



# Centered Parenting: Kids Are Falling Apart Because Their Foundations Are Shaky

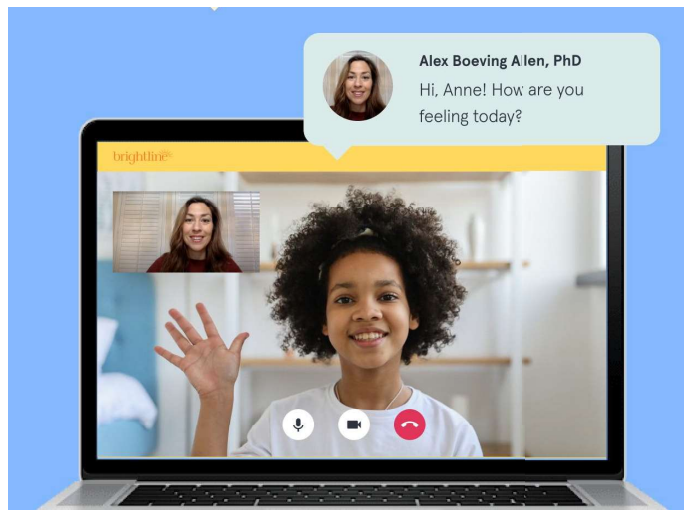
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**Speaker:** Ania Boyd

## Agenda

- ❑ Children Mental Health Data
- ❑ Centered Parenting In Action: A Statewide Initiative
- ❑ Centered Parenting: The Coaching Effect
  - ❑ Case vignette
- ❑ Centered Parenting: Navigating resources
  - ❑ Case vignette
- ❑ Q & A



- ➔ **What are some behavioral health issues you see in the children you work with?**
- ➔ **Have you seen an increase in problems with and after Covid?**
- ➔ **How do you support parents?**
- ➔ **What are some challenges you encounter when working with Parents?**



## Children are struggling with their mental health

### Surge of Youth Mental Health Needs

May 23, 2023

American Academy of Pediatrics  
DEDICATED TO THE HEALTH OF ALL CHILDREN®

**Children’s mental health tops list of parent worries, survey finds**

August 8, 2023

COLUMBIA MAILMAN SCHOOL OF PUBLIC HEALTH

**New Evidence of Rising Youth Mental Health Concerns**

*In California...*



- 40% of children suffer from panic or anxiety attacks<sup>3</sup>
- 20% of children have suicidal thoughts<sup>3</sup>
- 70% increase in children with anxiety or depression diagnoses from 2016-2020<sup>4</sup>

(1) Substance Abuse and Mental Health Services Administration, [samhsa.gov](https://www.samhsa.gov) (2) Nature, 2023 (3) ACLU State of Student Wellness Report, (4) National Survey of Children’s Health

# 80% do not get the care they need

## Common barriers include...



### ACCESS: Significant provider shortage and lack of preventive care

- Only 24% of the mental health need in CA is met by current practicing providers<sup>1</sup>
- 50% of Californians think there aren't enough mental health providers to serve local needs<sup>2</sup>
- Most care is delivered via licensed clinicians who focus on higher-needs youth, missing opportunities to catch challenges early and provide preventive care before severe needs emerge



### AFFORDABILITY: Costly out-of-network care

- 89% of practicing mental health providers do not take commercial health insurance<sup>3</sup>
- One course of treatment through out-of-network care can cost upwards of \$2,000<sup>4</sup>



### INCLUSIVITY: Stigma and inequity prevent some communities from receive needed care

- Resistance to getting mental health care given negative experiences and stigma in some marginalized communities
- Challenging to find accessible providers that can relate to specific communities (e.g., BIPOC, speak different languages)

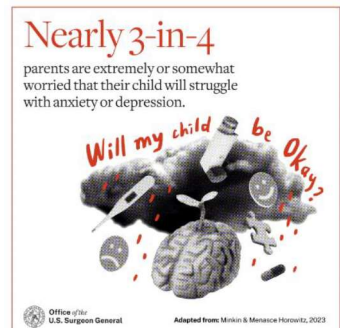
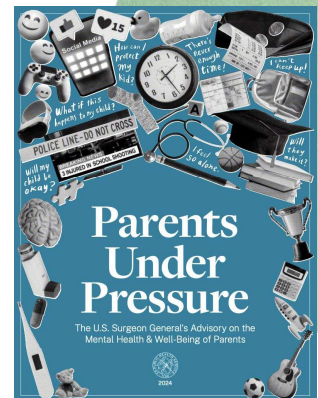
(1) Kaiser Family Foundation, (2) Kaiser Family Foundation and California Health Care Foundation, (3) American Progress on ACA marketplace networks (4) Based on average cost of intake session (\$240) and 12 ongoing sessions (\$160 each)

