

ThriveNYC

Year Two Update



The City of New York

Chirlane I. McCray
First Lady of New York City
Board Chair, Mayor's Fund
to Advance NYC

Richard R. Buery
Deputy Mayor for Strategic
Policy Initiatives

Mary T. Bassett, MD, MPH
Commissioner
Department of Health
and Mental Hygiene

NYC



ThriveNYC: Year 2 Report

First Lady Chirlane McCray launched ThriveNYC in November 2015 to address the silent mental health crisis in our city. At least one in five New Yorkers is likely to experience a mental illness in any given year. More than half the adults living with mental illness report not being able to access the treatment they need. These gaps in treatment and services too often lead to long-term suffering for New Yorkers and the many people who care about them including their families, friends, neighbors and co-workers. Untreated mental illness adds to many of the City's most pressing challenges, including the areas of housing, education, and criminal justice, and affects our economy, our health, and our quality of life.

ThriveNYC set out to change the way the City approaches mental health and substance misuse, with significant new resources and an evidence-based approach informed by the experts: New Yorkers themselves. Together, members of the de Blasio Administration are building a mental health system that meets the needs of all New Yorkers and dismantles the barriers that prevent people from getting help.

Two years later, change is starting to take hold. Under Mayor Bill de Blasio, New York City is leading reform in this public health crisis.

ThriveNYC has brought help closer to every New Yorker, where they live, learn, work and play through 6 Guiding Principles:

1. **Change the Culture:** ThriveNYC is changing the culture by challenging the stigma that prevents too many New Yorkers from seeking care and by encouraging every New Yorker to be part of the solution.
2. **Act Early:** The City is investing in prevention and early intervention for all New Yorkers, with a special focus on our youngest citizens. In order to safeguard our children's future, we must act early and make sure they get the mental health support they need, as soon as they need it.
3. **Close Treatment Gaps:** This includes significant investments in new models to reach the seriously mentally ill, and tailoring treatment to individuals, greatly increasing the likelihood that individuals remain in care, whether in their homes or in our hospitals, jails, or senior centers.
4. **Partner with Communities:** New Yorkers are more likely to access behavioral health counseling in places they already go to receive care and feel connected to their community. Community-based organizations, houses of worship, and senior centers are just a few settings that foster this dynamic.
5. **Use Data Better:** ThriveNYC is testing new and innovative models that have either never been tried before or not implemented at this scale. It is driving the use of best practices through data collection, surveys and ongoing evaluations of initiatives.
6. **Strengthen Government's Ability to Lead:** To ensure effective and efficient communication among all partners involved in this work, ThriveNYC is breaking down silos between city agencies, community- and faith-based organizations, and immigrant communities as well as academic and research institutions.

ThriveNYC initiatives are now providing services and trainings in all five boroughs, expanding the reach into even more communities, schools, shelters and day care centers. The City also established NYC Well, a new single-entry point to care. As the initiative expands, ThriveNYC continues to reach more New Yorkers.

ThriveNYC also stands as a model for other cities in the U.S. and abroad. New York City was recently recognized by the International City and Urban Regional Collaborative as a successful example of a public health approach to urban mental health care. Additionally, the Cities Thrive coalition signed up nearly 200 cities from all 50 states and Puerto Rico to share best practices from the ThriveNYC model.

This report details the progress made on each of the 54 initiatives since Thrive's launch in November 2015 until October 2017. This work is far from finished, but it shows just how much progress can be made in just a year when city leadership commits to investing in the mental health and well-being of its residents.



CHANGE THE CULTURE

From one-on-one conversations with New Yorkers to citywide public awareness campaigns, ThriveNYC is changing our culture from one of shame and punishment to one of healing and wellness. Over the past year, ThriveNYC has made progress in dismantling the stigma that prevents people from seeking care and treatment, and has established new programs within our criminal justice system to help mitigate trauma and connect people struggling with mental health challenges to the support they need. The program continues to lay the foundation for a mental health system that prioritizes prevention and treats diseases as diseases. Members of the administration are also working to equip hundreds of thousands of New Yorkers with the tools they need to be helpers and healers themselves.

Mental Health First Aid Training

Just as society invests in spreading knowledge through trainings like CPR and First Aid, New Yorkers should also know how to recognize and address the signs of mental and emotional distress. That is why the City is training a quarter of a million New Yorkers in Mental Health First Aid (MHFA) by the end of 2020. MHFA is a free and easy eight-hour course that teaches participants how to connect with and support those facing a mental health challenge.

Progress to Date: Nearly 37,000 people have taken MHFA, and the City is on track to surpass its goal of training 40,000 by the end of 2017. In order to reach these targets, our team of outreach specialists is working with community groups and individual New Yorkers to sign people up for free trainings at locations around the city.

Anyone can sign up at <https://mhfa.timetap.com>



Deputy Mayor Richard Buery hosts a roundtable discussion NYPD Deputy Commissioner Susan Herman, with Crime Victim Advocate and officers at a precinct in the Bronx in May, 2017.

Crime Victims Assistance Program

Victims of crime, violent or otherwise, often experience trauma afterwards. In addition, they must navigate a complex criminal justice process while keeping themselves and their families safe. The Crime Victims Assistance Program (CVAP) helps these New Yorkers by placing victim advocates in all of the New York Police Department's precincts and Public Service Areas (PSAs). At each site, one victim advocate focuses on survivors of domestic violence, while the other handles all other categories of crime. These advocates support victims throughout the post-crime process. Their work includes helping mitigate trauma, developing a safety plan and providing information and guidance as victims go through the criminal justice process. They also help connect victims to essential City services such as safe, affordable housing and mental health care, or to local service providers for more specialized assistance.

Progress to Date: As of September 30, 2017, CVAP has successfully contacted 31,000 crime victims, offering services and assistance. The program currently operates citywide in 55 precincts. Successful contact means responding to potentially traumatized victims, in person or by phone, by acknowledging their experience and making them aware of their rights and options. This program is on target to be in place in all 86 precincts and PSAs by late summer of 2018.



Half of all mental health conditions and substance use disorders start before the age of 14. To truly stem the tide of mental illness, we must focus on childhood. That's why ThriveNYC is focused on prevention and early intervention, with numerous programs designed to help New York City's little ones build the coping skills and emotional resilience they need to be healthy and well. Over the past year, we have strengthened mental health supports in our schools, family shelters and social service programs, and we have worked directly with parents to help them bond more closely with their babies.

