

Massachusetts Behavioral Health Help Line

Presentation to the 988 Commission

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Agenda

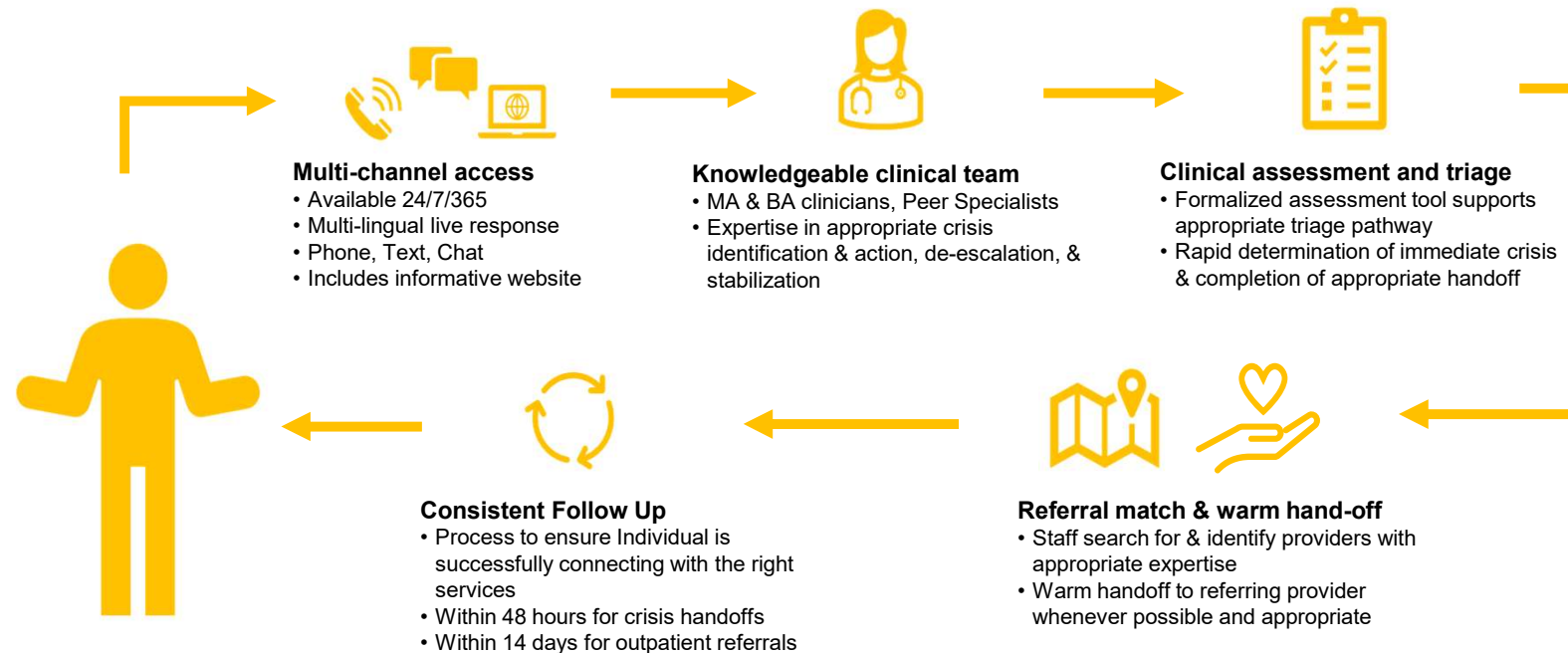


- A High-Level Overview of Behavioral Health Help Line
- How Does BHHL Connect to Other Lines and Providers?
- Technology/Systems
- Workforce issues
- Training Requirements for Staff
- Data Collection
- Marketing Materials and Campaign

MA Behavioral Health Help Line Overview

> The 24/7 Behavioral Health Help Line is a single, insurance-blind, multi-channel entry point for Commonwealth residents in search of mental health and SUD treatment

Key elements of the 24/7 Behavioral Health Help Line



How does BHHL connect with other help lines?



Mass211

- Refer via warm hand off
- For non-behavioral health related needs such as housing, emergency shelter, utility payment assistance, childcare, food security

911

- Refer via warm hand off
- For medical emergency, imminent risk to self or others, or if caller asks to be transferred

988

- Referrals transitioning to warm hand offs
- For emotional and/or suicidal crisis support, support for emotional distress of caller or loved one

SUD Line

- Referrals transitioning to warm hand offs
- For substance use disorder services, pregnant and post-partum residential services, gambling intervention and treatment services

In Development:

- Parent Professional Advocacy League (PPAL)
- Link-KID
- Massachusetts Child Psychiatry Access Program (MCPAP)
- Massachusetts Psychosis Access and Triage Hub (M-PATH)

How does BHHL connect with providers?