## Parents are struggling too

## U.S. Surgeon General Issues Advisory on the Mental Health and Well-Being of Parents

Washington, D.C. – Today, United States Surgeon General Dr. Vivek Murthy released a *Surgeon General's Advisory on the Mental Health and Well-Being of Parents*, highlighting the urgent need to better support parents, caregivers, and families to help our communities thrive.

- 48% of parents say that most days their stress is completely overwhelming
- 2024 report stresses “urgent need to better support parents, caregivers, and families”
- “Raising children is sacred work. It should matter to all of us.” - US Surgeon General, Dr. Vivek Murthy



## What is Centered Parenting?

- The foundation of a child's emotional and behavioral development starts at home, with the parent's actions, consistency, and ability to provide stability.
- Children thrive when parents model calm behavior, provide consistent positive reinforcement, and ensure quality 1:1 time, all while addressing basic needs.
- These foundational approaches allow children to feel secure, safe, and supported, which is crucial for their long-term emotional and psychological development.



## How can we support parents? A Centered Parenting approach.



### Telebehavioral Health for Caregivers of Children With Behavioral Health Needs to Address Caregiver Strain: Cohort Study

Theoren Loo<sup>1</sup> ; Myra Altman<sup>1,2</sup> ; David Grodberg<sup>1,3</sup> ; Jennifer La Guardia<sup>1</sup> ; Dena Bravata<sup>1,4</sup> 

A 2024 study on virtual behavioral health coaching found that:

- **Web-based family-oriented behavioral health care** can improve caregiver strain and reduce family and time disruptions, missed work, and financial strain.
- Among parents or caregivers experiencing high levels of strain, a reliable improvement was demonstrated in **78.9% of caregivers with a child in the coaching program.**

## 2024 Brightline Research

### Hypotheses

- Virtual family-oriented behavioral healthcare can improve children's mental health and caregiver strain, including reducing missed work and financial stress.
- Mental health conditions among children are on the rise, medical spending for families with children with mental health conditions is increasing, and, notably, adults who care for these children are at risk of caregiver strain that stems from the child's condition.

## 2024 Brightline Research

### Results:

The study found a **strong correlation between the severity of a child's behavioral health issues and caregiver strain**, indicating that as a child's symptoms become more severe, the caregiver experiences higher levels of strain.

1,647 caregiver/child dyads participating in the Brightline program were included in the study. Caregiver stress was measured at baseline showing:

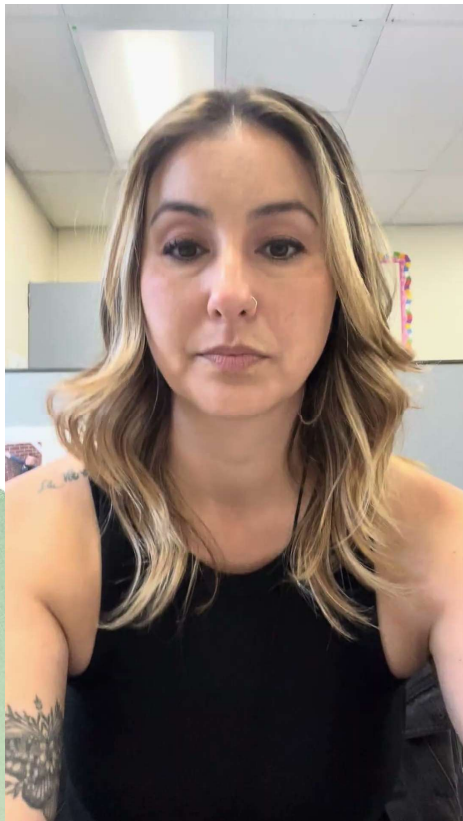
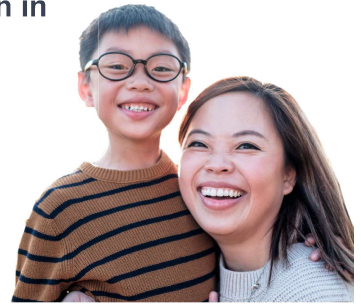
- 71% of caregivers experienced disrupted family relationships and time interruptions
- 61% of caregivers missed work
- 80% of caregivers worried about their child's future, felt tired or sad
- 21% of caregivers had financial strain