Social-Emotional Learning

All young children should have opportunities to thrive, not just academically but socially and emotionally as well. Through the Social-Emotional Learning initiative, the City is equipping the littlest New Yorkers with tools to cope with stress, to prevent or lessen the severity of future mental health challenges, and to set them up for success. In addition to supporting social-emotional learning at all EarlyLearn and Pre-K for All sites, the City created an Early Childhood Mental Health Training and Technical Assistance Center and an Early Childhood Mental Health Network with specialized clinics in all five boroughs that provide care for young children and their families. This effort is a collaboration between the Administration for Children's Services, the Department of Education, and the Department of Health and Mental Hygiene.

Progress to Date: The Social-Emotional Learning initiative has reached 8,806 Pre-K for All students and 8,803 EarlyLearn students. The Early Childhood Mental Health Network served 4,805 young children by providing mental health consultation to their teachers and caregivers. Network clinics also provided family-centered mental health treatment to one or more members of 960 families. The Training and Technical Assistance Center trained 718 mental health and early childhood professionals in evidence-based treatment and consultation models, and trauma-informed practice to address young children's mental health needs.

An educational card game called "Fun with Feelings" was also distributed to all 68,000 families enrolled in the City's 1,850 Pre-K for All programs. The game helps children learn about their feelings and support social-emotional skill building at home and at school. Additionally, ThriveNYC offered staff professional development training as part of the four key components of the Trauma Smart program.



First Lady Chirlane McCray joins a Pre-K class at P.S. 119 in the Bronx to play “Fun with Feelings,” a card game that teaches emotional intelligence, in May, 2017.

School Mental Health Consultant Program

Mental health challenges present a major barrier to educational success, and every single one of the City’s schools must prioritize mental and emotional well-being. That’s why the City has placed 100 School Mental Health Consultants to provide additional mental health supports to all schools without existing mental health services. The consultants assess the school community’s mental health needs, connect the school to community-based organizations, and offer resources and referrals to students and families.

Progress to Date: 904 schools are currently participating in the School Mental Health Consultant Program, and 102 consultants have been hired.

Mental Health in Community Schools

Community Schools are trusted places where students can access a wide variety of essential resources, including mental health services. Through school-based services, students can receive support on site and return to their classrooms ready to learn. The school community benefits from enhanced resources and prevention strategies.

Progress to Date: As part of ThriveNYC, 130 Community Schools received a mental health assessment and have on-site mental health services. Serving more than 57,000 students, these mental health services are offered across three tiers: universal, selective and targeted. 56 of these schools have on-site mental health clinics.

Newborn Home Visiting

As part of ThriveNYC, the Department of Homeless Services expanded the capacity of its Newborn Home Visiting program to serve the needs of 1,600 more families in shelters. Additional trained public health professionals have helped new parents learn to bond with their children, keep them safe and healthy, and promote social and emotional development. For years, the Newborn Home Visiting Program has supported new parents with educational and supportive home visits. The program also screens new mothers for maternal depression and helps connect families to additional community resources.

Progress to Date: Since November 2015, a total of 2,083 families have been visited.

Social Workers in Family Shelters

New Yorkers experiencing homelessness come from every community across New York City and from all walks of life. Homelessness is increasingly driven by economic factors, like rents outpacing wages, and by safety concerns that arise from the trauma of domestic violence. Many families are just one missed paycheck away from losing their homes. Today, families make up 70 percent of the population staying in New York City’s shelters. Nearly all of them include children. Of

those families with children, more than 34 percent cannot make ends meet despite working to earn steady income. Thirty percent of families who are experiencing homelessness in New York City have a history of domestic violence. Additionally, many of our neighbors experiencing homelessness suffer from longstanding mental health conditions, which are exacerbated by homelessness. As a part of ThriveNYC's mission to guide the City towards a more effective and holistic system that supports the mental well-being of New Yorkers, the City has placed licensed master's-level social workers (LMSWs) and licensed clinical social workers (LCSWs) in shelters for families with children. These social workers will support families as they navigate multiple systems, improve access to mental health services and cope with the stressors and anxiety associated with homelessness.

Progress to Date: There are 205 LMSWs and LCSWs, out of the 240 being hired for this initiative, already in place at family shelters throughout all five boroughs.

CLOSE TREATMENT GAPS

For New Yorkers who bravely overcome significant cultural barriers to seek help for mental illness or substance use disorders, figuring out where to turn is the first challenge. Treatment is not easily accessible for every New Yorker, including survivors of domestic violence, homeless and runaway youth, new and expecting mothers, veterans and seniors. ThriveNYC is working to make connecting to care easier by providing New Yorkers in every neighborhood with access to mental health treatment when and where they need it. Over the past year, we have created new entry points to care and strengthened existing mental health supports in the places where vulnerable New Yorkers already seek services.

Maternal Depression Screening

Depression in women during and immediately following pregnancy is common, with more than 10,000 cases reported in New York City each year. Most women – especially Black and Latina women – do not receive treatment. Forgoing services for maternal depression can have a lifelong negative impact on the health of a mother and her baby. The Greater New York Hospital Association and the New York City Department of Health are leading a collaborative of 30



First Lady Chirlane McCray announced that all NYC Health +Hospitals locations will offer free maternal depression screenings for pregnant women and mothers at the Woodhull Hospital in Brooklyn, NY in May, 2017.

hospitals to develop a system for screening pregnant women and new mothers for maternal depression, and connect them to essential services and treatments.

Progress to Date: The Learning Collaborative launched in February 2016. Between September 2016 and August 2017, a total of 24,436 women were screened. Between September 2016 and June 2017, 92 percent of women who screened positive for maternal depression during a prenatal visit were connected to care.

NYC Well

NYC Well is New York City's one-call, one-click connection to mental health and substance use care. By calling 1-888-NYC-WELL, texting "WELL" to 65173, or chatting online at nyc.gov/nycwell, New Yorkers can speak directly with a trained counselor to get immediate support or be connected to affordable, longer-term treatment options that best meet their needs. NYC Well is a completely free and confidential service available to anyone 24 hours a day, 365 days a year. The helpline offers six core services: confidential crisis counseling, referral to behavioral health resources, follow-up outreach, short-term counseling, peer support and connection to mobile crisis response teams. Counselors speak English, Spanish, Mandarin and Cantonese. Additionally, translation services are available in more than 200 languages. People can reach out to get help for themselves or for someone else. For anyone experiencing depression, anxiety, stress, addiction or other challenges, NYC Well is a doorway to all of the City's mental health services.

