



ONE HALL HEALTH COMMITTEE

Chaired by: Dr. Monica Newton & Adam Raulerson
2024 Year in Review

Oct. 2023-Sept. 2024

ONE HALL HEALTH COMMITTEE PRIORITIES AT-A-GLANCE

Areas of focus were identified as **Access, Collaboration, and Education**. For each priority a workplan is underway to improve measurable outcomes for mental and behavioral health in our community through One Hall.



ACCESS

- Increase access to resources through Unite Us, a social care network that allows for electronic referrals and communication between non-profits and service organizations to connect local individuals
- Ensure that resources produced are available to special populations and in different languages.



COLLABORATION

Strengthen the partnership structure that will support ongoing collaborative efforts



EDUCATION

Teach people to recognize and respond to improve mental health in our community

ACCESS

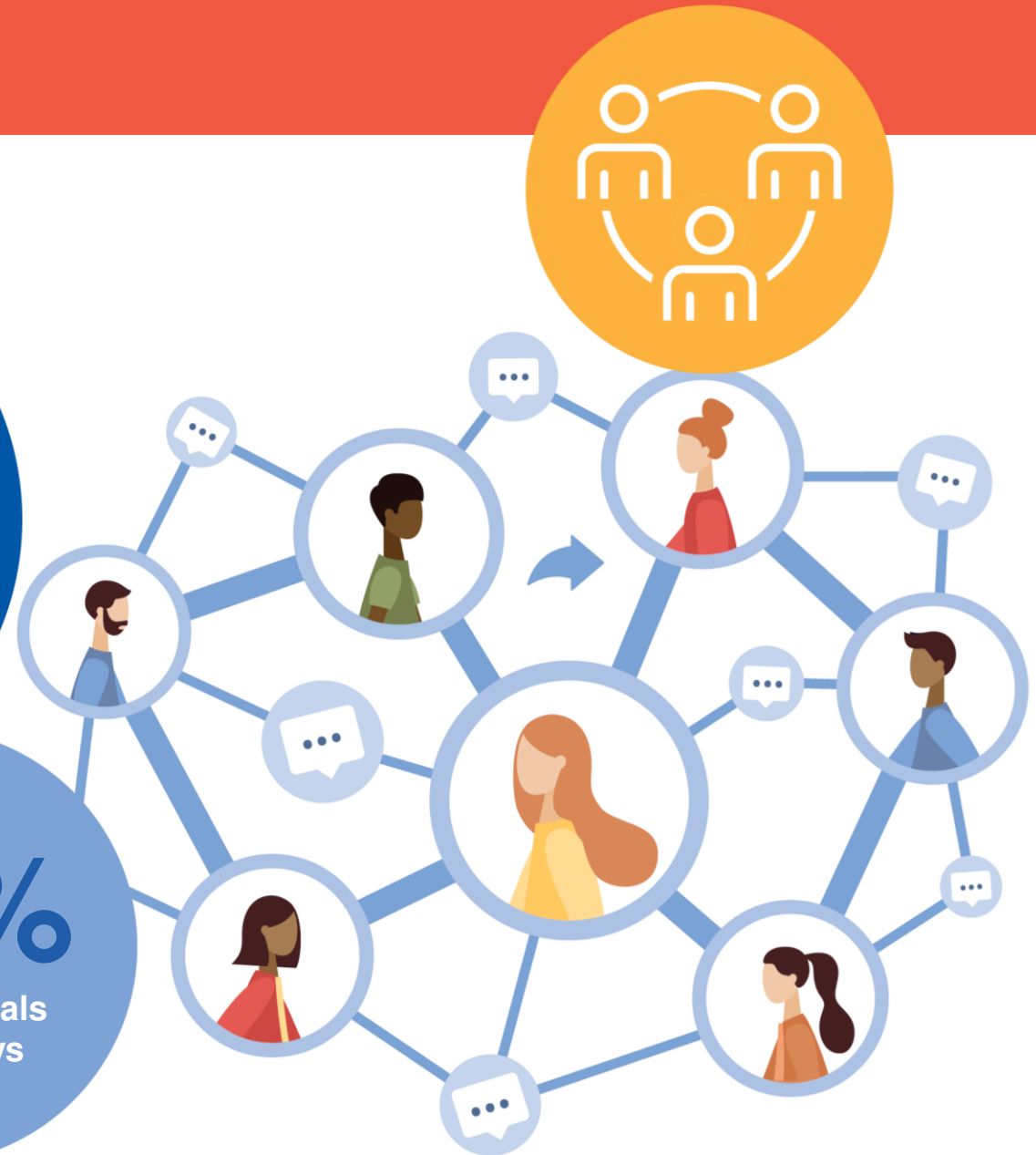
GOAL 1: INCREASE ACCESS TO RESOURCES THROUGH UNITE US

By
December 2024,
100
AGENCIES

Utilizing the platform,
with at least 50% of
those equipped to make
monthly referrals

As of
December 2024
121
AGENCIES
onboarded with
Unite Us

> 69%
Accept referrals
within 3 days



ACCESS

NGHS Emergency Department Peer Support Program



An example of a mental health initiative at NGHS is the Emergency Department Peer Support Program, which was established in 2017 with the support of the Georgia Council on Substance Abuse. This program offers overdose patients at NGMC's EDs in Gainesville, Braselton, and Winder the immediate support and companionship of a Certified Addiction Recovery Empowerment Specialist.

