

On November 23, 2015, New York City, under the leadership of the First Lady of New York City Chirlane McCray, launched ThriveNYC, a decisive turning point in the way the City addresses mental health and substance use. The implementation of the program is overseen by the Deputy Mayor for Strategic Policy Initiatives in partnership with the Mayor’s Office of Operations and the Department of Health and Mental Hygiene (DOHMH). By the end of Fiscal 2017, 94 percent of the 54 ThriveNYC initiatives were underway and actively serving and training New Yorkers citywide.

At least one in five adult New Yorkers is likely to experience a mental health disorder in any given year. And it’s not only adults who suffer—50 percent of all lifetime cases of mental illness begin by age 14. ThriveNYC puts New York City at the forefront of the movement to develop a comprehensive solution to a pervasive public health problem.

ThriveNYC’s initiatives are organized around six guiding principles:

- Change the Culture
- Act Early
- Close Treatment Gaps
- Partner with Communities
- Use Data Better
- Strengthen Government’s Ability to Lead

## CHANGE THE CULTURE

Changing the culture around mental health is a top priority of ThriveNYC. Stigma not only intensifies the suffering of mental illness—it also prevents people from seeking the treatment or supports that can transform their lives. ThriveNYC focuses on the critical work of replacing a culture of shame with a culture of support.

Highlights of accomplishments during Fiscal 2017 under *Change the Culture* include:

- The City continued to expand Mental Health First Aid by successfully training 13,580 New Yorkers, bringing the total number of trained First Aiders to 16,815 by end of Fiscal 2017. Efforts continue to be on track to train 250,000 New Yorkers by the end of Calendar 2020.
- Public awareness campaigns included a focus on NYC Well to ensure New Yorkers are aware of the ease with which they can receive comprehensive services for themselves or a loved one. An estimated 4.5 million New Yorkers were reached through media campaigns.
- An additional 1,591 New York City Police Department (NYPD) officers, including new recruits, received Crisis Intervention Training, bringing the total to 5,871 officers trained.
- The NYPD Crime Victim Advocate program was launched in Fiscal 2017 to help mitigate trauma in the aftermath of crime. Crime Victim Advocates give victims information about the criminal justice process, help develop safety plans to reduce the likelihood of repeat

## PARTNER AGENCIES & OFFICES

- ACS
- CUNY
- DFTA
- DHS
- DOC
- DOE
- DOHMH
- DVS
- DYCD
- H + H
- HPD
- HRA
- NYPD

Mayor’s  
Community  
Affairs Unit

Mayor’s Office  
to Combat  
Domestic  
Violence

Mayor’s Office  
of Criminal  
Justice

Mayor’s Office  
for Economic  
Opportunity

Mayor’s Office  
of Operations

NYC Children’s  
Cabinet

NYC Digital

victimization, and provide assistance with accessing services. Fifty-two advocates have already been placed in 26 precincts. By late summer 2018, there will be both a general Crime Victim Advocate and a specialized Domestic Violence Victim Advocate in 77 precincts and all nine Housing Bureau Police Service Areas. The remaining six precincts will have a general Victim Advocate.

## ACT EARLY

Acting early helps New Yorkers develop emotional fitness through preventive self-care approaches. Fewer New Yorkers will develop mental illness and those who do will recover more quickly and wholly.

The City is investing in early intervention for all New Yorkers, with a special focus on its youngest residents. Highlights of ThriveNYC's accomplishments during Fiscal 2017 under *Act Early* include:

- Social-Emotional Learning (SEL) is a process through which children and adults acquire and effectively apply the knowledge, attitudes, and skills necessary to understand and manage emotions; show empathy for others; and maintain positive relationships. During the reporting period, 1,422 Pre-K program leaders attended trainings about the importance of family engagement. Additionally, 4,744 Administration for Children's Services (ACS) staff attended training opportunities in SEL. Both ACS and the Department of Education's (DOE) programs launched in 2016.
- In Fiscal 2017, 13 additional School-Based Mental Health Clinics opened in Community Schools, raising the City total to 56 mental health clinics in Community Schools.
- The School Mental Health Consultant Program provides mental health consultation to all NYC public schools that do not already have enhanced mental health services. The approximately 900 schools that do not currently have a Mental Health Clinic or other mental health resources are being connected to Masters-level School Mental Health Consultants. In Fiscal 2017, 60 additional consultants were hired, bringing the total number of consultants to 90.
- The Creating Awareness about Relationship Equality (CARE) initiative teaches healthy relationship skills to teens in foster care and other ACS programs so they will be better prepared to prevent, recognize, and respond to dating violence. In Fiscal 2017, 944 youth and 434 caregivers attended workshops, for a cumulative total 1,364 youth trainings and 988 caregiver trainings.
- The Newborn Home Visiting Program set a goal to expand program services to successfully visit 840 additional mothers of infants in New York City family shelters during Fiscal 2017. The program includes home visiting and education around an array of topics related to parenting and child development. During the reporting period, 1,252 eligible Department of Homeless Services (DHS) families were visited. Since ThriveNYC's launch in November 2015, 1,692 families have been visited and 1,285 mothers have been screened for maternal depression.