## 2024 Brightline Research

### Results:

Findings indicate that **coaching has a measurable impact** on caregiver strain and children's psychosocial functioning. The results further demonstrate the strong correlation between the caregiver and children's mental well being.

- For those with high levels of caregiver strain, improvements were demonstrated in **79% of parents engaged in coaching**
- For those with low to moderate strain, maintenance was demonstrated in **93% of parents in coaching**
- Parent work absenteeism **improved by 33% for caregivers with children in coaching**
- Financial strain was reduced by **37% for caregivers in coaching**



### How Centered Parenting Supports Our BrightLife Kids Families.

**"Not only provide my son with skills but provide me with skills as a parent and reduce stress within our whole family."**

# Centered Parenting: A State-Wide Initiative



## CALIFORNIA LAUNCHES FREE DIGITAL BEHAVIORAL HEALTH PLATFORMS FOR CHILDREN AND FAMILIES

HEALTH

**When children suffer: California to funnel billions into mental health overhaul**

BY JOCELYN WIENER  
MARCH 27, 2022

[Twitter](#) [Facebook](#) [LinkedIn](#)

**Governor Newsom Unveils New Plan to Transform Kids' Mental Health**

Published: Aug 18, 2022

*In significant overhaul of state's mental health system, Governor's plan increases access to mental health services for all Californians ages 0-25*

- ✓ CA Children and Youth Behavioral Health Initiative (CYBHI)
- ✓ Funded by California Department of Health Care Services (DHCS)
- ✓ Selected from over 450 vendors
- ✓ Behavioral Health Services Virtual Platform:
  - BrightLife Kids: 0 to 12 years of age
  - Soluna: 3 to 25 years of age

## BrightLife Kids: A Centered Parenting Example

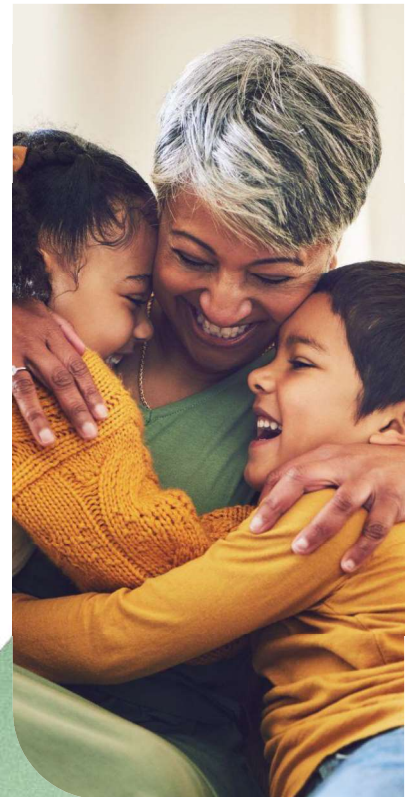
Virtual behavioral health coaching  
for California families



## Strengthening Families from the Inside Out

No cost, no insurance, no referrals

- ✓ Developmental milestones
- ✓ Social and emotional well-being
- ✓ Emotional regulation
- ✓ Sleep issues and patterns
- ✓ Sadness
- ✓ Worry
- ✓ Disruptive behaviors
- ✓ School, work, or relationship stress
- ✓ Managing big emotions in healthy ways (e.g., loneliness, social isolation, grief, anger, etc.)
- ✓ and much more!





