

House Bill 21-1258

Goal: Provide free mental health sessions for any Colorado youth.

- House Bill 21-1258 charged the Office of Behavioral Health with creating a temporary youth mental health services program.
- The program provides youth free mental health sessions with a licensed provider. Providers are paid a competitive rate for the provided services.
- The program serves youth 18 and younger and people 21 and younger who are receiving special education services.
- The program is thought to be the first of its kind in the nation.

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Goal: Provide free mental health sessions for Colorado youth.

- The Office of Behavioral Health is also required to implement a statewide public awareness and outreach campaign that will include digital ads on platforms such as TikTok and Snapchat, and on-the-ground outreach to schools and youth organizations.
- Both the public awareness campaign and the website itself were informed by youth feedback.
- Youth helped choose the name I Matter.

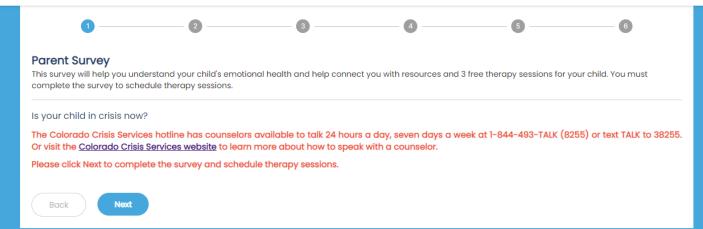


<u>Home</u> <u>About I Matter</u>

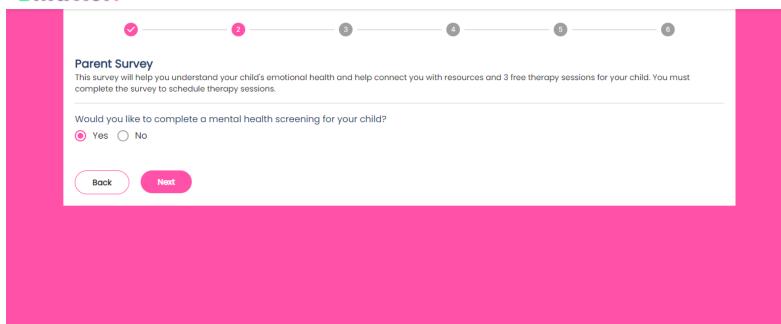
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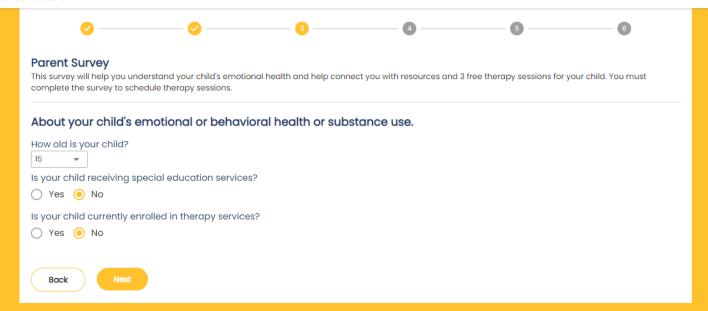








