



# Tampa Bay Thrives – Let's Talk Program Overview





# Topics

## Tampa Bay Thrives origin

Let's Talk Pilot service overview



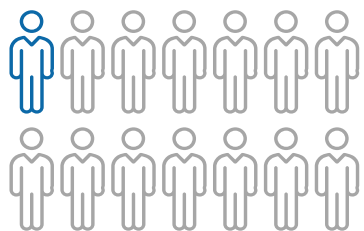
# Individuals in the Greater Tampa Bay area more generally face challenges treating their behavioral health conditions

In Tampa Bay and West Central Florida...



**1 in 6**

has depression<sup>1</sup>



**1 in 14**

has a substance use disorder<sup>2</sup>

Florida ranks **40th**  
in terms of access to behavioral healthcare<sup>3</sup>



In a local survey conducted with individuals living in the Greater Tampa Bay area,

**66%**

of respondents with behavioral health needs indicate that **Covid-19 has harmed their mental health**<sup>4</sup>



**66%**

of respondents with behavioral health needs and

**77%**

of caregivers say **navigating behavioral health resources is challenging**<sup>4</sup>

# Despite significant community efforts, our research shows that individuals with insurance in the Tampa Bay area still report challenges accessing care

# 85%

of respondents with commercial insurance indicated it was **challenging to find resources or get referrals** for behavioral health<sup>1</sup>

➤ Respondents cited a variety of reasons, including:



**Unaffordable costs of care**, even with insurance for some



**Shortage of accessible providers** (e.g., in-network, nearby)



Lack of **insurance coverage** or difficulty determining covered services



**Long wait times** for appointments



Difficulty finding a **good fit** among provider options



# Board Members



**Chair**  
**Tommy Inzina**  
*President and CEO, BayCare*



**Vice Chair**  
**Dr. Ravi Chari**  
*President, HCA West Florida  
Division*



**Treasurer/Secretary**  
**Clara Reynolds**  
*President & CEO, Crisis  
Center of Tampa Bay*



**Marcia Andresen**  
*Health and Human Services  
Director, Polk County*



**Bruce Bergherm**  
*Senior Executive Officer,  
Acute Care, Advent Health*



**Tracye Brown**  
*Assistant Superintendent,  
Hillsborough County Public  
Schools*



**John Couris**  
*CEO, Tampa General  
Hospital*



**Barbara Daire**  
*President and CEO,  
Suncoast Center, Inc.*



**Christopher Majeski**  
*SVP, Private Client Group,  
Raymond James Financial*



**Suzanne McCormick**  
*US President, United Way  
Worldwide*



**Linda McKinnon**  
*President and CEO, Central  
Florida Behavioral Health  
Network*



**Sherriff Chris Nocco**  
*Pasco County Sheriff's  
Office*



**David Pizzo**  
*Market President Tampa/St.  
Petersburg, Florida Blue*



**Kimberly Ramos**  
*Director of Benefits for  
North America  
The Mosaic Company*



**Chief Daniel Slaughter**  
*Clearwater Police  
Department*





# Our progress: over the last several years, Tampa Bay Thrives has transformed from an idea to an established community organization

■ Where we are now

## Formation of Tampa Bay Thrives

Fall '18 – Winter '19

Convened **~30 community leaders across sectors** over a 6-month period to form a **non-profit organization** and a **cross-sector Board**

## Kickoff of strategic priorities

Winter '19 – Summer '20

Launched **working teams** and established **fiscal and operating support**

## Design of pilot service

Summer '20 – Winter '20

Designed the **pilot service blueprint**, conducted **research to understand community needs**, and developed the **operational roadmap** to build and launch the pilot service

## Launch of pilot service

Winter '20 - Present

**Building the pilot service** in Hillsborough County

**Engaging community partners** to help make the pilot service a success



# Our response: a cross-sector coalition of leaders with a deep commitment to strengthening behavioral health outcomes

■ Immediate focus

## Who we are

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**Diverse cross-sector coalition** mobilizing the community to strengthen behavioral health outcomes

**Board members** across public and private sectors

**Deep commitment and support** from local organizations and community leaders

## Priority focus areas

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**Improved navigation resources** to help individuals in need find appropriate care



**Access to behavioral health short-term counseling** to provide a "first stop" for individuals suffering from anxiety, depression, or substance use disorder