Since its inception, CARES have provided assistance to individuals through over **8,900 encounters**. This represents initial encounters as well as follow up encounters with those re-admitted to the emergency Department.

ACCESS

GOAL 2: MENTAL HEALTH RESOURCES ARE MADE AVAILABLE TO SPECIAL POPULATIONS AND INCLUSIVE OF LANGUAGE DIFFERENCES

Increase the number of Spanish-speaking providers in our community by beginning to measure those who practice in our community by year-end 2024



Within the NGHS system, there are **9 pediatricians and 29 PCP's** who are Spanish-speaking*

Added
19
Spanish-speaking mental health providers

*according to NGHS [Find a Doctor site](#)



Increase number of students who have potential to practice in mental health fields by July 2024

30
students are currently enrolled with plans to expand to 60 students next year

Through its Career Pathways program, Gainesville City School System has identified

388
students who have the aptitude for the Mental Health Career Pathway

COLLABORATION

GOAL: STRENGTHEN THE PARTNERSHIP STRUCTURE THAT WILL SUPPORT ONGOING COLLABORATIVE EFFORTS

Increase number of One Hall Health members to 65 active members and 45 active organizations by end of 2024

86

**ACTIVE
MEMBERS**

(defined as attending two or more meetings)

52

**ACTIVE
ORGANIZATIONS**

As of
December 2024

Committee will collaborate to achieve \$500,000 in funding by the end of 2024. Collaboration must include at least two One Hall Health member organizations.



\$252,500

In grants received



COLLABORATION

Grants Received

GEORGIA HEALTHCARE FOUNDATION GRANT: \$100,000

PURPOSE: Teen Mental Health

Collaborators: United Way of Hall County, Gainesville City and Hall County School districts

This grant funded:



TEEN SUMMITS

Two teen summits - one in spring 2023 and one in spring 2024.

May 4, 2023

The 2023 Summit featured Teen Truth's #1 youth speaker, Caleb Campbell, who spoke and provided resources on how teens and their families can encourage building resilience.

March 12, 2024

The 2024 Summit featured keynote speaker, Mike Smith, who inspired teens to stand strong in their own self-identity.

VIDEOS

Produced five videos featuring local drama students portraying real teen mental health journeys and 11 question on the street style reels featuring real high school students talking about real life concerns.

THIS IS NOT MY STORY. BUT IT COULD BE.

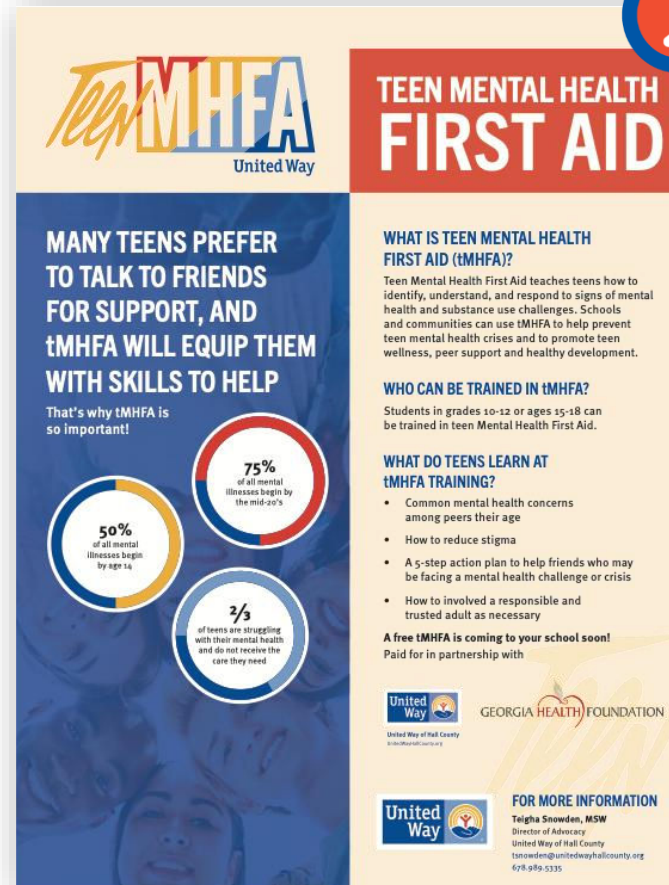


TEEN MENTAL WELLNESS REELS



COLLABORATION

Grants Received



2,046

students reached through
Teen Mental Health speaker
assemblies, Teen Mental
Health First Aid and the
Teen Mental Health
Summit

Print Collateral: Produced fliers and posters for schools to advertise the availability of free Teen Mental Health First Aid (tMHFA) training opportunities to their students as well as discussion guides in English and Spanish to accompany the videos to promote health discussions about mental health in small groups and classrooms.