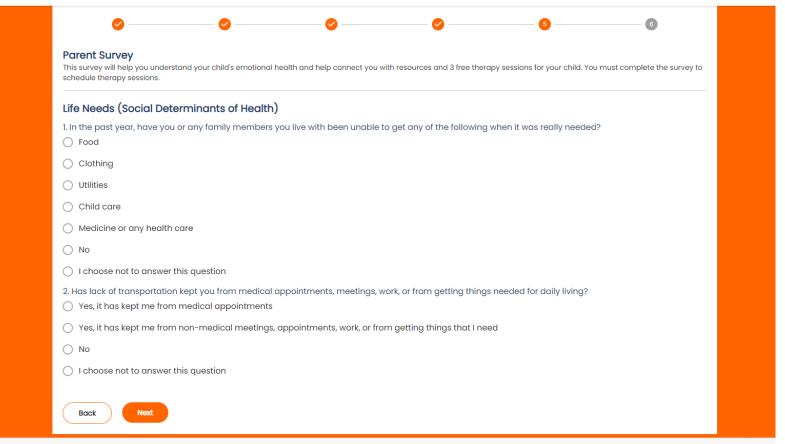




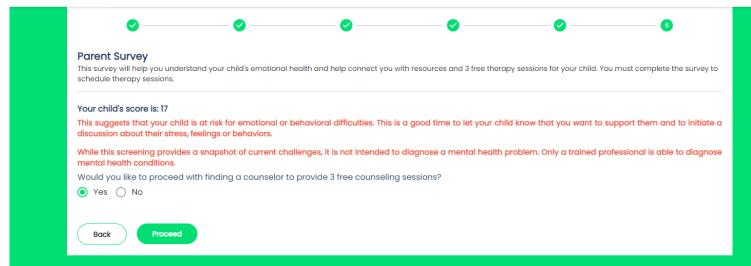


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Parent Survey This survey will help you understand your child's emotional health and help connect you with resources and 3 free therapy sessions for your child. You must complete the survey to schedule therapy sessions.	
Pediatric Symptom Checklist (PSC) Please identify the response that indicates how often your child 1. Fidgety, unable to sit still	2. Feels sad, unhappy
○ Never ○ Sometimes ○ Often	○ Never ○ Sometimes ○ Often
3. Daydreams too much Never Osometimes Often	4. Refuses to share Never Sometimes Often
Does not understand other people's feelings Never	6. Feels hopeless Never Sometimes Often
7. Has trouble concentrating Never Sometimes Often	8. Fights with other kids Never Sometimes Often
9. Down on Self Never Sometimes Often	10. Blames others for their troubles Never Sometimes Often
11. Seems to be having less fun Never Osometimes Often	12. Does not listen to rules Never Sometimes Often
13. Act as if driven by a motor Never Osometimes Often	14. Teases others Never Sometimes Often
15. Worries a lot Never Sometimes Often	16. Takes things that do not belong to them Never Sometimes Often
17. Distracts easily Never Osometimes Often	
Back Next	

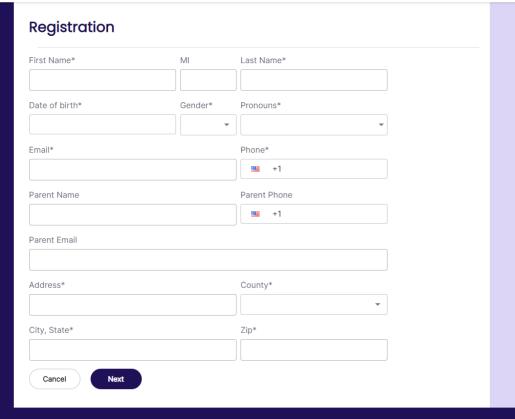










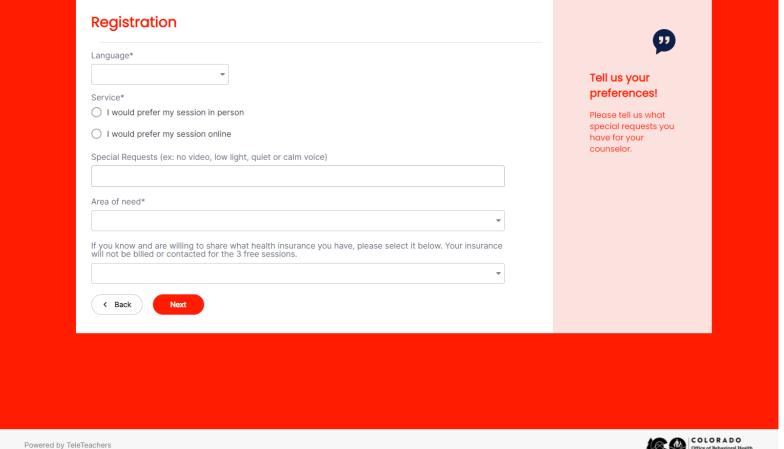




Tell us more!

Please tell us more information about yourself to help us find the right counselor. Providing your parent or guardian's name and contact information is optional if you are 12 or older.





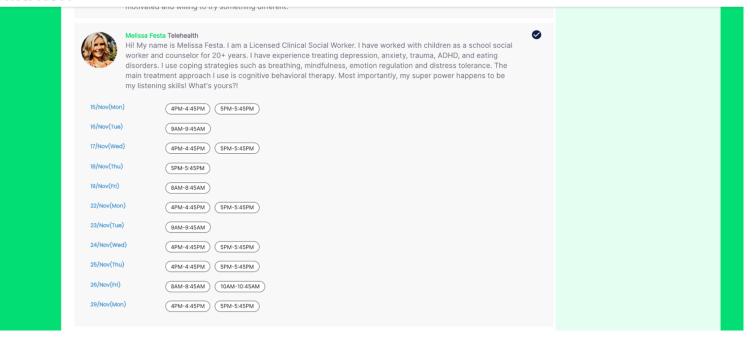
Review provider options/bios and select one to view available appointments