**Public awareness campaign** to help destigmatize mental health challenges treatment

## How you can help

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**Serve as a partner to Tampa Bay Thrives**, helping to communicate our projects and contributing your perspective in our multi-stakeholder coalition



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# Our pilot project is called “Let’s Talk”

Tampa Bay **THRIVES**

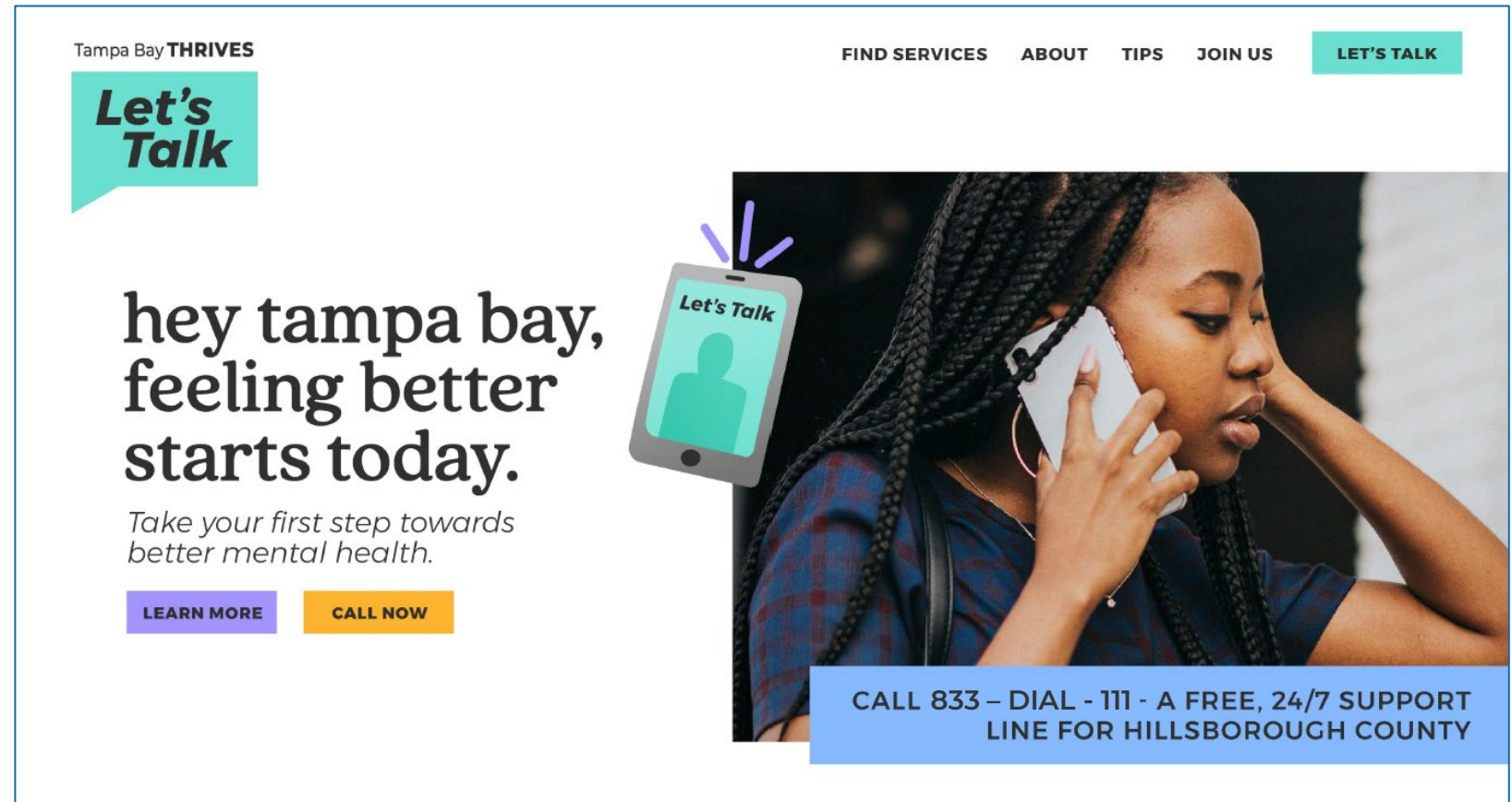
**Let’s  
Talk**

Web address

[www.letstalktampabay.org](http://www.letstalktampabay.org)