COLLABORATION

Grants Received

NEA BIG READ GRANT GRANT: \$20,000

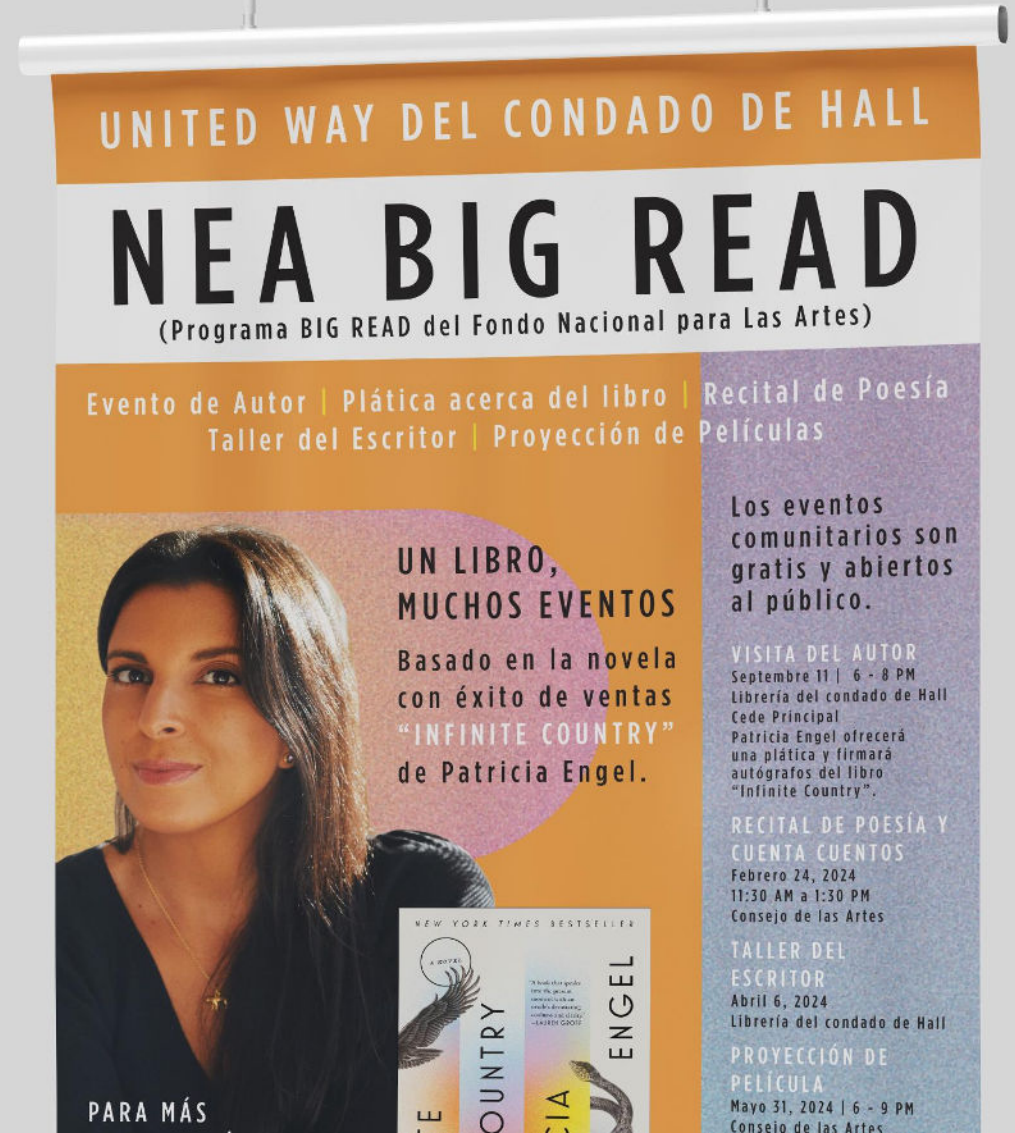
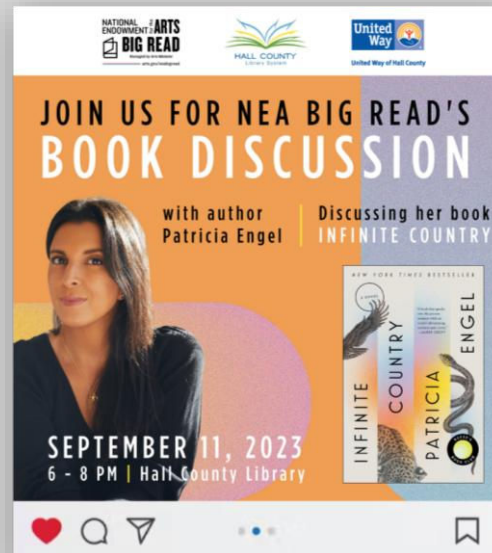
PURPOSE: Bring the transformative experience of reading to the community to navigate difficult topics, explore new perspectives, and strengthen bonds between neighbors

Collaborators: One Hall Advocates, CommUNITY Conversations; Hall County Library System; UNG; The Arts Council; NGHS

This grant funded:

The distribution of 430 books to organizations around Hall County and several CommUNITY Conversations.

- Book discussion with author Patricia Engel
- Poetry Slams
- Writer's Workshop
- Movie Viewings



COLLABORATION | Grants Received

JACKSON EMC FOUNDATION GRANT: \$20,000

PURPOSE: Mental Health First Aid (MHFA trainings)

Collaborators: UWHC, Wisdom Project 2030, Salvation Army and individual contributors

This grant funded:

19 Mental Health First Aid Trainings with 438 participants from organizations such as Lanier Tech, Kings Hawaiian, Juvenile Court, Boys & Girls Clubs, Hall-Dawson CASA, John Souls Foods, and Accountability Court

Get Trained in Mental Health First Aid



WHAT IS MENTAL HEALTH FIRST AID?

Mental Health First Aid is a course that teaches you to identify, understand and respond to the signs of a mental health or substance abuse problem. The training gives people the skills they need to **reach out** and **provide initial help and support** to someone experiencing a mental health crisis.

WHO LEADS THE TRAINING?

Trainings will be led by instructors certified by **Mental Health First Aid USA**, who teach from a national curriculum, tailor discussions to their participants and compile a list of local resources for help.