Progress to Date: Since its launch in October 2016, NYC Well has received nearly 250,000 calls, texts and chats, exceeding initial projections and expectations by almost 25 percent.



A member of the Thrive Outreach Team shares information about the benefits of NYC Well at a Back-to-School event in August, 2017



Peer Specialist Training

Peers are a critical component of any plan to address the mental health challenges facing New Yorkers. Drawing from both lived experience and specialized training, Peer Support Specialists have a unique ability to engage people whose needs might not be fully recognized and understood by the traditional health care workforce. Research has shown that peer support facilitates sustained recovery and can reduce overall treatment costs.

Progress to Date: Since trainings began in October 2016, more than 300 peers have graduated from programs that will help them obtain the New York State Peer Support Specialist Certification. The City also established a Peer Consortium to continue to look for ways peer support specialists can help strengthen and energize the mental health workforce.

VetsThriveNYC

New York City is home to approximately 500,000 veterans, military service members, and their families, whose leadership experience, service ethos and resilience in the face of adversity account for their myriad strengths as helpful neighbors, civic leaders, productive employees and innovative entrepreneurs. VetsThriveNYC aims to engage 2,000 veterans and their families each year, improving their lives by enhancing access to a comprehensive range of services specifically tailored to the needs and strengths of the veteran community.

The Department of Veterans' Services takes a four-pronged approach to supporting veterans through culture, connection, community holistic services, and clinical treatment.

- C1 – Culture: Education, Engagement & Arts: The Department of Veterans' Services (DVS) partners with communities to ensure that veterans and their families are connected to creative writing programs, community arts workshops, musical and theater groups, storytelling experiences and other arts-based and cultural events to help facilitate the healing process and launch each veteran's journey toward wholeness.

- C2 – Connection: Peer Social Support: Peer support aims to eliminate the obstacles and stigma that veterans face when seeking help for invisible wounds, by connecting veterans to those who best understand what they've been through. Through peer mentoring programs, DVS helps veterans and service members successfully transition from the military to the civilian sector in the areas of employment, housing, family/legal issues, social support and physical/mental health.
- C3 – Community Holistic Services: The Veteran Mental Health Holistic Treatment Fund is designed to raise money to enhance awareness, expand access, and improve veterans' ability to navigate available holistic resources.
- C4 – Clinical Treatment: DVS works with a comprehensive array of service providers to ensure that veterans are connected to appropriate customized mental health services.

Progress to Date: Close to 4,000 veterans and their families have participated in outreach activities through C1, C2, and C4 models. Further, DVS has made referrals to 22 holistic service treatment providers through NYServes, an online portal dedicated to offering veterans treatment options.

Mental Health Services for Runaway and Homeless Youth Shelters

Runaway and homeless youth often need support coping with trauma or other mental health challenges. The City has expanded mental health supports to partners, such as shelters and drop-in centers, who provide services to these vulnerable young people. With the City's support, the service providers can now hire on-site mental health professionals, implement mental health case management services and incorporate creative therapy into programs.

Progress to Date: Over 5,000 youth have been served since the launch of the program in 2015. More than 30 staff members serve these youth in 44 sites across all five boroughs.

Mental Health Services in Family Justice Centers

Each borough has a New York City Family Justice Center that provides comprehensive services in a safe and caring environment for survivors of domestic violence, elder abuse and sex trafficking. Key City agencies, community-based organizations, civil legal service providers and district attorney offices are co-located at the Family Justice



First Lady Chirlane McCray walks in a brides' march last month in memory of Gladys Ricart, who was killed by a former boyfriend on her wedding day in support of survivors and victims of domestic violence in September, 2017.

Centers to make it easier for survivors to access help. The City is strengthening the mental health supports available at these Centers to address survivors' mental health issues and trauma. Now, survivors in need of such support can receive high-quality, culturally sensitive and trauma-informed psychiatric and psychological services through individual and group therapies and psychopharmacologic treatment when appropriate. These on-site mental health services will help survivors heal, and achieve safety and emotional stability for themselves and their children.

Progress to Date: This program has served 190 clients. The goal at full scale is to serve 1,000 clients each year. There have been 10 clinical and 5 administrative staff hired by Health + Hospitals to support this work at the five Family Justice Centers. Each Family Justice Center partners with a supervising Health + Hospitals facility to ensure easy access to follow-up care for families.

Geriatric Mental Health in Senior Centers

Seniors often struggle with a range of mental health conditions, from anxiety, depression or substance misuse to dementia or serious mental illness. That's why the City is ramping up mental health services in 25 senior centers in all five boroughs. Mental health clinicians placed at these senior centers provide assessments, various clinical services and an array of outreach and engagement activities to destigmatize mental illness. In addition to serving residents of the selected senior centers, the clinicians work with smaller nearby centers to identify other seniors in need and provide support.

Progress to Date: More than 1,000 seniors participate in engagement activities monthly. Additionally, DFTA has met individually with 841 seniors for clinical assessments. Ongoing clinical care has been offered to 212 individuals.



PARTNER WITH COMMUNITIES

From the beginning, ThriveNYC has been informed by the wisdom and experience of local communities. We continue to strengthen mental health supports in trusted community spaces so that New Yorkers can access culturally competent mental health care where they live, learn, worship and work. Over the past year, we have expanded and deepened our partnerships with community leaders and local service organizations by developing informational resources, integrating mental health into primary care sites and training the staff of community-based social service organizations to recognize and address the signs of emotional distress.

Mental Health Service Corps

The Mental Health Service Corps (MHSC) is a one-of-a-kind initiative to close the gaps in behavioral health services and support more positive health outcomes. MHSC helps to integrate mental health care into primary care practices, linking the physical and the emotional in order to provide a more holistic approach to overall health. Placing Behavioral Health Clinicians in substance misuse programs, mental health clinics, and primary care practices reduces the stigma of mental illness and creates easier access to behavioral health services. MHSC members are trained and coached by experienced and licensed clinicians in a variety of evidence-based practices, and can work effectively in diverse cultural and linguistic environments. With these additional trained workers, New Yorkers can get needed mental health care at places they already receive treatment, and from people who understand their communities.