Toll Free Phone Number

**833-DIAL111**

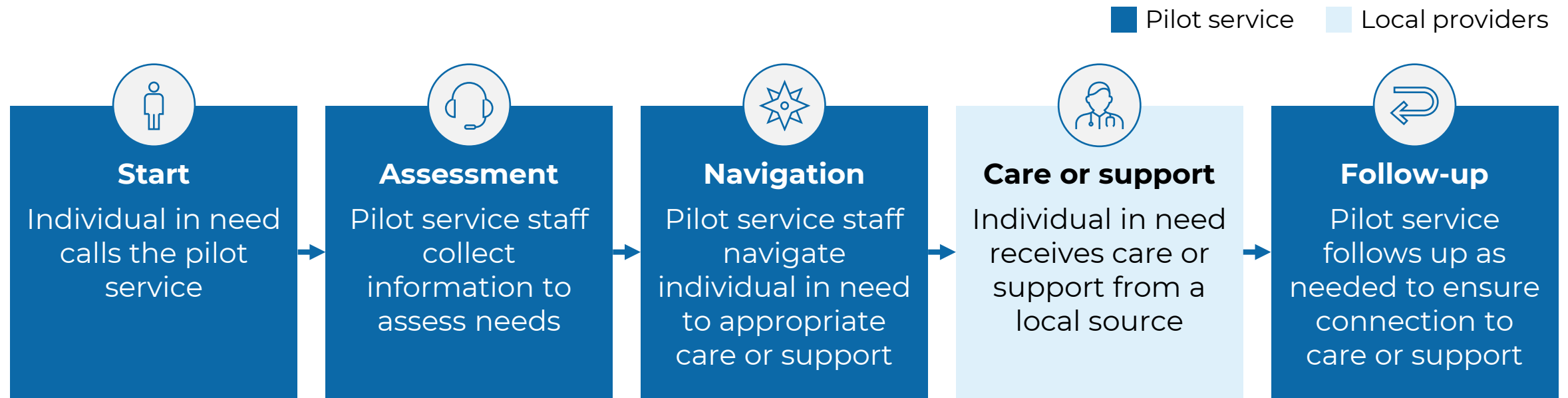


The screenshot shows the website's landing page. At the top left is the Tampa Bay THRIVES logo. The navigation menu includes 'FIND SERVICES', 'ABOUT', 'TIPS', 'JOIN US', and 'LET'S TALK'. A teal speech bubble contains the text 'Let's Talk'. The main headline reads 'hey tampa bay, feeling better starts today.' Below it is the sub-headline 'Take your first step towards better mental health.' There are two buttons: 'LEARN MORE' and 'CALL NOW'. A photograph of a woman with braids talking on a smartphone is featured on the right. A blue banner at the bottom of the photo contains the text 'CALL 833 - DIAL - 111 - A FREE, 24/7 SUPPORT LINE FOR HILLSBOROUGH COUNTY'. A smartphone icon with 'Let's Talk' and a person silhouette is overlaid on the photo.



# Overview of “Let’s Talk”

The pilot service will offer **24/7 navigation support** to all individuals in need, including navigation to local providers and connection to crisis supports when necessary



We are partnering with **Vibrant Emotional Health** to deliver navigation services to the community



# How Let's Talk can help



**Offer immediate access to clinical expertise** for assessment and navigation



**Provide care navigation for mild to moderate behavioral health concerns**, such as mental health concerns and substance use disorder, diagnosed or otherwise



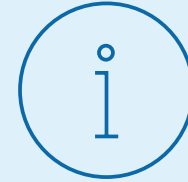
**Serve individuals as well as their loved ones**, as well as employees calling on behalf of others



**Provide support regardless of insurance status** or insurance provider



**Ensure confidentiality for the individual in need** and refrain from sharing call information without caller consent<sup>1</sup>



The pilot service will target navigation and is not meant to replace existing protocols for:

- Emergencies
- Crises
- Involuntary committals
- Reports of abuse and/or neglect

<sup>1</sup> Unless exceptions apply, such as: release of information is required by law, risk of serious harm to the caller or another person is indicated, caller has given explicit permission for disclosure, and/or situations of imminent risk or otherwise require HIPAA-compliant information sharing

# 4 x 6 flyer

We are happy to deliver these materials to your location for outreach. To request, please complete [this form](#)