WHO IS THIS TRAINING FOR?

Mental Health First Aiders are people who want to make their community **healthier, happier** and **safer** for all.

HOW DO I FIND OUT MORE?

To find out more information about **Mental Health First Aid** training and to see **available** upcoming training dates and register, visit www.unitedwayhallcounty.org/mhfatraining

WHEN IS THE TRAINING OFFERED?

There will be **two virtual MHFA trainings** per month from **9am-3:30pm**. Please note that there is up to 2 hours of online pre work needed prior to virtual trainings. This allows virtual trainings to be 6 hours instead of the required 8 hours needed for in person trainings.

Scan here to find out more





Training is made possible by a partnership between



SANDRA DEAL FOUNDATION COLLECTIVE **IMPACT GRANT: \$10,000**

PURPOSE: To provide Hall County parents and caregivers with opportunities to learn The Basics Principles - five evidence-based parenting and caregiving principles that encompass much of what experts find is important child development from birth to age three.

Collaborators: Wisdom Project 2030,
Hall County Library System, INK

This grant funded:

Several events and the distribution of books and Basics resources to 745 children.

- 22 INK Story times
- Training on the Basics Principles for 60 HeadStart families
- Hall County Family Connections Resiliency Conference
- Trick or Treat on the Square



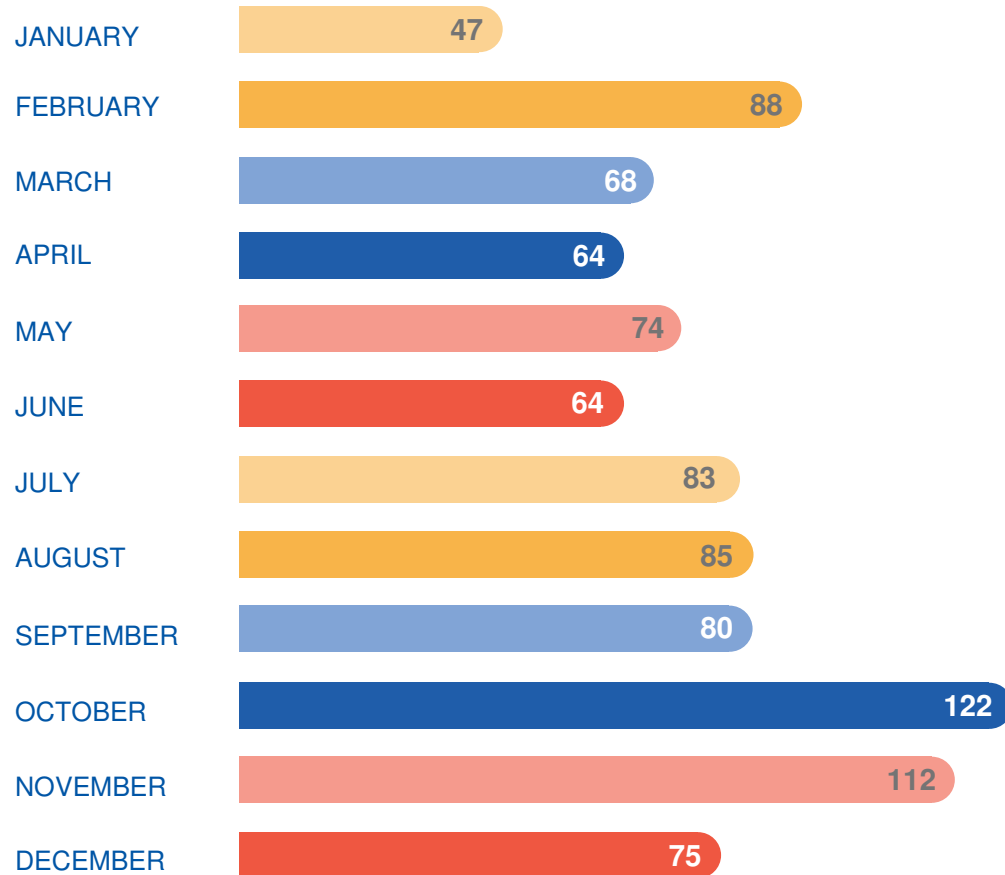
COLLABORATION

Committee will collaborate with local healthcare providers to support and promote at least 4 health and wellness events throughout 2024

- Supported and promoted **9** health and wellness events
 - Health & Wellness Events
 - Walk with a Doc
 - Ryan Joiner Foundation Wellness Walk
 - United We Run
 - Healthy Palooza
 - HealthSmart
 - NAMI Walks
 - Obesity Walk



REFERRALS TO A MENTAL HEALTH CLINICIAN BY THE GAINESVILLE POLICE DEPARTMENT IN 2024



The Medical Center Open raised a record-breaking \$500,000 in 2022 to help to seed the program, which helps link those struggling with mental health-related issues to community-based programs instead of incarceration, as appropriate.



EDUCATION



GOAL: TEACH PEOPLE TO RECOGNIZE AND RESPOND TO IMPROVE MENTAL HEALTH IN YOUR COMMUNITY

The Mental & Behavior Health section of the United Way of Hall County website houses information about the Reach Out campaign, training opportunities, and educational resources for the community to access. Promotion efforts drive people to the website for additional information.