Progress to Date: Since its launch in July 2016, 196 Corps members have provided 60,000 clinical hours to more than 10,000 patients at 203 total sites citywide. Nearly half of all Corps members speak at least one language besides English. Active members speak 20 distinct languages.

Thrive Learning Center

When it comes to mental health, everyone can take an active role in supporting members of their community. But many people, including trusted community- and faith-based organizations, do not always have the necessary information or resources to properly address community members' mental health needs. The Learning Center is an online platform that teaches users how to reach out and support people who are struggling with mental health and substance use challenges.

Progress to Date: The City launched the Thrive Learning Center in April 2017. It is an easy-to-use public website featuring free interactive learning opportunities and resources including videos, infographics and modules on self-care and stress management to increase knowledge and awareness of various mental health concerns. Skill-building resource components for advanced learners, including faith- and immigrant-community leaders, are expected to launch in 2018.

Connections to Care (C2C)

Community-based organizations (CBOs) are especially important partners, as their staff interacts regularly with people who may be struggling with unmet mental health needs. Individual organizations that provide services to low-income families, expectant mothers, parents of young children, unemployed and out of school teenagers and young adults, and unemployed and underemployed New Yorkers often encounter significant behavioral health obstacles to good outcomes.

The City is committed to helping staff of community-based organizations become mental health champions through the Connections to Care program. The City selected 15 CBOs ranging from employment training programs to children's centers to neighborhood preservation groups, to partner with mental health providers. Those providers train CBO staff members in mental health interventions they can use in their daily work, including screenings, Mental Health First Aid training, motivational interviewing and psychoeducation. With training and continuing support from their local mental health provider, people can get mental health help in safety from people they already know in places they are comfortable in.

Progress to Date: Connections to Care CBOs and their partners have trained more than 1,000 staff members in at least one of the four core mental health interventions, and those staffers have served more than 9,000 individuals using the interventions or with referrals to partner mental health providers. Provider data show that 28 percent of all clients screened for a mental health condition screened positive. Additionally, 69 percent of clients referred to care kept their appointments. These early data demonstrate that with training and continuing support from their local mental health provider, CBOs are helping clients get the mental health services they need.

Weekend of Faith

Faith leaders are on the front lines of the mental health crisis. New Yorkers all over the city turn to their faith leaders for emotional support, both to weather crises and to get through stressful times. Faith leaders serve as counselors, listeners and shoulders to lean on. This makes them tremendously important allies in eliminating mental health stigma and promoting open and honest conversations about mental health challenges. For the past two years, the City has hosted a Weekend of Faith in the spring, when leaders from different faiths devote part of their weekend services to talking about mental health.

Progress to Date: The 2017 Weekend of Faith, which focused on addiction and recovery, included more than twice as many participants – more than 2,000 houses of worship – compared to the first Weekend of Faith in 2016. The City provided a toolkit to support faith leaders engaging in these transformative conversations, and offered mental health first aid trainings to participating clergy.



First Lady Chirlane McCray speaks about mental health awareness on Rikers Island as part of the Weekend of Faith for Mental Health in Ma, 2017.



USE DATA BETTER

ThriveNYC is rooted in an evidence-based approach, with all its programs backed by the best available data and analysis. Over the past year, we have worked toward expanding the evidence base for our initiatives by beginning to evaluate existing programs and assessing mental health needs across the five boroughs, including in New York City's schools and communities, and the mental health workforce. We will continue to use empirical information to drive improvements, to develop changes to programs and to uncover and address gaps in treatment.

Mental Health Innovation Lab

The Mental Health Innovation Lab drives the use of evidence-based practices throughout New York City, advances methods for collecting, synthesizing and disseminating data needed to close treatment gaps, improves mental health for NYC residents and promotes learning collaborative approaches to share best practices and quality improvement methods.

Progress to Date: The Lab, made up of more than 15 staff members representing a range of behavioral health research expertise, has established the Center for Innovation in Mental Health (CIMH) with the CUNY School of Public Health, launched the Thrive Learning Center, organized the 2017 Workforce Summit and is finalizing a web-based hub to foster a collaborative evaluation of ThriveNYC.

Work is underway on several collaborative projects including development of evaluation plans for the following ThriveNYC initiatives: NYC Well, Mental Health First Aid, Close Gaps on Maternal Depression, Mental Health Service Corps, Social-Emotional Learning and Early Years Collaborative. Additionally, the Lab is providing ongoing programming and technical assistance for the following ThriveNYC initiatives: Maternal Depression Collaborative, Early Years Collaborative, and Connections to Care. The Lab continues to build its capacity to collect evidence-based data, disseminate best practices, and become a central source of information for those who want to duplicate successful programs.



STRENGTHEN GOVERNMENT'S ABILITY TO LEAD

Mental health concerns all New Yorkers and is also at the root of some of the most pressing policy challenges facing New York City, including in education, housing and criminal justice. That's why ThriveNYC is committed to strengthening government leadership on mental health across the board. Over the past year, we have continued to improve interagency coordination and engage in partnerships to ensure the City's services are as comprehensive and effective as possible. We have also used our platform to encourage government leadership in cities across the country and at the federal level.

Mental Health Council

The Mental Health Council was established by Executive Order and is comprised of more than 20 City agencies from every sector of government. It is charged with ensuring the success of ThriveNYC by looking at policy and programming through a mental health lens.

Progress to Date: The Mental Health Council has identified and engaged in activities aligned with cross-agency objectives such as addressing substance misuse and community inclusion, and promoting sound workplace mental health practices. These activities include interagency efforts around Mental Health First Aid and disseminating mental health resources and information to City employees and their families.

Cities Thrive Conference

Since ThriveNYC launched two years ago, scores of municipal leaders have expressed interest in learning about the ThriveNYC model and also sharing their own innovative programs. To facilitate the sharing of best practices and support mayors and leaders looking to adapt the ThriveNYC model in their cities, the City of New York launched the Cities Thrive Coalition.



the second convening of Cities Thrive, an ever-growing network of nearly 200 cities made up of a bi-partisan group of mayors from all 50 states, Washington, D.C., and Puerto Rico – all committed to driving mental health reform on local and national levels at New York Law School in Manhattan in December, 2017.