# Language Accessibility

## Bilingual (English/Spanish) coaches

Live translation services available in:

Chinese

Vietnamese

Tagalog

Korean

Armenian

Russian

Farsi

Japanese

Arabic

Cambodian

Hindi

Hmong

Thai

Punjabi

Mien

Ukrainian

Laotian



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## How Coaching fits in the care delivery model

**Therapists, physicians**  
Diagnosis & Clinical Intervention

Includes managing higher acuity presenting concerns, symptoms, and risk (e.g. suicidal ideation)

**BrightLife Kids**  
A CallHOPE program by Brightline

**Prevention & Early Intervention**

Includes building skills to manage:

Separation anxiety

Worry

Sadness

Loneliness

Self-confidence

Relationship stress and conflict

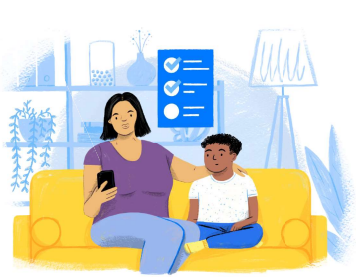
Sleep concerns

Tantrums

Communication skills

and more

# BrightLife Kids: A Centered Parenting Example



### Digital Tools

- Library of on-demand digital content
- Read about managing tantrums, making friends, building self-esteem, and how to get your kids to talk about their feelings



### Coaching and Chat

- Live 1:1 coaching sessions from coaches with diverse backgrounds
- Send/receive chats with dedicated coach for everyday challenges between sessions

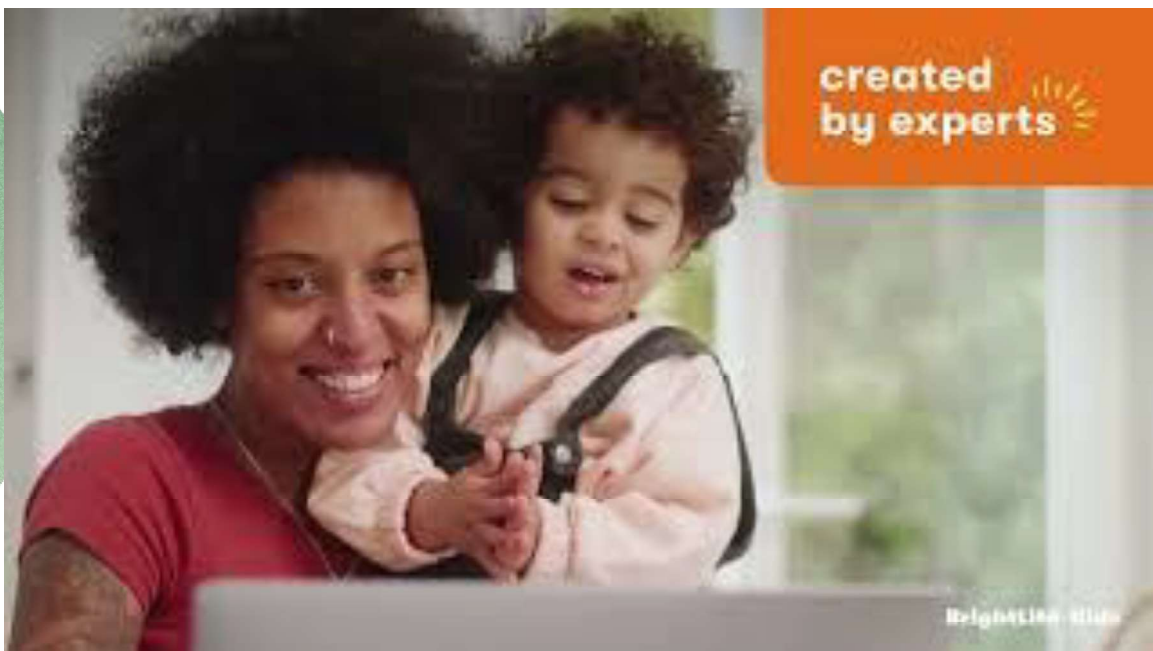


### Care Coordination

- Coach specialists help identify complex needs
- Help finding the right level of care, guidance navigating community resources, and referrals to those resources if needed

© 2024 Brightline

# BrightLife Kids Video



© 2024 Brightline

# Centered Parenting: The Coaching Effect

## BrightLife Kids Coaches

### Behavioral Health Coach

#### Background

- Master's degree and/or certified behavioral health coach
- Average of 7 years experience working directly with children, teens, and families in schools, pediatric facilities, and government agencies
- *Previous roles as school psychologist, school counselor, early childhood educator, social worker*

#### Training

- All coaches complete an extensive training program that includes topics like:
- Cognitive Behavioral Approaches
  - Risk and safety management
  - Family-centered goals and progress tracking
  - Culturally responsive care



# Centering parents across ages & stages



## Parent Management Training (PMT)

Milestones, sleep, eating, temperament, separation anxiety, etc.