**3,500+ page
views**
to the Mental &
Behavior Health web
pages in 2024

Provide Mental Health First Aid training to the community

- Hosted **10** MHFA trainings in 2024
- Trained **124** people across **20** businesses
- Trained **1,101** people since beginning MHFA training in 2021

Host Teen Mental Health Events

- Hosted **4** teen mental health events
- Trained **97** teens in tMHFA

Train **500** people in QPR by the end of 2024

- In collaboration with NGHS, trained **782** people since inception

CUMULATIVE REPORT

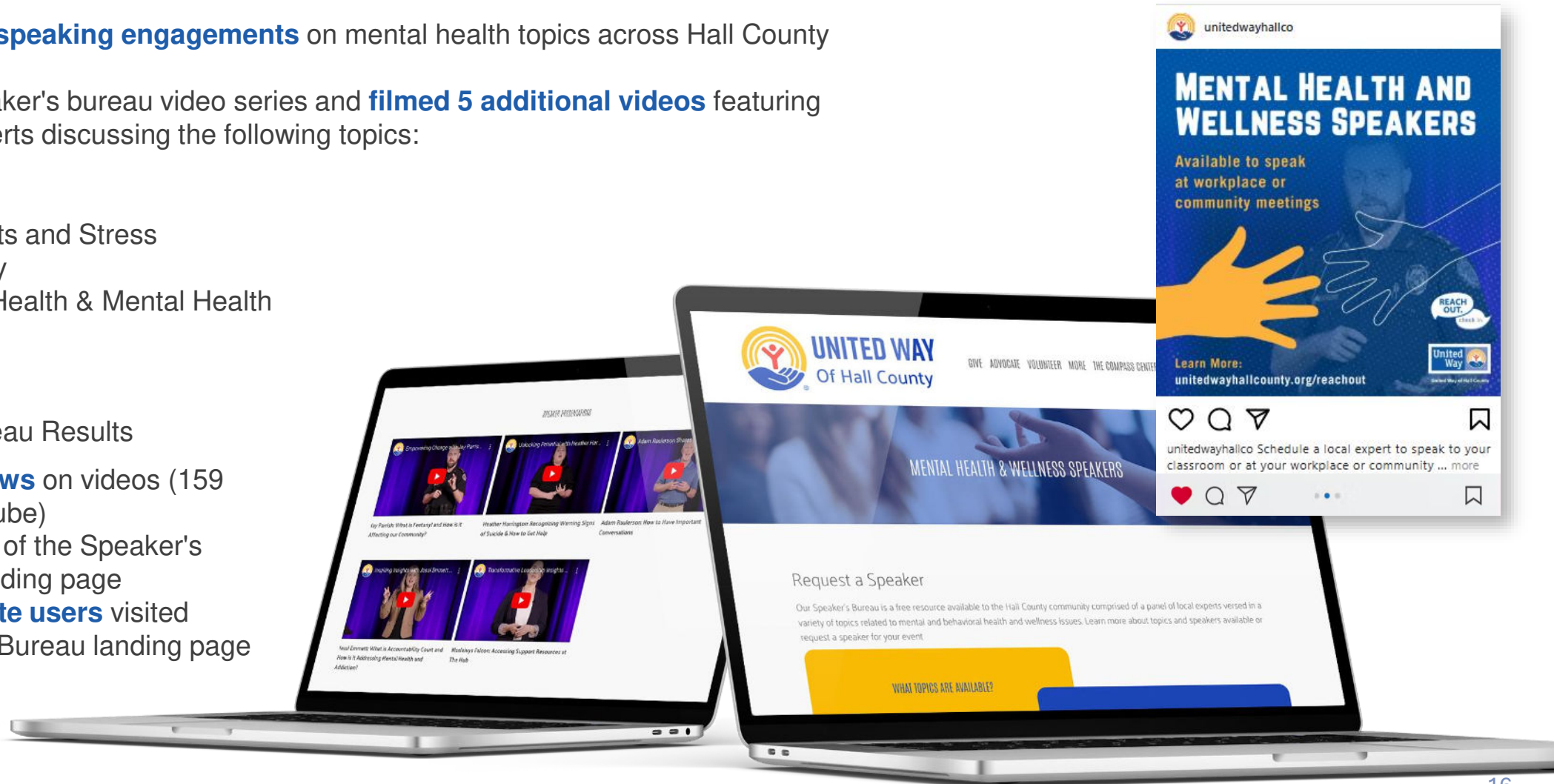
The cumulative report created in early 2024 provided a higher level glimpse at the work done on the Reach Out campaign in 2023. This report was:

- Used in meetings to advocate for additional funding
- Used as a supplemental resource in grant proposals
- Shared on the United Way website
- Made available to members of MBH committee



EDUCATION | Speaker's Bureau

- Conducted **20 speaking engagements** on mental health topics across Hall County
- Promoted speaker's bureau video series and **filmed 5 additional videos** featuring a panel of experts discussing the following topics:
 - Addiction
 - Adolescents and Stress
 - Technology
 - Women's Health & Mental Health
 - Grief
- Speaker's Bureau Results
 - **5,000+ views** on videos (159 from YouTube)
 - **395 views** of the Speaker's Bureau landing page
 - **208 website users** visited Speaker's Bureau landing page



EDUCATION | Mental Health Awareness Month

MENTAL HEALTH AWARENESS MONTH ACTIVITIES

Hall Goes Green

In collaboration with NAMI Hall, the Ryan Joiner Foundation, and UWHC, **nearly 40 businesses or organizations** displayed signs and banners and lit their offices in green during May for Mental Health Awareness Month to show support for mental health action.