Tampa Bay **THRIVES**

**Let's  
Talk**

LETSTALKTAMPABAY.ORG • 833.DIAL.111

front



The front of the flyer features a photograph of a smiling Black man on a mobile phone. In the top left corner, the text 'Tampa Bay THRIVES' is above a white speech bubble containing 'Let's Talk'. The main body has a teal background with the text 'hey tampa bay, feeling better starts today.' and 'Take your first step towards better mental health.' Below this is an orange box with the phone number 'CALL 833.DIAL.111 - A FREE, CONFIDENTIAL, 24/7 SUPPORT LINE FOR HILLSBOROUGH COUNTY'. At the bottom, the website 'LETSTALKTAMPABAY.ORG' and social media icons for Facebook, Instagram, and Twitter are shown.

Tampa Bay **THRIVES**

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hey tampa bay, feeling better starts today.

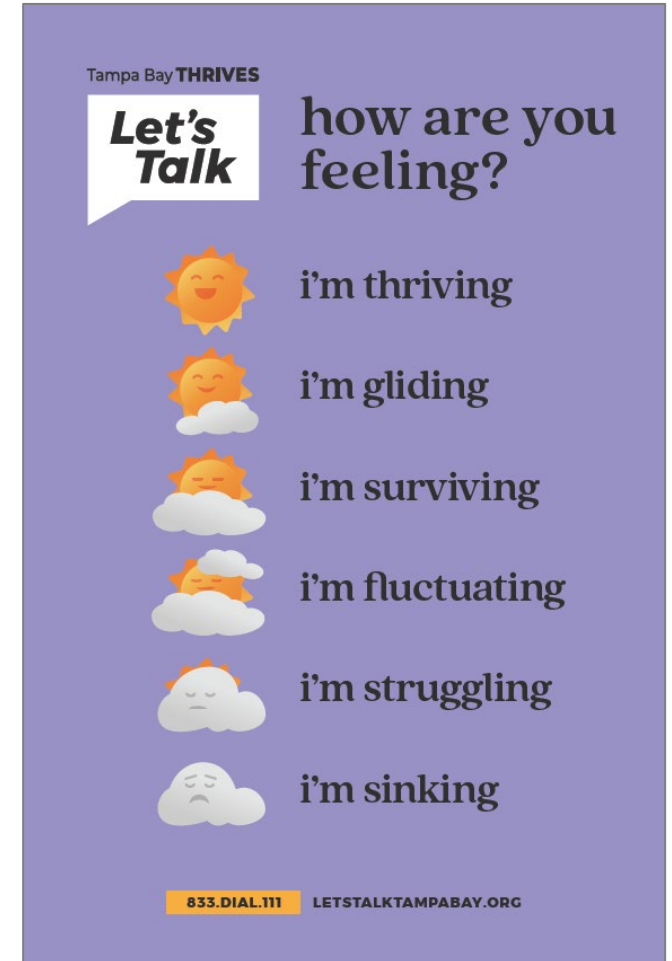
Take your first step towards better mental health.

CALL 833.DIAL.111 - A FREE, CONFIDENTIAL, 24/7 SUPPORT LINE FOR HILLSBOROUGH COUNTY

LETSTALKTAMPABAY.ORG

f LET'S TALK TAMPA BAY @ LETSTALK\_TB @LETSTALK\_TB

back



The back of the flyer has a purple background. It starts with 'Tampa Bay THRIVES' and 'Let's Talk' in a speech bubble. The main heading is 'how are you feeling?'. Below this is a vertical list of six weather icons (sunny, cloudy, overcast, stormy, cloudy with rain, and rainy) paired with the phrases 'i'm thriving', 'i'm gliding', 'i'm surviving', 'i'm fluctuating', 'i'm struggling', and 'i'm sinking'. At the bottom, an orange box contains '833.DIAL.111' and the website 'LETSTALKTAMPABAY.ORG'.

Tampa Bay **THRIVES**

**Let's  
Talk**

how are you feeling?

i'm thriving

i'm gliding

i'm surviving

i'm fluctuating

i'm struggling

i'm sinking

833.DIAL.111 LETSTALKTAMPABAY.ORG

# contact cards

it's ok to  
not be ok.



focus on your  
progress.



you'll be more  
than ok.



your feelings are  
100% valid.



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