## CLOSE TREATMENT GAPS

The administration is expanding access to care and working to close gaps in quality, cultural competence, and language diversity. It is also targeting resources to those New Yorkers who need help most.

Highlights of ThriveNYC's accomplishments in Fiscal 2017 under *Close Treatment Gaps* are:

- NYC Well, the City's free, comprehensive, 24/7/365 one-click, one-call point of entry to citywide behavioral services, launched in October 2016. The service can be accessed via phone, text, or chat and delivers crisis counseling, referral to behavioral health services, mobile crisis, follow-up services, short-term counseling, and peer support services. The demand for these services more than doubled the previous call center's usage and, in response, the City expanded NYC Well's capacity to reach the need. NYC Well has received over 170,000 calls, texts, or chats.
- With the establishment of a Maternal Depression Learning Collaborative, New York City has set up a system to screen all pregnant women and new mothers for pregnancy-related depression in participating hospitals and clinics. NYC Health + Hospitals and Maimonides Medical Center, along with the Greater New York Hospital Association and DOHMH, are leading the collaboration with 30 participating city hospital systems to close this treatment gap.

As of June 2017, all 11 NYC Health + Hospitals and Gouverneur Hospital started offering screenings. During the reporting period, 15,284 prenatal and postpartum screenings were conducted by participating hospitals.

- The City University of New York (CUNY) Mental Health Digital Platform initiatives were piloted between October 2016 and June 2017 at selected CUNY campuses. These programs provided CUNY students with high-quality, low-cost mental health services and self-care resources through web-based and mobile-supported media. In order to test and identify interventions that best serve students, the following programs were piloted during the reporting period:
  - The CUNY Mental Health Ambassadors program expanded to include 12 new Ambassadors at select Bronx campuses. Ambassadors actively work to promote mental health services available on campus and conduct outreach events. In Spring 2017, Ambassadors conducted 37 outreach and promotion events and distributed 1,206 print materials for students across two campuses (Bronx Community College and Lehman College).
  - In Fall 2016, the Healthy CUNY App, designed by CUNY students for CUNY students, launched at Borough of Manhattan Community College and John Jay College as a digital health application. This web-based mobile service provides students with resources for maintaining positive mental health, sexual and reproductive health, food security and benefits, and insurance assistance. During the reporting period, the Healthy CUNY App had 10,763 page views. Healthy CUNY was extended to Brooklyn campuses in March 2017 (Brooklyn College, Medgar Evers, and Kingsborough Community College).
  - The MyCUNY Canvas program, moderated and facilitated by experienced healthcare professionals trained in online interventions, was designed as an online support network for an anonymous peer community. In Spring 2017, the vendor, the Big White Wall, suspended operations in the United States. As a result, the Canvas went offline. During its five-month operational run, the network was visited 321 times.
- In Fiscal 2017, the Peer Support Training program graduated 236 peer specialists from its mental health, substance use, and family/youth peer advocate programs. This number exceeded the Fiscal 2017 goal of 200. These trainings will equip individuals with lived experience to take on workforce positions in the healthcare system.
- The Department of Youth and Community Development (DYCD) served more than 2,408 individuals in their Runaway and Homeless Youth system during Fiscal 2017. Youth participated in psychological evaluations, service referrals, and individual and group therapy.

## PARTNER WITH COMMUNITIES

A key element of ThriveNYC is partnering with community members and institutions to build on local experience and more effectively connect neighborhood residents, non-profit organizations, social centers and local leaders with government agencies and health and mental health professionals. Highlights of ThriveNYC's accomplishments during Fiscal 2017 under *Partner with Communities* include:

- The NYC Mental Health Service Corps program hired 128 Year 1 clinicians and physicians and placed them in primary care practices, mental health clinics, and substance use disorder programs in high-need communities throughout the City, serving a total of 9,245 unique patients.
- Connections to Care (C2C), a \$30 million-dollar initiative, brings mental health resources to community-based organizations (CBOs) that already provide a range of social services to New Yorkers. It launched during Fiscal 2017. CBOs and their mental health provider partners have trained over 725 staff, exceeding the original goal to train 669 staff, and served over 6,500 individuals.