Progress to Date: The Cities Thrive Coalition, spearheaded by the First Lady of New York City, brings together some of our nation’s best thinkers on mental health to develop innovative programs, discuss best practices, create an ongoing conversation and push our federal partners to join us in making mental health and substance misuse a top priority. In one year, the Coalition has recruited and mobilized nearly 200 cities, representing all 50 states, Washington, D.C. and Puerto Rico, to advocate for a stronger, better funded and more integrated behavioral health system. The Coalition hosts monthly calls, convenes National Days of Action, writes letters and makes visits to Congress and the Administration, and leads e-advocacy by engaging social media networks.



First Lady Chirlane McCray joins hundreds of people and lawmakers like Senator Chuck Schumer of New York and Bernie Sanders of Vermont to denounce the Republicans’ Obamacare repeal bill at a rally with hundreds of people outside the U.S. Capitol Building in Washington D.C. as the House of Representatives prepared to vote in May, 2017.

CONCLUSION

These highlights of Thrive NYC’s 54 initiatives detail much of the progress made during 2017. ThriveNYC is a comprehensive effort to improve New York City’s mental health system and promote the wellness of New Yorkers. With community partners and interagency collaboration, ThriveNYC continues to push the boundaries of what a principle-driven public health approach can achieve.

CHANGE THE CULTURE

Initiative Name	Lead Agency	Initiative Description	Launch Date	Progress Since Launch
Public Awareness Campaign	DOHMH	This campaign aims to publicly reshape the conversation around mental health by sharing positive messages about resiliency and recovery and the City's new resources to connect New Yorkers to services. The campaign includes paid media ads on television, in public city spaces and online. Additionally, ThriveNYC has hired an outreach team that engages the public by distributing print materials, participating in community events and sharing information about mental health opportunities and linkages. ThriveNYC has also worked closely with the faith-based community to expand mental health awareness throughout NYC.	1/01/2016	The "Today I Thrive" public awareness campaign launched and reached more than 4 million people. The "Connect, Heal, Thrive" campaign launched in October 2016 to spread awareness that a comprehensive connection to care is now available through call, text, and chat for all New Yorkers through NYC Well. This campaign reached an estimated 5.1 million people via subway ads, and delivered over 12 million impressions via ferry ads. Additionally, approximately 78% of adult New Yorkers saw TV ad spots at least once. Based on an independent follow-up survey of 1,000 New Yorkers after the campaign took place, more than half reported seeing/recalling a "Connect, Heal, Thrive" ad. In Feb-Mar 2017, the "Thrive Well" media campaign launched to further spread awareness of NYC Well; the results of a post-media survey are expected in summer 2017. In May-Jun 2017 the "NYC Well Helps Me" campaign launched and reached New Yorkers via TV ads, subway/bus/billboards and social media; this campaign successfully reached an estimated 8+ million people. FY18 campaigns are currently being planned.
NYC Well Search Tool	DOHMH	NYC Well's Search tool aims to offer an alternative channel for New York City providers & residents to better connect to a local behavioral health services and supports. NYC Well Search for example is an upgrade to the previous the Thrive website Program Finder.	3/31/2017	Updates to be shared in the spring of 2018.
Improve School Climate	DOE and MOCJ	School climate can have a notable impact on students' mental health, and on their ability to learn and socialize. In February 2015, the City announced a package of reforms overseen by the City's School Climate Leadership Team, which is composed of principals, parents, students and union representatives, as well as representatives from the Department of Education (DOE), the NYPD, the Mayor's Office, the Mayor's Office of Criminal Justice, the City Council and community groups. The reforms include a number of changes that will improve student mental health: decrease reliance on 911 calls to address DOE student behavioral issues, implement restorative approaches in schools, implement strategies to support court-involved students and expand training for school safety agents (SSAs) and police officers assigned to the School Safety Division.	2/01/2015	More than 2,000 staff members were trained in Therapeutic Crisis Intervention. More than 100 schools are supported through this initiative; 76% of these schools are seeing a decrease in suspensions. NYCDOE and NYPD collaborated to provide School Safety Agents and Level III trainings in restorative practices, Collaborative Problem Solving (CPS) and Conflict Resolution.
Crisis Intervention Training	MOCJ and NYPD	NYPD is training officers in Crisis Intervention training (CIT), a nationally recognized model that teaches officers how to better identify the signs of mental health conditions, how to deescalate encounters with people with behavioral health conditions and how to divert these individuals away from arrest when appropriate.	6/01/2015	As of September 2017, NYPD has trained a total of 6,674 officers in CIT, ahead of target goal to train 5,500 officers by 2018.
Diversion Centers	MOCJ and DOHMH	The City will open two new Public Health Drop-Off Centers, which will provide NYPD with a new treatment-based option for people who show signs of mental illness and/or substance misuse. The Centers will operate 24/7/365 with a no-refusal policy for persons brought in by the police.	12/31/2018	The first center is set to launch in 2018.