Community Behavioral Health Centers	Behavioral Health Urgent Care	Other Providers
<ul style="list-style-type: none">• Refer via Warm Hand-off• Outpatient, Urgent, Community Crisis Stabilization (CCS), Mobile Crisis Intervention (MCI)	<ul style="list-style-type: none">• Refer via Warm Hand-off• Outpatient, Urgent	<ul style="list-style-type: none">• Refer via Warm Hand-off• Outpatient, Other

Technology



Client Interaction	Internal Operations
Phone System	Electronic Records System
Text/Chat System	Internal Web-based Referral Platform and Resource Directory (in development)
Website (masshelpline.com)	Network of Care
Interpretation Services including American Sign Language (VOIANCE), MassRelay	Massachusetts Behavioral Health Access (MAHBA)

Behavioral Health Help Line Workforce



POSITION TITLE	Expected Total	Hired Total (as of 3/27)	Percent Hired
Help Line Director	1	1	100%
Manager, Behavioral Health Services	1	1	100%
Associate Manager	3	3	100%
Associate Manager, Clinical Support	1	1	100%
Licensed Clinician	4	3	75%
Peer Specialist	3	1	33%
Resource/Referral Specialist	32	27	84%
Community Relations Manager	1	1	100%
Community Relations Representatives	10	9	90%
TOTAL	56	47	84%

Workforce Issues



Workforce Challenges

- Attrition due to personal and health reasons, disconnect between expectations and reality of positions
- Difficult to find people with unique skillset required for call takers
- Peer Support Specialists, Licensed Clinicians most difficult to fill

Workforce Shortage Mitigation Plan

- KIVA Center: Peer Support Specialist recruitment and certification
- Temporary workers as needed for some positions
- Overtime opportunities, monitoring data to adjust staffing patterns
- Support of MA Access Line staff

Required Trainings



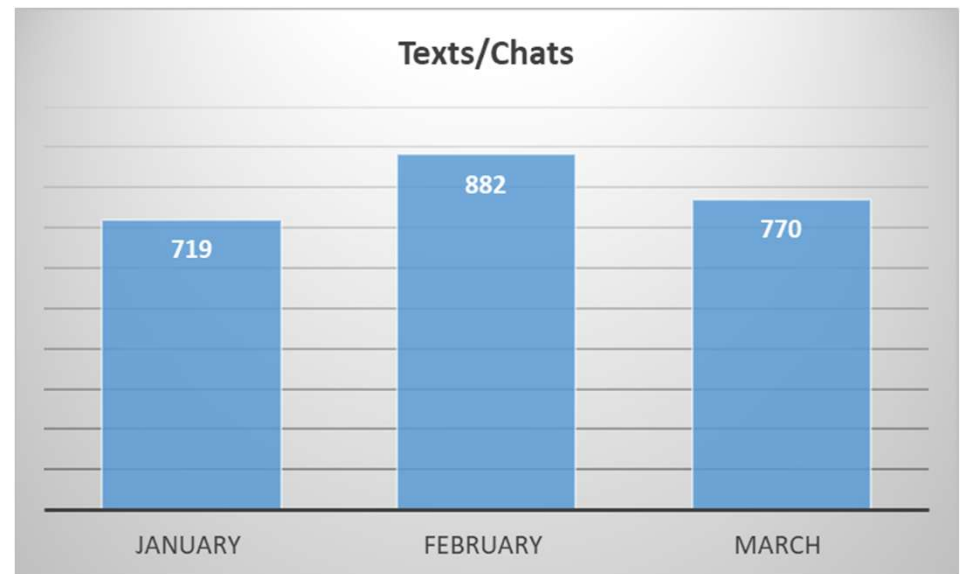
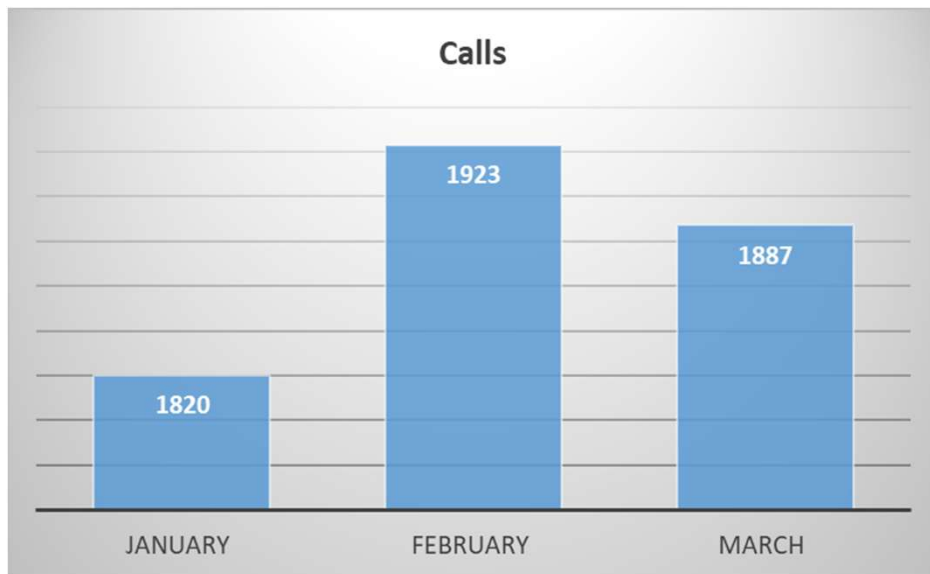
Clinical Trainings		Other
Cultural Humility	Suicide Prevention	HIPAA Training
Sensitivity and Engagement Training	Suicide: Assess and Intervene Confidently	State By State Minor Laws
Transgender 101: A Psychosocial Perspective	Addressing Suicide in Adolescents and Transition Age Youth	CALM training SPRC
Working More Effectively with the LGBTQ+ Community	Trauma-Informed Care	Assessment and Referral
Building a Multicultural Care Environment	An Introduction to Trauma-Informed Care	Voiance Language Translation Services
Family Violence	Trauma-Informed Care: Implications for Clinicians and Peer Support Specialists	Safety Planning
Domestic and Intimate Partner Violence	Self-Care	Managing Risk and Risk Ratings
Preventing, Identifying, and Responding to Abuse and Neglect	Disease and Self-Management	Quality of Care and Complaints
Helping Children and Adolescents Cope with Violence and Disasters	Mindfulness, Meditation and Spirituality in Recovery	Handling Difficult Calls
Engaging Family Members in Crisis Planning	Youth-Specific	
Eating Disorders	Addressing the Needs of Transition Age Youth	In Development
Recognizing and Treating Feeding and Eating Disorders	Positive Behavior Support for Children	Psychosis (M-Path)
Substance Use Disorder	Traumatic Stress Disorders in Children and Adolescents	Mandatory Reporting in MA (DCF)
An Overview of Substance Use Disorders	Calming Children in Crisis	Network of Care
Confidentiality in the Treatment of Substance Use Disorders	Special Populations	Connecting families with peer support, training, and advocacy (PPAL)
Advanced Practice in Treating Individuals with Co-Occurring Disorders	Person Centered Planning for Individuals with Developmental Disabilities	Trauma Services for Families (Link-KID)

