote a smooth transition in advance of clinical services. The mental health professionals, who will serve seniors from nearby centers as well as from the surrounding communities, will provide mental health services to approximately 3,750 people every year.

**Progress to date:** Social workers were placed at 15 of the 25 proposed senior centers during the first year. As of December 2016, 5 of the 15 centers had begun providing clinical services on-site and all 15 centers offer engagement sessions. Over 4,476 seniors have already benefited from these activities.

**Peer Specialist Training**

Peer support staff in mental health, substance use, and community health are an emerging workforce. People with lived experience offer an evidence-based approach to help peers by providing education, support, and coaching. Certain types of peer work are now reimbursable by Medicaid. Given the growing demand for services, an equally growing workforce is needed. The training prepares a peer to take the test to become New York State certified, which allows individuals who are currently working as peer specialists to maintain their jobs and equips those entering the peer support workforce for the first time to obtain entry-level employment opportunities.

**Progress to Date:** Training has begun. The first 38 peer specialists graduated from the program as of December 2016.

**Workforce Summit**

An expanded and culturally competent workforce is needed to reshape and expand New York City’s mental health workforce through the implementation of collaborative care models, as well as the recruitment of a socio-economically, ethnically diverse workforce.

**Progress to Date:** In May 2016, DOHMH convened a full-day Workforce Summit to propose and develop shared solutions to challenges related to strengthening the city’s mental health workforce. A Workforce Summit report is scheduled for release in early 2017. The final report provides action plans to address the following four areas for mental health workforce improvement: 1) diversify and expand the mental health workforce in New York City; 2) enhance existing mental health training programs; 3) create better pipelines and career ladders for peers and community health workers; and 4) develop metrics for improving the mental health workforce in New York City.

**PARTNER WITH COMMUNITIES**

Mental health is a deeply personal issue, and when people are ready to seek help they often turn to the people with whom they are closest, both emotionally and geographically, including family members, friends, faith leaders, neighborhood elders, or a friendly staff member at a local civic organization. That is why ThriveNYC seeks to embrace the wisdom and strengths of local communities by collaborating with them to create effective and culturally competent solutions. We must provide them with the options and information they need to be of service when one of their
A young man with a previous diagnosis of clinical depression enrolled in an internship program at a community-based organization (CBO). He learned of the death of his father while at his internship site. When asked whether he had someone who he could speak with to help him cope with the grief after the death of his father, the young man replied that he had a counselor at the CBO—a counselor hired through Connections to Care (C2C). The internship site staff realized that seeing a C2C counselor helped him deal with the loss of his father and also helped improve his clinical depression. The site staff followed-up with him to ensure that he continued treatment to support him through his grief. Due to his well-established rapport with the organization’s C2C counselor, the client reached out to his counselor and is continuing to meet with him regularly to help support his healing process.

The C2C counselor has continued to work with the young man to keep him engaged in his current internship and educational opportunities and to help support his mental wellness."

First Lady of New York City Chirlane McCray speaks about ThriveNYC at Masjid ‘Eesa ibn Maryam (Jesus, Son of Mary Mosque) in Queens on May 20, 2016.
partnering CBOs. Since 2015, the Early Years Collaborative has coached CBO staff on assessing whether their current methods of working with 0-3 year olds promotes the following three areas: healthy pregnancy, school readiness, and secure parent-child attachment. Through data collection, the collaborative strategically improves this work, specifically with regard to the three outcomes noted above. Ultimately, through engaging in the EYC’s “improvement strategy,” CBOs can work collectively in their respective communities to improve the lives of young children, parents, and caregivers.

**Progress to Date:** The Early Years Collaborative (EYC) has worked with approximately 40 South Bronx and Brownsville Health and Human Services organizations. In addition to individual learning and data sharing sessions, EYC hosts site visits monthly and 70% of partnering organizations participate in these activities at any given time.

**Friendly Visiting to Combat Social Isolation Among Seniors**
Many homebound older adults suffer from the ill effects of social isolation, which can include depression and anxiety. Friendly visiting offers seniors an opportunity to develop and nurture long-lasting friendships with trained volunteers who spend time with them in their homes and with whom they can share ideas, mutual interests, and experiences. Many of the volunteers are trained in Mental Health First Aid and can recognize when to refer seniors for professional assistance. The Friendly Visiting Program aims to serve up to 1,200 seniors each year.