ACT EARLY

Initiative Name	Lead Agency	Initiative Description	Launch Date	Progress Since Launch
Mental Health Clinics in High Needs Schools	DOE	The High Needs School Program model of service delivery is uniquely positioned to support the City's mental health roadmap. School Mental Health Managers from the Office of School Health work with each High Needs School to implement a three-tiered mental health work plan in order to address the unique needs of the students and the school community. Specifically, School Mental Health Managers help schools assess mental health service needs and provide on-going assistance to schools. They provide universal trainings, and help schools sub-contract services with qualified Mental Health providers. When needed, Mental Health Managers also work with schools to obtain licensing and state approvals when creating school-based Mental Health Clinics.	11/01/2016	45 school mental health assessments have been completed. Schools are in the process of being matched with 16 approved mental health providers.
Mental Health Training for School Staffs	DOE	Kognito At-Risk: Evidenced-based training, modules for elementary/middle/high school to recognize early signs and symptoms of psychological distress.	5/01/2016	10,074 staff members have been trained in 604 schools.
		MEP: Youth suicide awareness needs/youth suicide prevention training for faculty and staff.	5/01/2016	The training has been offered in 228 out of 250 schools.
		Youth Mental Health First Aid: YMHFA training introduces school staff to common mental health challenges, typical vs atypical adolescent behavior.	5/01/2016	More than 1,173 DOE staff members have been trained in Youth Mental Health First Aid.
Talk to Your Baby	Children's Cabinet	The NYC Children's Cabinet and DOHMH partnered to launch the Talk to Your Baby campaign to promote talking, reading and singing to young children. The campaign aims to support early language development, support babies' brain development and encourage child-caregiver attachment.	5/01/2015	Since the initial launch, the Children's Cabinet distributed more than 200K board books and tip cards in the community and the campaign developed online resources with information and tips, subway advertisements and digital outreach. The book "Love Is" was translated and distributed in 10 languages. The Children's Cabinet hosted more than 16 community baby showers to provide information regarding city services to more than 5,000 families. In September 2017, the Cabinet launched a partnership with Robin Hood to improve the policy alignment and child-level outcomes of children 0-3 years old.
Attachment and Biobehavioral Catch-Up (ABC)	ACS	Attachment and Biobehavioral Catch-Up (ABC) is an evidence-based intervention that works with infants and toddlers, along with their primary caregivers, to support healthy brain development in young children who have experienced early adversity. ACS collects data and generates monthly reports on the number of foster children served, parents/caregivers served and other metrics.	11/01/2015	ABC has been provided to 296 foster children and their parents/caregivers across all five boroughs.
Trauma Services for Families With Young Children - Group Attachment-Based Intervention (GABI)	ACS	Created at the Center for Babies, Toddlers and Families at the Albert Einstein College of Medicine, Group Attachment-Based Intervention (GABI) is a trauma-informed, intensive, attachment-focused therapy for families with children ages 0-3 enrolled in ACS Prevention programs.	1/17/2017	GABI sites have been launched in Staten Island, Queens and Manhattan. The Division of Prevention Services, Community-Based Strategies at ACS is on target to reach all boroughs by 2018.
Relationship Counseling for Foster Care Teens	MOCDV and ACS	Workshops on healthy relationships help young people prevent, recognize and respond to dating violence. The CARE program provides interactive workshops on teen dating violence awareness and healthy relationship development to youth aged 11-21 in the NYC foster care system, as well as their parents/caregivers and ACS staff.	2/16/2017	219 workshops were offered to youth with 1,561 participants and 1,043 parents and staff attending across all five boroughs.
Training on Intimate Partner Violence and Teen Dating Violence for Community School Staff	MOCDV and DOE	The Healthy Relationship Academy Workshop program provides interactive workshops on teen dating violence awareness and healthy relationship development to students attending community schools. OCDV provided domestic violence training to Community Schools Directors on how to help students and families experiencing intimate partner violence or teen dating violence. Staff learned how to connect people to the NYC Family Justice Centers and NYC Healthy Relationship Training Academy.	1/16/2017	3,057 students have attended 152 workshops.

CLOSE TREATMENT GAPS

Initiative Name	Lead Agency	Initiative Description	Launch Date	Progress Since Launch
CUNY Mental Health Digital Platform	DOHMH	The CUNY Mental Health Digital Platform provides students with high-quality, low-cost mental health services and self-care resources in a familiar and comfortable way. Students can access information and resources online and from their phones or other mobile devices, and download vetted applications related to mental health, health insurance, food security and reproductive health. This approach aims to reduce the stigma of getting help for mental health problems and encourages students with mental health concerns to reach out to campus or community-based services. Student use and preference will be surveyed.	10/01/2016	In October 2016, the HealthyCUNY App launched at Borough of Manhattan Community College and John Jay. This app provides CUNY students with resources for maintaining positive mental and sexual health, food and fitness assistance, health insurance and benefits. To date, HealthyCUNY has had 10,763 page views. In October 2016, MyCUNY Canvas also launched at Kingsborough Community College, Brooklyn College, and Medgar Evars. This web- and mobile-based service provided an online interactive and anonymous peer support network, self-improvement tools, and emotional health resources. Between Oct 2016 and Mar 2017, MyCUNY Canvas had 321 unique visits and 106 unique users. The CUNY MH Ambassadors program expanded to include 12 new hires between 9/1 and 12/21/2016 at 3 Bronx campuses. Between January and March 2017, MH Ambassadors conducted or attended 37 outreach and promotion events, distributing 1,206 print materials for students on the two active campuses (Bronx Community College and Lehman College). In March 2017, the Big White Wall organization that had developed MyCUNY Canvas announced it would be ceasing operations in the United States and thus the MyCUNY Canvas service was collapsed. In response to Big White Wall (CUNY Canvas) ceasing US operations, Healthy CUNY was extended to all three involved Brooklyn campuses -- Brooklyn College, Medgar Evars, and Kingsborough Community College -- in March 2017. A comprehensive comparative evaluation report of all three pilot interventions is pending.
NYC Mental Health Workforce Summit	DOHMH	An expanded and culturally competent workforce is needed to reshape and expand NYC's mental health workforce through the implementation of collaborative care models, as well as the recruitment of a socio-economically and ethnically diverse workforce.	5/01/2016	In May 2016, DOHMH convened a full-day Workforce Summit to propose and develop shared solutions to challenges related to strengthening the city's mental health workforce. Action plans focused on addressing four areas for mental health workforce improvement: 1) diversify and expand the mental health workforce in NYC; 2) enhance existing mental health training programs; 3) create better pipelines and career ladders for peers and community health workers; and 4) develop metrics for improving the mental health workforce in NYC. DOHMH, in partnership with CUNY School of Public Health, held the Year 2 Workforce Summit event on June 22, 2017, with more than 130 representatives attending. The Summit built on the previous year's efforts by focusing on strengthening partnerships with payers and health systems. Payors, managed care plans, funders, Performing Provider Systems (PPSs), academic institutions, Community Based Organizations and City and State government were all represented.
Expand Access to Buprenorphine in Primary Care Settings	DOHMH	Buprenorphine is a medication that helps people recover from opioid addiction by preventing withdrawal symptoms and stopping cravings associated with addictions. We will train 1,000 new primary care providers over three years to prescribe this crucial medication.	1/01/2016	Since the launch in September 2016, 558 primary care prescribers have been successfully trained. The initiative is on track to meet the current biannual target and overall initiative target of 1,000 prescribers trained by 2019.
Expand Access to Naloxone	DOHMH	DOHMH has been distributing naloxone to New Yorkers since 2009. With new funding made available through Thrive's Expand Access to Naloxone initiative, new DOHMH was able to expand naloxone distribution to trained laypeople in neighborhoods with the highest opioid-involved overdose deaths. The program distributed enough naloxone to reach more than 7,000 New Yorkers.	7/01/2016	54,379 kits were distributed to Opioid Overdose Prevention Programs (OOPPs) between July 2016 and September 27, 2017. This distribution was made possible through combined funding from Thrive and other Mayoral funding. (Note: These numbers do not include distribution by NYPD.)
NYC Safe	DOHMH	NYC Safe is an evidence-driven program designed to support the small population of New Yorkers with more complicated mental illness who pose a concern for violent behavior. NYC Safe changes the way the City intervenes to stop and respond to violence that may be committed by those living with mental illness, by establishing a centralized oversight body that coordinates public safety and public health. The City is now better equipped to respond more rapidly and appropriately to prevent violence, and react more assertively when it happens. Qualified individuals are a small subset of people with both a diagnosed Severe Mental Illness or Substance Use Disorder AND who have committed an act of violence that caused a threat to the public in the last 6 months. NYC Safe includes a series of interventions that together create a continuum of services and new oversights to help keep people who need care, in care. These interventions include seven new mobile teams, increased resources for existing ACT teams, expansion of the City's ability to appropriately use AOT, and new joint NYPD-DOHMH response teams.	8/01/2015	"Since launching in August 2015, through NYC Safe, 40 new SUD specialists were added to ACT teams; the Assertive Community Treatment (ACT) evaluation was completed (note: this is its own ThriveNYC initiative known as "Evaluate Existing Assertive Community Treatment"); all 5 Assertive Community Treatment (ACT) teams were launched; AOT was enhanced; 3 new Intensive Mobile Treatment (IMT) teams launched in January 2016, another one added in August 2017 and we are on track to add 3 more by July 2018; the Single Point of Access (SPOA) was enhanced; and so was the oversight of people with NYC Safe designation. 405 individuals are currently engaged in the NYC Safe program. 94 percent of NYC Safe clients in the community have not been charged with a violent offense since being referred to the program.