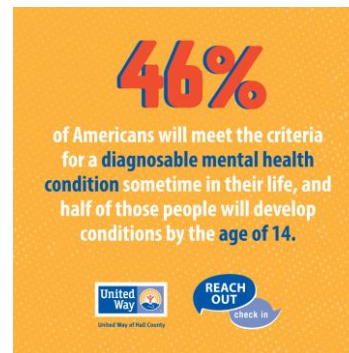
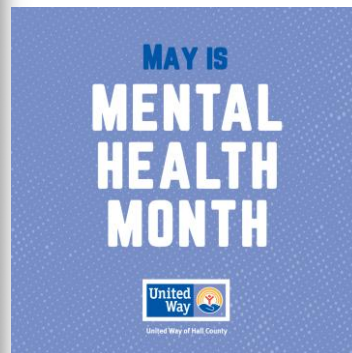
The One Hall Mental & Behavioral Health Committee coordinated a mental health walk down Green Street for Mental Health Action Day. **More than 75 people participated** by wearing green and walking down Green Street to help raise awareness of the importance of mental health.



EDUCATION

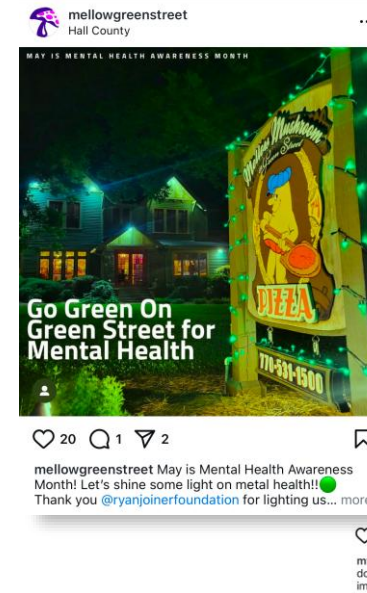
Mental Health Awareness Month

SOCIAL MEDIA CAMPAIGN



Shared **13 posts** featuring mental health related information and resources throughout the month of May.

Implemented a campaign to encourage businesses to share mental health awareness information on their social media using **#hallgoesgreen**



mynghs We proudly supported @unitedwayhalco by donning green to spread the word about the importance of mental health and well-being in... more