**Progress to Date:** The program launched in July 2016 and has begun providing services to homebound seniors, serving 362 older adults so far.

**USE DATA BETTER**
Data collection and analysis are a key part of any evidence-based decision making process. It also helps us to demonstrate that these are initiatives worth investing in. When providers routinely use real-time data to inform individual care outcomes, it can markedly improve their ability to ensure that the patient is receiving the right care in the right order. ThriveNYC seeks to work with all stakeholders to address gaps, improve programs, and create a truly equitable and responsive mental health system by collecting, sharing, and using information more strategically. Using data better enables us to learn what is and is not working, and to try different strategies as needed.

**Mental Health Innovation Lab**
The Mental Health Innovation Lab aims to drive the use of evidence-based best practices and provides necessary technical assistance and support to City agencies and local service providers. There is a need for a central repository of information regarding best practices that supports innovative strategies that help to close treatment gaps. The Lab allows City agencies to share information about successful program implementation, creates opportunities for collaboration, and supports demonstration of effectiveness. In addition, the Lab helps put research findings into practice and provides learning collaborative approaches and quality improvement methods. The Lab also identifies and applies innovative strategies and tools for collecting data and informing decision-making.
Dr. Gary Belkin, Executive Deputy Commissioner for Mental Hygiene of DOHMH, speaking at NYC’s first-ever Workforce Summit on mental health at CUNY on May 25, 2016. DOHMH plays a lead role in the implementation of ThriveNYC, working on topics ranging from program design to data collection and use.

**Progress to Date:** The Lab has established a Center for Innovation in Mental Health with the CUNY School of Public Health, and initiated work on several collaborative projects including the following ThriveNYC initiatives: Virtual Learning Center, Early Years Collaborative, and Connections to Care (C2C). The lab has hired several staff members, including a Senior Director, Implementation and Improvement Scientist, Data Analyst, and Development Associate, and continues to build its team. The Lab is building its capacity to collect evidence-based data, disseminate best practices, and become a central source of information for those who want to duplicate successful programs.

**Child Health Survey**
The Child Health, Emotional Wellness and Development Survey is designed to collect reliable, representative citywide data on the health, emotional wellness, and development of children ages 12 and younger in New York City. Data from this population-based survey is being used to help guide decisions about health initiatives and understand barriers to care. The data is also being analyzed to provide information to the public, government and policy organizations, and other public health and research professionals via publicly available reports, testimonies at public hearings, analyses in peer-reviewed journals, and internal and external data sets.

**Progress to Date:** The City collected citywide data via a cross-sectional survey of more than 3,000 families. Additional data collected included questions around children’s health, access to services, development and family context. Interviews were conducted in English and Spanish and the analysis and dissemination are ongoing.

**STRENGTHEN GOVERNMENT’S ABILITY TO LEAD**

Every day, City agencies work with stakeholders from the public, private, and non-profit sectors on policies that have the potential to improve the lives of communities throughout the five boroughs. In order to achieve the goal of protecting the mental health of all New Yorkers and be proactive, City government must consider mental health in all policies. ThriveNYC affirms the responsibility of City government to coordinate efforts to support the mental health of all New Yorkers.

**Cities Thrive: National Mental Health Conference** In Fall 2016, New York City hosts the Cities Thrive Mental Health Leadership Conference, organized around ThriveNYC’s key principles. Policy leaders and implementers from cities across the country came together to share promising mental health initiatives and develop a plan for national advocacy.

**Progress to Date:** The Cities Thrive Conference took place November 14-15, 2016. More than 60 cities participated. Distinguished guests included representatives from the World Health Organization, U.S. Congress, the Substance Abuse and Mental Health Services Administration, the U.S. Conference of Mayors, and the American Psychiatric Association.

First Lady Chirlane McCray announced the formation of a Cities Thrive Coalition to advocate for change at the national and local levels in order to
improve mental health and support a stronger, more integrated, and better-funded behavioral health system. This group will also serve as a learning network for the sharing of evidence-based best practices. By the end of 2016, 107 cities signed up to join the network. The coalition made a call to action for members to call their senators to support the 21st century Cures Act and sent a letter with congressional leadership outlining priorities for the federal Lame Duck session to pass mental health reform legislation, appropriate a billion dollars to combat the opioid crisis, and fully fund mental health grant programs.