## Parent Management Training (PMT) (including ASD, IDD)

Tantrums, social emotional learning, sleep, structure, etc.

## Dyadic Coaching (Child + Parent)

Stress, focus, organizational skills, sadness, worries, friends, screen time, etc.



## Digital Tools

BrightLife Kids also has a library of on-demand digital content. Coaches may suggest engaging with resources between sessions to support learning and behavior change.

0 months



2 years



6 years



12 years



## Member Testimonial



*"Dad, I had an anxious moment this morning and I remembered what Coach Jordan told me and I said it to myself 3 times and the day was great."*

**Talula, 8 year old, BrightLife Kids. Talula shares a strong bond with her coach Jordan.**

*"We are no longer facing the mountain of trying to figure out how to find help for my child. I am in great debt to Brightline and my child is doing wonderfully."*

**Jared**



## BrightLife Kids Supporting California Families



*Our autistic daughter has started to show signs of anxiety. Working with our coach has been a game-changer for me. They have an exceptional ability to listen and understand my concerns, making me feel heard and supported throughout our interactions. With their guidance and valuable insights, I've become more equipped to understand my child's emotions and needs. Our coach's knowledge and expertise have shed light on some aspects of our child's development, equipping me with helpful tools necessary to navigate the complexities of her emotions.*

*I wholeheartedly recommend BrightLife Kids' services to any parent seeking compassionate and informed support.*

**BrightLife Kids Caregiver with Child in Coaching**



# Centered Parenting: Navigating Resources

## Care coordination to connect members to other services



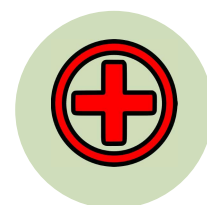
### Coach Specialists

- ✓ Use evidence based practices to determine when coaching is appropriate vs. when member needs another form of care
- ✓ Navigate members to the services that they need



### Self-Service Repository

- ✓ FindHelp tool to help identify providers in member's area that can most appropriately meet their care needs
- ✓ Used by member directly or Coach Specialist



### Crisis Resources

- ✓ 988 Suicide & Crisis Lifeline
- ✓ Trevor project
- ✓ CalHOPE warm line
- ✓ CalHOPE connect
- ✓ Mobile crisis, 911, ER

## Member Story

### Case Information

- BrightLife family with two children
- **3 year old member**
- **7 year old member**
- *Endorsed in Care Nav for 3 y/o:*
  - *In the past 30 days frequently or intensely acted so aggressively or out of control that it caused harm to others or property.*
- *Endorsements in Care Nav for 7 year old:*
  - **Bullying**

### Presentation

#### 7 year old member:

- School bullying with verbal comments on members weight.
- Development of negative self talk and dialogue: "I am fat, I am stupid, am I handsome?"
- Peers at school would bully him based on appearance.
- Peers excluding him from play during recess.

### Presentation Cont..

#### 3 year old member:

- Aggressive behaviors as displayed by hitting, pushing, and had pulled another peer's hair.
- Was happening in school and in the home but no longer occurs at school.
- Child is able to have periods of time he does not display aggression.
- Caregiver has tried breathing tools, and school has created a mystery box for motivating positive behavior.

# Member Story

## Care Options

- Coach Specialist Protocol Outcome: **Refer to Coaching**
- Case Review approval for Parent Management Training (MindNest Tantrums) & 1:1 Coaching program: Boosting Confidence for 7 year old member
- Internal referral from Coach Specialist to Coaching successful!

## Important notes

- Caregiver is changing her own patterns of parenting and her the generational patterns she learned from her own parents. Making active change and breaking existing patterns.
- Cultural norms are important to address with families with communication and terms of endearment that can shape the child's self esteem. (i.e. family referring to child's weight, setting boundaries with family and language reframing to support the child's mental self confidence.