Total Social Media
Reach = 12,523

90% increase
over 2023

SOCIAL MEDIA RESULTS

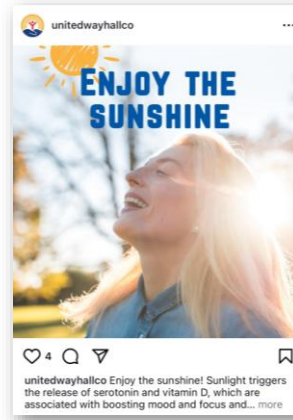
SOCIAL MEDIA CAMPAIGNS



Surviving the Holidays

Nov. & Dec. 2023

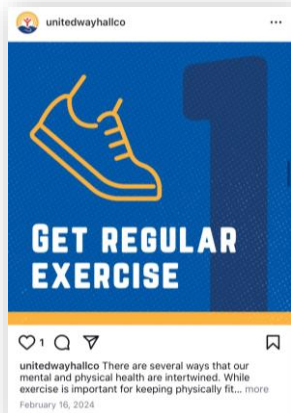
Reach = 2,083



Get Outside

Aug. 2024

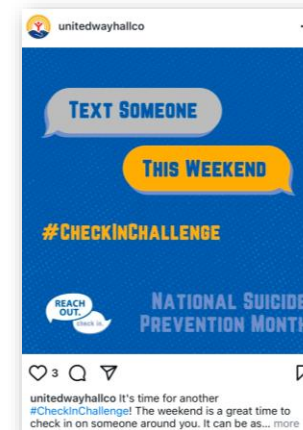
Reach = 863



Mental Health is Health

Feb. & March 2024

Reach = 2,176



Check-in Challenge

Sept. 2024

Reach = 1,254

Total Reach

52,827

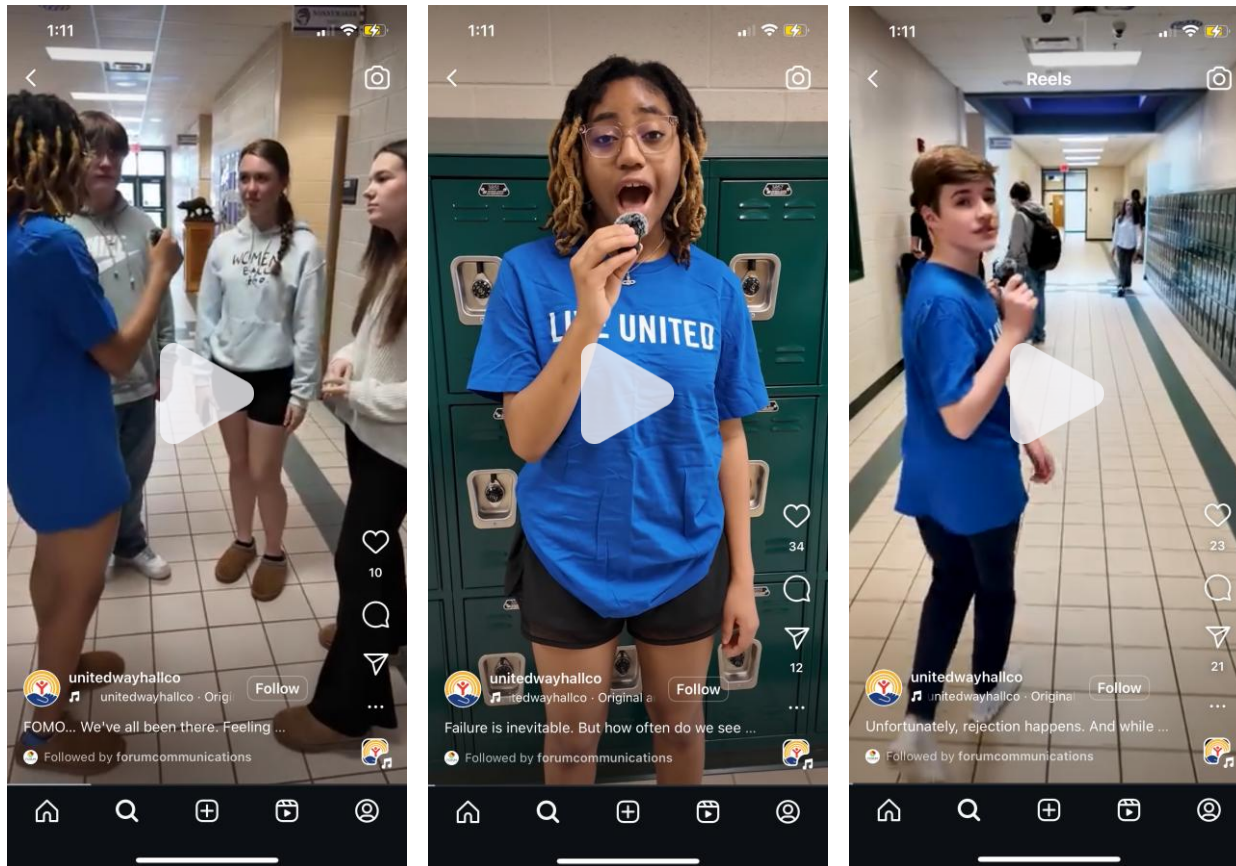
84

REACH OUT
SOCIAL POSTS

Between Oct. 2023
and Sept. 2024

SOCIAL MEDIA RESULTS

SOCIAL MEDIA CAMPAIGNS



"Question on the Street" Teen Reels

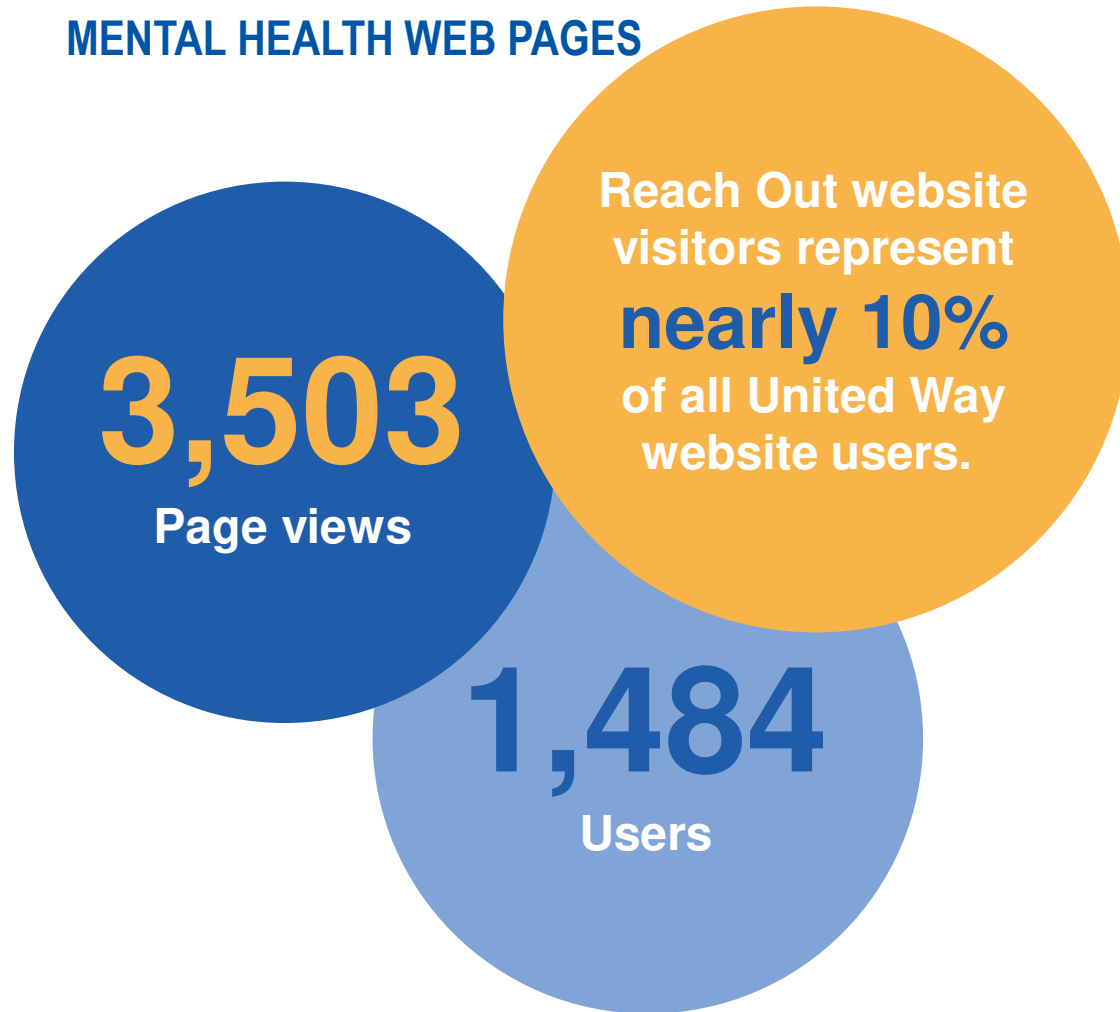
Aug. & Sept. 2024

9295
Views

6,481
Reach

WEBSITE RESULTS

MENTAL HEALTH WEB PAGES



Top 10 URLs visited between Oct. 2023 and June 2024

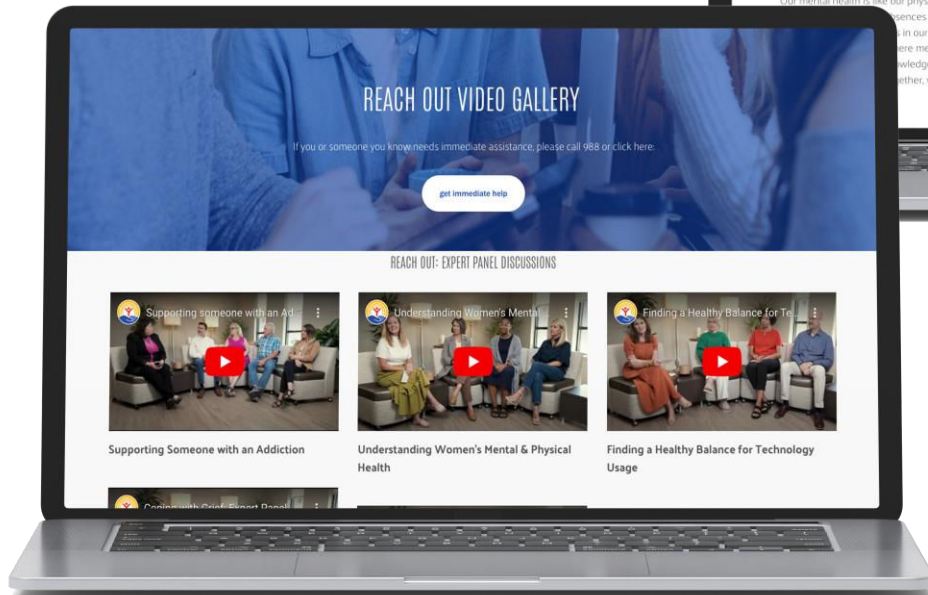
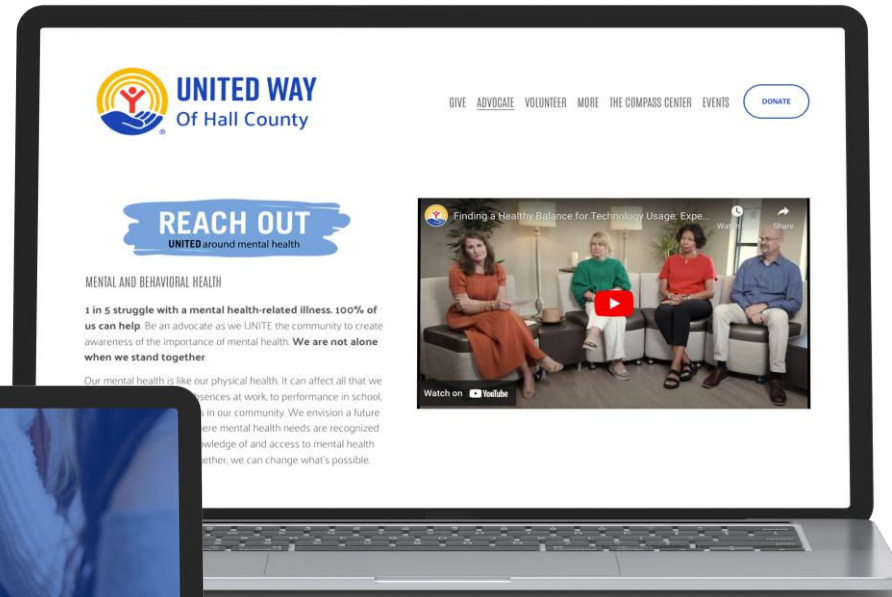


1	www.unitedwayhallcounty.org
2	www.unitedwayhallcounty.org/chickensale
3	www.unitedwayhallcounty.org/compasscenter
4	www.unitedwayhallcounty.org/basicneeds
5	www.unitedwayhallcounty.org/reachout
6	www.unitedwayhallcounty.org/aboutus
7	www.unitedwayhallcounty.org/ourteam
8	www.unitedwayhallcounty.org/funded-programs
9	www.unitedwayhallcounty.org/onehall
10	www.unitedwayhallcounty.org/housing

WEBSITE RESULTS

MENTAL HEALTH WEB PAGES

Reach Out Landing Page
1,254 page views
627 users



Reach Out Videos Landing Page
163 page views
79 users

Top 5 Reach Out Pages

1	Reach Out Landing Page
2	Mental Health First Aid Training
3	Speaker's Bureau
4	Work Well
5	GPD Mental Health Clinicians

GET INVOLVED!

Join the **One Hall Health Committee** and help work toward a community where all residents are healthy and safe.

One Hall Health meets the **third Wednesday of each month.**

LEARN MORE

unitedwayhallcounty.org/onehall-health