I Matter. Scheduling Victoria Wisdom Telehealth I have lots of experience listening and helping with many concerns. Relationship problems, peer group issues, communication challenges with adults, anxious feelings or feeling depressed are things I can help you with. I like Art, Meet your provider horseback riding and traveling. I have 2 sisters and 4 brothers. I have a Doctorate in Psychology, Masters in Counseling matches! and a Bachelors in Criminal Justice. I am a Licensed Practical Nurse and an Air Force Veteran. I look forward to helping you with your concerns. counselor bios, select 0 one of them to see their Jasmine Savoy Telehealth My name is Jasmine and I am a licensed clinical social worker. I have 4 years of experience in providing therapy to school and pick a time slot to aged youth and adolescents. I am passionate about decreasing the stigma on mental health and promoting a healthy schedule a counseling social/emotional wellbeing, especially among youth and young adults in underserved communities. Hi I'm Jessica! I just moved to Florida with my family. I have 2 daughters ages 3 and 9 months. We like to be outdoors and Troy is an experienced counselor working for the past 16 years in schools in Colorado, Wisconsin and Wyoming. Troy has a BA in Education from the University of Wyoming and a Masters in Guidance and Counseling from the University of Wisconsin-Stout. Troy has experience working with Adults, Teens and Children in all areas of life and experiences. Megan Hightower Telehealth I help clients find a "life worth living," using primarily Dialectical Behavioral Therapy (DBT) to address intense emotions, relationship trouble, suicidal ideations, and self-harm. Previously, I taught third grade and trained teachers to reach atrisk students. I am passionate about addressing issues early. I believe clients are capable of change and that, even when challenging, the effort is worth it. I am happy to work with any client who is motivated and willing to try something different.

If sessions are unavailable from this list, click "Back" and choose "online" for the session on the previous screen.

It takes courage to reach out and seek support. Lets invite change into your life by focusing on the process. There is no tomorrow and let today be the day you decide to invest in yourself. If you can be the person who isn't afraid of hard work,

Then, select an appointment slot from the chosen provider's availability.



Once you hit "Submit" you'll be taken directly to a confirmation page, and you'll also receive an email with appointment details.

I Matter.

Hi Your session has been confirmed.

We will send a confirmation email with all the information you need for your appointment shortly.

If you need to cancel or make changes to your appointment, please contact support@imattercolorado.org

If you need to speak to someone right away before the appointment, Colorado Crisis Services hotline has counselors available to talk 24 hours a day, seven days a week at 1-844-493-TALK (8255) or text TALK to 38255. Or visit the Colorado Crisis Services website to learn more about how to speak with a counselor.

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Hi your next session has been scheduled for 3PM-3:45PM MT on 11-29-2021 at with

When it is time for your session, you can access your telehealth appointment by clicking the link below.

Please remain in the virtual waiting room until your provider joins. In some cases, your provider may be running behind. We encourage you to stay connected for at least 15 minutes after your scheduled visit time.

If you get disconnected during the visit, you can reconnect up to 30 minutes past the start time.

If you haven't connected by your visit time, our staff will call the number you provided to see if you need help. If they can't reach you and you haven't joined by 15 minutes past the scheduled visit time, we will cancel the visit and contact you to reschedule.

Click Here

If you need to cancel or make changes to your appointment, please contact support@imattercolorado.org

If you need to speak to someone right away before your appointment, Colorado Crisis Services has counselors available by telephone or text message 24 hours a day/7 days a week. Call (844) 493-8255 or Text TALK to 38255

We're here to help!

Colorado Department of Human Services, Office of Behavioral Health https://cdhs.colorado.gov/behavioral-health



I Matter Campaign

Goal: Reach youth and parents statewide to encourage youth to sign up for free sessions.

- Campaign strategies: Posters; streaming audio (Spotify and Pandora); streaming TV; in-app (gaming) video; paid social and influencer (TikTok, Snapchat, Instagram for youth; Facebook and Instagram for adults); paid search; partner toolkit
- Audiences: Youth and trusted adults/parents
- Geography: Statewide reach with digital ads; posters will target areas with priority populations, including Black, Latinx and LGBTQ+ Coloradans.

Youth Served So far

- 5,286 sessions scheduled or delivered since Oct. 27, including 887 sessions scheduled for the next two weeks.
- 1,414 youth have received at least one session; more than 400 have received three or more.
- 127 licensed therapists participating.
- Services are available in English and Spanish and we're working to add providers with a specialty in serving immigrant and refugee populations.

Timeline

- Paid advertisements launched November 1.
- Spanish site launched in December: <u>www.yoimportocolorado.org/</u>
- Youth influencer strategy implemented in Jan. 2022.
- Now: Serve as many youth as we can!
- On or before June 30, 2022, submit the final report to Legislature on the number of youth who received services and the services provided.
- Funding currently expires June 30, 2022.
- Extension of the program for two years is in House Bill 22-1243.

IMatterColorado.org

Contact <u>Laura.Gabbay@state.co.us</u> with questions or call 720-498-9469.