Initiative Name	Lead Agency	Initiative Description	Launch Date	Progress Since Launch
Reduce Violence and Address Treatment in the City's Jails	MOCJ and DOC	DOC has implemented a number of strategies to increase safety for officers, staff, and people who are incarcerated on Rikers Island. These strategies include, but are not limited to, training corrections officers in CIT, training officers in mental health first aid, creating specialized mental health units for people with serious mental illnesses and reducing the officer-to-inmate ratio in adolescent units to 1:15.	1/15/2017	More than 4,000 officers have been trained in Mental Health First Aid. The program has been expanded to include training people who are incarcerated. 402 DOC personnel have been trained in CIT (out of a goal of 500) and more than 400 individuals have been served by PACE Units.
Cognitive Behavioral Therapy Plus (CBT+)	ACS	CBT+ is an evidence-based therapeutic treatment model for children who are experiencing anxiety, depression, behavioral issues and/or trauma. CBT+ is part of an evidence-informed framework that builds skills and relationships between foster care case planners and mental health clinicians to deliver effective behavioral health care to children and families.	8/01/2016	More than 200 children have been engaged in this program, and more than 5,000 were screened. Nearly 150 clinicians have received training in CBT+. The program is available in all five boroughs.
Mental Health and Substance Use Programming for All Youth at Rikers Island	Health + Hospitals/ Correctional Health Services	Youth who are involved with the criminal justice system are vulnerable to a range of negative outcomes, including substance misuse, mental illness, and victimization. Arts therapy programs in youth detention centers and jails have been shown to reduce recidivism, boost academic engagement, and improve self-esteem. At Rikers Island the City provides psychiatric assessments, afterschool therapeutic arts programming for all youth under 21 years of age, and substance use programming for 16-21-year-olds.	11/01/2016	Since November 2016, CHS has held 2,687 therapeutic arts programming sessions for 16-21-year-olds; completed 665 encounters for 16-21-year-olds in a therapeutic substance use treatment program: A Road Not Taken, launched the psychiatric assessment service for all 16-18-year-olds who come to jail (not just those referred to mental health - to be expanded to include 19-21-year-olds), and hired nearly all budgeted staff to complement these programs.
Substance use screening, brief intervention, and referral to treatment (SBIRT)	DOHMH	Substance use screening, brief intervention, and referral to treatment (SBIRT) is an effective harm reduction service that addresses both STD and risky alcohol use. With 5-year funding from SAMSHA, SBIRT (Screening, Brief Intervention and referral to treatment) services are designed to: (1) identify patients with substance use risk behaviors, (2) provide brief intervention services for those screened with risk behaviors, and (3) refer those screened with high risk behaviors or severe social and health consequences to extended brief intervention counseling sessions by the clinic's behavioral health counselors and outside substance use treatment. The City introduced substance use screening, brief intervention, and referral to treatment (SBIRT) services in all eight of the City's STD clinics.	1/01/2017	2,228 prescreens conducted. The City continues to provide SBIRT services in all DOHMH's STD clinics.
Expand and Enhance Discharge Planning Services	DOC and Health + Hospitals	For people being released from jail, community-based services are critical to their mental health and wellness. Such services include housing, jobs, and clinical treatment programs are crucial to reducing future justice involvement. Therefore, the city has increased access to discharge planning services for individuals incarcerated in our jail system.	1/01/2015	The City has committed to offering discharge planning services to everyone in DOC custody by the end of 2017. In addition, through the Jails to Jobs initiative set to launch by the end of this year, all individuals leaving jail following the completion of a city sentence will be offered paid transitional employment and assistance finding work.

PARTNER WITH COMMUNITIES

Initiative Name	Lead Agency	Initiative Description	Launch Date	Progress Since Launch
Friendly Visiting Program	DFTA	Many homebound older adults suffer from the ill effects of social isolation, which can include depression and anxiety. Friendly visiting offers seniors an opportunity to develop and nurture long-lasting friendships with trained volunteers who spend time with them in their homes and with whom they can share ideas, mutual interests, and experiences. Many of the volunteers are trained in Mental Health First Aid and can recognize when to refer seniors for professional assistance. The Friendly Visiting Program aims to serve up to 1,200 seniors each year.	7/01/2017	The program has thus far served 645 seniors with a total of 1,270 visits.
Early Years Collaborative	DOHMH	Early Years Collaborative (EYC) consists of community-based organizations (CBOs) in the South Bronx and Brownsville, Brooklyn focused on improving the health and well-being of young children in NYC using methods that put local groups at the center of the idea testing process. City agencies and CBOs promote three objectives that impact the lives of young community residents and their families: 1) healthy pregnancy; 2) school readiness; and 3) secure parent-child attachment, safety, and stability.	2/01/2016	EYC has brought together 30 CBOs that decided in the last year to narrow the focus and identify a more specific, measurable aim for all to work toward. The CBOs are working collectively to address parenting stress and its effects on school readiness, healthy pregnancies and secure attachment among families and children 0-3 years old in the South Bronx and Brownsville, Brooklyn. Participating organizations have learned and will apply quality improvement (QI) methods to test and identify strategies to tighten the safety net of services that support parents of young children, and ultimately improve child outcomes.
Employment Opportunities for Developmental Disabilities	DOHMH	To complement New York State's services that support employment goals for individuals with intellectual and developmental disabilities, this initiative aims to increase the number of individuals with intellectual and developmental disabilities in NYC who are competitively employed. These services target individuals who are not eligible for state-sponsored vocational services and provide opportunities for individuals to acquire employable skills, train for specific jobs, learn interpersonal skills for the workplace, and maintain employment and other community-involving opportunities.	10/16/2017	Since its launch, over 200 individuals with developmental disabilities have been enrolled in contracted vocational support programs.