Data Collection

Current Data Points (by category)
1. Number of calls, texts, chats, web hits
2. Number of abandoned calls and timing
3. Total outbound calls
4. Characteristics of calls (i.e. speed of answer, maximum delay, average handle time)
5. Number and types of Warm Hand Offs
6. Staff hired, trained

Future Data Points (by category)
1. Client demographics and reason for calling Help Line to identify any gaps and barriers to achieving equity of BH Help Line access and utilization
2. Follow Up Contacts
3. Rates of transfer to specific providers
4. Critical incidents
5. Wait times for appointments
6. Barriers to accessing services
7. Time to complete service
8. Frequency

First Quarter Metrics



Marketing Materials and Campaign



- Materials available at mass.gov/BHtoolkit
 - Wallet Cards, Posters, Brochures, FAQs, One-Pagers in 13 languages
- Marketing Campaign
 - Radio Spots (English, Portuguese, Spanish, Haitian Creole)
 - Transit Advertising on MBTA
 - Paid Social Media
 - Google Ads
 - Digital
 - Out-of-Home Advertising

Going through a tough time?
Help is here.

Are you or someone you care about struggling with mental health or substance use?

The Massachusetts Behavioral Health Help Line is here for you. 24/7 365

833-773-2445 or masshelpline.com

Free. Confidential. No health insurance needed.

Here's how it works:

- ✓ Call, text or chat with a real person to get the treatment or support you need.
- ✓ Deaf or hard of hearing? Contact MassRelay at 711.
- ✓ Real-time interpretation in 200+ languages.

MASSACHUSETTS BEHAVIORAL HEALTH HELP LINE

Do you or a loved one need to see someone now? Find your local Community Behavioral Health Center here.

The Behavioral Health Help Line is a service of the Commonwealth of Massachusetts, operated by the Massachusetts Behavioral Health Partnership (MBHP).

833-773-2445 English

Want Emotional, Mental Health, or Substance Use Help?

In emotional distress or have thoughts of suicide?
Call 988 for emotional support.
988 LIFELINE

Want to connect to treatment?
Call or Text 833-773-2445
MASSACHUSETTS BEHAVIORAL HEALTH HELP LINE

Want help now and need to be seen in person?
Visit a Community Behavioral Health Center near you instead of going to the emergency department.
mass.gov/CBHCs

24/7 365 Free. Available 24/7. No insurance needed. Always there for you.

Feeling sad, stressed, or hopeless?
It doesn't matter how you ask for help...

HELP
is here.

MASSACHUSETTS BEHAVIORAL HEALTH HELP LINE

Call the Help Line 833-773-2445

24/7 365

A Service of the Commonwealth of Massachusetts