Reshaping the Community Services Board
The Community Services Board is a body mandated to advise the DOHMH in areas related to the City’s community mental health, developmental disabilities, and alcoholism facilities, services, and programs. The Board has been redesigned to represent a broad spectrum of communities, organizations, and viewpoints to engage in a public health approach to mental health. Board members represent a culturally diverse group of individuals, from all five boroughs, and have a broad range of expertise in specialty areas in mental health, developmental disabilities, and substance misuse.

Progress to Date: The new board’s 15 members were announced and the first meeting convened on December 1, 2016. Subcommittees, representing the three behavioral health specialty areas, and associated committees, focusing on specific, vulnerable populations, such as LGBTQ individuals and those involved in the criminal justice system, have been established. The LGBTQ committee kick-off meeting was held, and the criminal justice meeting is scheduled for mid-February.

Mental Health Council
Established via an Executive Order in March 2016, the Council serves as a key vehicle for managing ThriveNYC mental health initiatives, policymaking, and problem-solving across City government. The Council brings together City agencies to work collaboratively to advance mental wellness and address barriers to achieving the goals of the Mental Health Roadmap.

Progress to Date: More than 20 City agencies have collaborated to advance the goals of ThriveNYC. The group issued the ThriveNYC 150-Day Report and identified the following cross-agency objectives:

1) Build a culture for mental health by looking at opportunities for enhancing mental wellness through community engagement and urban design.

2) Improve the workforce by focusing on Mental Health First Aid trainings within city agencies, as well as disseminating Mental Health supports (including self-care, stress management, wellness, and Employee Assistance Program/benefits information).

3) Address substance misuse by exploring city agency-specific actionable approaches to the opioid crisis.
LOOKING FORWARD
In 2017, we will continue to ramp up existing programs, evaluate early progress, urge federal leaders to do their part in making mental health and substance misuse a priority, and strengthen relationships with other stakeholders. The ThriveNYC team will also launch a number of new initiatives, including:

1) Trauma Services for Families with Young Children: ACS has partnered with Montefiore Medical Center to provide Group Attachment Based Intervention (GABI) to families receiving prevention services. GABI is a group therapy model for parents with very young children, ages 0-3, who have experienced trauma, mental illness, or other challenges that affect the attachment relationship. These services treat both parents and children to promote secure attachment, reduce the impact of trauma and mental illness, and promote healthy parenting skills. GABI is tailored for our hardest to reach, most vulnerable families by operating on a drop-in basis up to six times per week. In Spring 2017, ACS will launch 5 sites citywide that will serve a total of 480 families per year.

2) Veterans Outreach Team Expansion: VetsThriveNYC is committed to extending hope, healing, and wholeness to the veteran community in New York City. The outreach team will engage veterans and their families by directing them to peer opportunities, clinics, service providers, allies, and community resources. The team will engage with the veteran community by providing direct one-on-one case management, making referrals to service providers through VetConnectNYC, launching a multimedia marketing strategy and mobile application, participating in events designed for veterans, and collaborating with faith-based organizations. More than 2,000 veterans out of the City's total 210,000 veteran population will be reached annually.

3) Virtual Learning Center: The Virtual Learning Center (VLC) is a free, universally-available online Learning Center that will offer mental health education and skills-building tools to community organizations. The initial targeted users include faith-based leaders and immigrant community leaders. Upcoming modules include: 1) Self-care/stress management and 2) Problem-solving treatment. The VLC will launch in 2017.

CONCLUSION
Making care more accessible, increasing public awareness of the symptoms of mental illness, and launching the first-of-its-kind 24/7 mental health connection to care are just a few accomplishments that have come out of Year One of ThriveNYC.

With the help and support of thousands of individuals, the mental health reform movement is growing and momentum continues to build.

The ThriveNYC team is tremendously grateful to all partners within New York City government and external collaborators who helped get this revolutionary effort off the ground.

We look forward to strengthening this foundation as we explore new ways to connect New Yorkers to mental health care in Year Two.