## USE DATA BETTER

The City is investing in collecting better data to measure progress and determine where to focus future efforts. The City is also helping other stakeholders use data better and adopt proven methods.

- The City established a Mental Health Innovation Lab to help drive the use of evidence-based best practices, test new strategies and interventions and ensure that data is put to work on behalf of efforts to create real change

for New Yorkers. The lab has initiated work on several collaborative projects including the following ThriveNYC initiatives: Thrive Learning Center, Maternal Depression, C2C, and Early Years Collaborative.

## STRENGTHEN GOVERNMENT’S ABILITY TO LEAD

In order to create long-term systems change, ThriveNYC works in collaboration with the administration, City Council, City agencies, and community partners to advance its goals.

- In March 2016, Mayor Bill de Blasio established the NYC Mental Health Council, bringing together City agencies to meet quarterly and harness resources to achieve identified shared goals including: 1) Build a Culture of Mental Wellness and Community Integration; 2) Improve the Workforce; and 3) Address Substance Misuse.
- The Cities Thrive Coalition, spearheaded by the First Lady of New York City, recruited and mobilized nearly 200 cities, representing all 50 states and Washington, D.C., to advocate for a stronger, better funded, and more integrated behavioral health system. In May, the Coalition hosted a National Day of Action, where a delegation of mayors, led by the First Lady of New York City, travelled to Washington to discuss the importance of mental health funding with members of the House and Senate Appropriations Committees and senior staff from the Office of Health and Human Services. The Coalition also sent a letter to Congress, signed by 154 mayors, opposing the American Health Care Act on the grounds that it would leave millions of Americans without access to critical mental health services.

SELECTED PERFORMANCE INDICATORS	Actual		Target	
	FY16	FY17	FY17	FY18
<b>Change the Culture</b>				
Individuals trained in Mental Health First Aid (DOHMH)	3,235	13,580	15,000	72,000
<b>Act Early</b>				
Staff (teachers, assistants, and school leaders) participation in training opportunities in Social-Emotional Learning training	NA	6,166	9,535	14, 082
School Mental Health Consultants hired (DOE)	30	60	70	10
Eligible families residing in DHS shelters who have been successfully visited by the Newborn Home Visiting Program (DOHMH)	448	1,252	840	1,200
<b>Close Treatment Gaps</b>				
Naloxone kits distributed from DOHMH to Opioid Overdose Prevention Programs (DOHMH)	10,110	14,000	14,000	48,500
NYC Well: Inbound call/text/chat volume	NA	170,300	*	*
NYC Well: Answer rate for all inbound calls, texts and chats within 30 seconds or less (DOHMH)	NA	88%	90%	90%
Runaway and homeless youth served (DYCD)	*	2,408	2, 250	2,250
<b>Partner with Communities</b>				
Mental Health Service Corps members hired (DOHMH)	128	117	130	130
Staff trained through Connections to Care (DOHMH, Mayor’s Office for Economic Opportunity)	99	725	600	669

## NOTEWORTHY CHANGES, ADDITIONS OR DELETIONS

- The Social-Emotional Learning participation metric indicates the number of people who have participated in at least one training but also includes duplicated figures of those who participated in more than one session.
- The Newborn Home Visiting Program (NHVP) will expand services to 1,600 additional mothers of newborns in all family shelters across the City over four years as outlined in the 2015 ThriveNYC: A Mental Health Roadmap for All report. This note is to correct page four of the 2017 Preliminary Mayor's Management Report indicating the program was to expand services to reach 1,600 additional mothers by June 2017.
- The Fiscal 2017 Target for Individuals trained in Mental Health First Aid was amended during Fiscal 2017 to reflect programmatic changes intended to meet multi-year targets.
- Hiring for active cohorts of the Mental Health Service Corps will continue to take place throughout Fiscal 2018 until targets are fulfilled.
- The indicator "Runaway and homeless youth served (DYCD)" replaces "Mental health interventions provided to runaway and homeless youth (DYCD)." The new DYCD indicator reports the total, unduplicated number of youth served. Unduplicated Fiscal 2016 data is currently not available.

## ADDITIONAL RESOURCES

For additional information on items referenced in the narrative, go to:

- ThriveNYC: Year End Update:  
[https://thrivenyc.cityofnewyork.us/wp-content/uploads/2017/02/Thrive\\_Year\\_End\\_Updated-1.pdf](https://thrivenyc.cityofnewyork.us/wp-content/uploads/2017/02/Thrive_Year_End_Updated-1.pdf)