USE DATA BETTER

Initiative Name	Lead Agency	Initiative Description	Launch Date	Progress Since Launch
Evaluate School-Based Mental Health Services	DOHMH	DOE and DOHMH conducted the first citywide assessment of schools' current resources and needs related to mental health and substance use. A contracted vendor developed and administered a survey to principals of approximately 1,500 schools to (1) examine current delivery, utilization and capacity of mental health services and approaches in schools K-12, (2) identify schools' need for mental health services, and (3) explore existing and potential financing strategies. (Note: the program strongly encourages the use of needs assessment rather than the term evaluation.)	10/01/2016	In spring of 2016, surveys were distributed to schools and data analysis was performed. DOHMH and DOE are developing a public-facing summary and action plan to advantage strategies to address key findings by the end of the year.
Evaluate Assertive Community Treatment (ACT) Teams	DOHMH	Assertive Community Treatment (ACT) teams provide the highest level of mental health care available to New Yorkers with serious mental illnesses who are stable enough to live in their communities. There are currently 44 ACT teams in NYC. To improve the effectiveness of all teams, the City is adding additional resources to these teams and is funding an evaluation to determine what interventions are successful. The purpose of this research is to describe current operations of the ACT program in NYC and offer recommendations for how ACT could effectively evolve in the future, particularly in the context of ongoing broad changes to the local healthcare delivery system and the specific addition of another substance use specialist on each team.	2/01/2016	Final evaluation report has now been completed and will inform future development of this important resource.
Ensure the City Uses Jail and Diversion Programming Effectively	DOC, Health + Hospitals and MOCJ	The City continues to expand options for safely diverting individuals with behavioral health challenges from the criminal justice system. This program identifies those individuals and flags them for possible diversion to community-based services rather than incarceration. This approach can improve stability and reduce justice involvement.	1/01/2015	Supervised release, one of the City's diversion strategies, provides community-based pre-trial supervision and voluntary social service referrals as an alternative to detention for people incarcerated pre-trial on misdemeanor or non-violent felony offenses. Since launching city-wide, over 5,500 supervised release slots have been filled and on average 92 percent of clients have made their court dates.
Child Health, Emotional Wellness and Developmental Survey (CHEWDS)	DOHMH	"The Child Health, Emotional Wellness and Development Survey (CHEWDS) is a cross-sectional survey of more than 3,000 families that was undertaken by DOHMH for the first time in 2015 to collect reliable, representative, citywide data on the health, emotional wellness, and development of children 12 years and younger living in NYC. It will provide DOHMH with an accurate picture of the connections among factors such as adverse events facing children and families, mental health threats to both children and their parents, and access to care. The survey was conducted from April to July 2015 using a fully overlapping dual frame sample that covered the population of children living in households within NYC. 3,031 interviews were conducted in English and Spanish.	4/01/2015	Data from this population-based survey are currently being used by DOHMH for planning and programming purposes in directing health initiatives, and to understand barriers to care. And data are currently being analyzed to provide information to the public, government and policy organizations, and to other public health and research professionals via publicly available reports, testimonies at public hearings, analyses in peer-reviewed journals, and internal and external data sets.

STRENGTHEN GOVERNMENT'S ABILITY TO LEAD

Initiative Name	Lead Agency	Initiative Description	Launch Date	Progress Since Launch
Community Services Board	DOHMH	The Community Services Board is a body mandated to advise the DOHMH in areas related to the City's community mental health, developmental disabilities, and alcoholism facilities, services, and programs. The Board has been redesigned to represent a broad spectrum of communities, organizations, and viewpoints to engage in a public health approach to mental health. Board members are a culturally diverse group from all five boroughs, with a broad range of expertise in specialty areas in mental health, developmental disabilities, and substance misuse.	12/01/2016	The new Community Services Board's 15 members were announced and the first meeting convened on December 1, 2016. Subcommittees, representing the three behavioral health specialty areas (i.e. Developmental Disabilities, Mental Health, and Substance Use) have been finalized. Associated committees, focusing on specific, vulnerable populations, such as LGBTQ individuals and those involved in the criminal justice system, have been established.
Managed Care Transition	DOHMH	DOHMH received legislative authority in 2011 for joint oversight of NYC's behavioral health Medicaid Managed Care transition and has been working with the State since 2013 to plan and implement the transition.	1/01/2013	In partnership with the State, developed, planned and implemented the adult transition and currently planning the children's transition. This includes the designation of adult HCBS providers; a \$10M IT project to offer Electronic Health Record and billing systems to providers; the NYC Regional Planning Consortium (RPC) to obtain input from adult and children stakeholders; developing and disseminating managed care educational materials; a Peer pilot with H+H to enroll eligible individuals in Health Homes; identifying bottlenecks in the HCBS process; exploring kids' readiness funding opportunities; and currently developing a strategy to assist BH providers transition to Value Based Payments (VBP). Also engaging MCO Senior Liaisons in data sharing and several additional topic areas as discussed at an MCO summit meeting convened by City Hall this year.
NYC 15/15 (Supportive Housing for Vulnerable New Yorkers)	HPD, HRA, DOHMH	The NYC Supportive Housing Initiative aims to fund and develop 15,000 new units of supportive housing in NYC over the next 15 years.	11/01/2015	Through HRA's NYC 15/15 RFP, 12 Scattered Site awards with 525 units were contracted and 6 congregate awards with 255 units were awarded social service contracts.

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