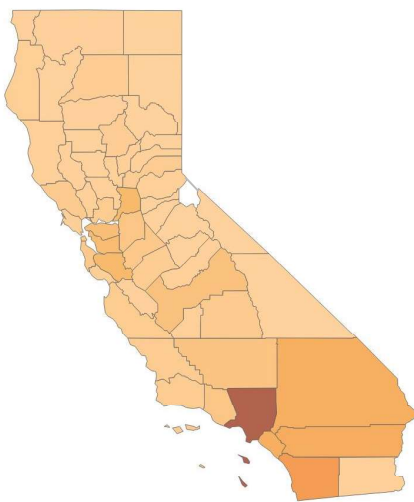
## Family feedback

*"I am learning a lot in the parent program, there are things I did not know existed that coach Jordan is sharing with me. I am unlearning a lot and it's so much but its been good so far."*

Caregiver has completed 5 PMT Mindnest Tantrum sessions

7 year old child has begun 1:1 coaching to support development of self confidence.

## Centered Parenting: is the initiative working?

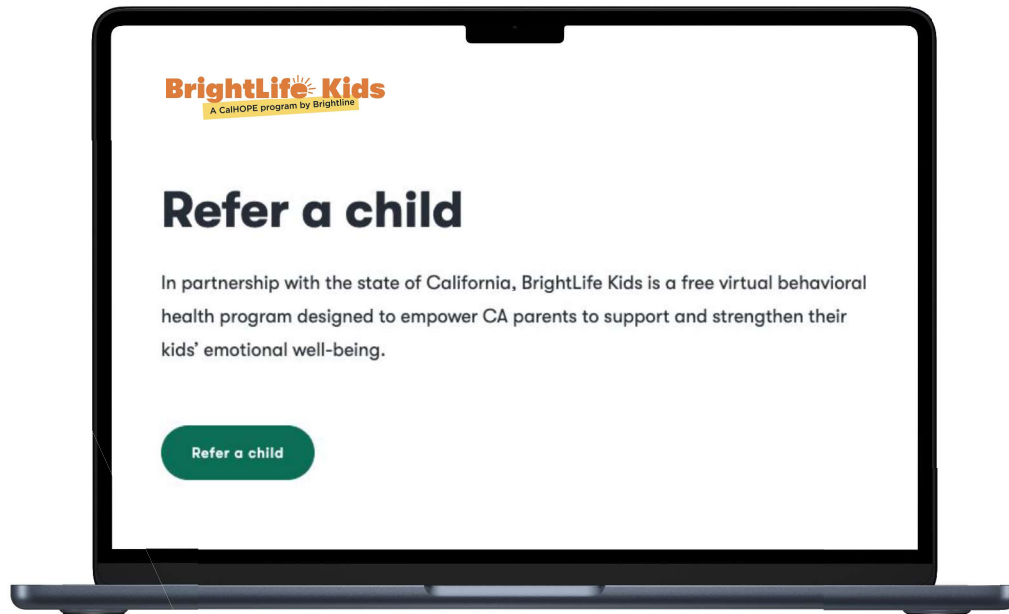


**BrightLife Kids registrations in 98% of California counties**

- ✓ **Statewide community engagement**
  - Community engagement leads located throughout the state
  - 400+ deep partnerships with schools/CBOs/providers
  - 1K meetings and events conducted with community partners
- ✓ **Wide net of enrollment**
  - 40K children registered in 98% of California counties, with registration rates increasing month over month
  - 3K+ sessions conducted with behavioral health experts
- ✓ **Demonstrated expansion of access**
  - 50%+ of registrations are from under-resourced communities\*
  - 80% of children in coaching programs are from BIPOC families
  - Disproportionate representation of rural communities (7% BLK vs 5% in CA)

\*Defined by Healthy Places index as those with limited access to healthcare, education, job opportunities, etc.

[brightlife.kids/referrals](https://brightlife.kids/referrals)



# soluna

## Your space to be **you.**

### What is it?

Soluna is a free mobile app available for **13-25 year olds** with resources and tools to support your individual mental health journey.

### How do I use it?

Chat 1:1 with a professional coach, use interactive tools to destress, or explore quizzes, videos, forums, and more. **You decide!**







**Get a Sneak Peak  
today!**

**BrightLife Kids**  
A CalHOPE program by Brightline



**brightlife.kids/ca**



**(888) 275-5357**



**ce@helloworldbrightline.com**

**Questions?**

## Brightline’s Approach to Safety: Examples of Safety Response in Action

