

WELCOME!

Connecticut's Statewide Kickoff for Mindmap

A communications campaign to shorten the
Duration of Untreated Psychosis

Presented by:



PRESENTER



Glen McDermott

Founder & CEO,
Red Rock Branding



PRESENTER



Vinod Srihari, MD

Founder & Director, STEP

Professor, Dept of Psychiatry,
Yale School of Medicine





Connecticut's statewide learning healthcare system (LHS) for treating individuals ages 16-35 experiencing recent-onset schizophrenia spectrum disorders (FEP).



The Specialized Treatment Early in Psychosis (STEP) Clinic @ CMHC provides treatment for individuals experiencing FEP within Greater New Haven.



Mindmap is an early detection campaign to improve pathways to care and reduce the duration of untreated psychosis (DUP).

FAMILY OF BRANDS



The program for Specialized Treatment Early in Psychosis (STEP) is a public-academic collaboration between Connecticut's Department of Mental Health & Addiction Services and Yale University's Department of Psychiatry.

Supported by:



Yale SCHOOL OF MEDICINE

KEY PLAYERS IN THE MINDMAP CAMPAIGN



Laura Yoviene Sykes, PhD
Director, STEP Learning
Collaborative
Assistant Professor of
Clinical Psychiatry,
Yale School of Medicine



Vinod Srihari, MD
Founder & Director, STEP
Professor, Dept of
Psychiatry,
Yale School of Medicine



Nina Levine, LMSV, MPH
Program Coordinator, STEP
Program, Yale School of
Medicine

KEY PLAYERS IN THE MINDMAP CAMPAIGN

FEP Planning Committee

DMHAS

Julienne Giard - Community Services OOC

Amy Marracino - YAS OOC

Kyle Barrette- State Block Grant Planner

Dana Begin - EBP & Grants OOC

Liz Feder - EQMI

DCF

Stephanie Bozak

Yvette Cortez

Frank Gregory

STEP

Nina Levine

Vinod Srihari

Laura Yoviene Sykes



AGENDA



Overview of MindMap

Why it matters,
why CT, goals, what
we are doing, meet
the team



Campaign Rollout

How the campaign
will expand
statewide to the 5
regions of CT



How You Can Help

Your role in early
psychosis detection
and treatment,
trainings available

PURPOSE OF TODAY

We're here to build community!

Purpose: coming together for the 1st time. Who is in the room, how participants can interact, what the learning objectives are and when we aim to finish up.



TESTIMONY



Commissioner Nancy Navarretta

Commissioner Connecticut Department of
Mental Health and Addiction Services (DMHAS)



TESTIMONY



Commissioner Jody Hill-Lilly

Commissioner Connecticut Department
of Children and Families (DCF)



TESTIMONY

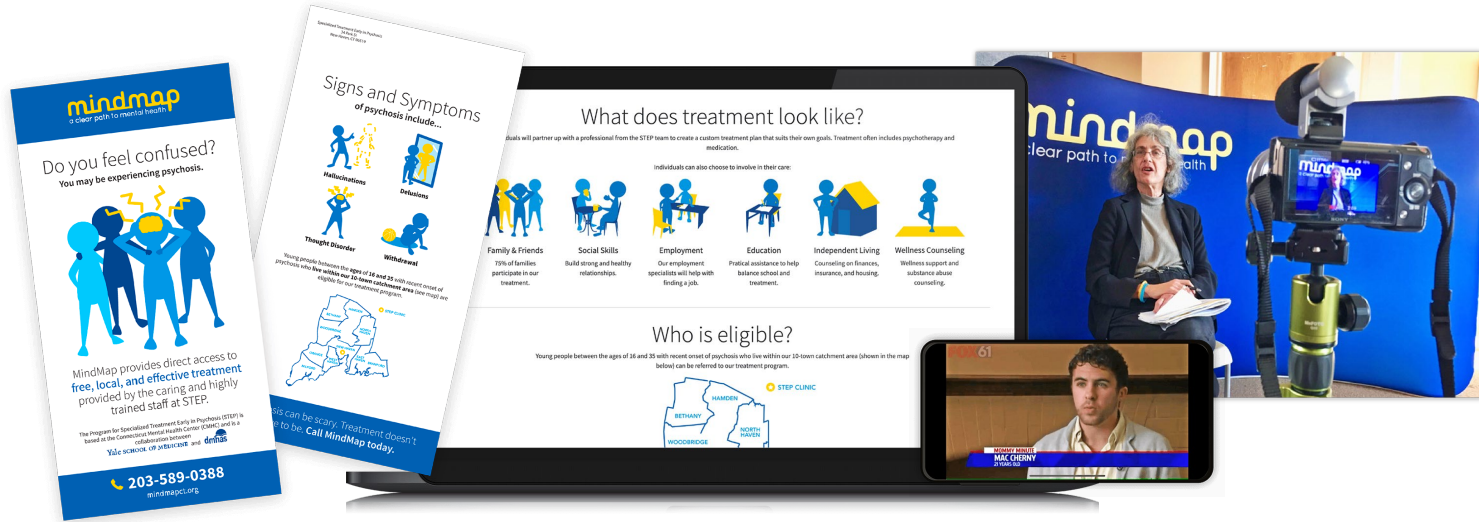


Patricia Dillon

Deputy Majority Leader of the
Connecticut House of Representatives

MINDMAP 1.0

Mindmap 1.0 focused on early detection within Greater New Haven and referred patients to the Specialized Treatment for Early Psychosis (STEP) Clinic.



Phone inquiries per year **increased by 777%**

Number of patients declining treatment **decreased by 52%**

70,000+ website visitors

502,936 video views

18,000+ Social Engagements



Duration of Untreated Psychosis (DUP) reduced by >50%

311 days → **149 days**
2015 2019

MINDMAP'S INFLUENCE

The CALM Campaign

Clear Answers to Louisiana's Mental Health (CALM) is the psychosis awareness campaign for the Early Psychosis Intervention Clinic New Orleans (EPIC-NOLA). Both are affiliated with Tulane University School of Medicine and are supported in part by the Louisiana Department of Health, Office of Behavioral Health. Marketing for the campaign provided by Red Rock Branding.



Duration of Untreated Psychosis (DUP) decreased by 59%

Engagements on social increased by 4000%

Over 30k website views in 2023

As EPIC expands its reach across the state with new clinic locations, the campaign will expand statewide as well.

RED ROCK MARKETING TEAM



Glen McDermott
CEO & Founder



Elinor Slomba
Director of Community
Engagement & Copywriter



Randi McCray
Community Strategist



Alley Sordi
Creative Director



Parker Hughes
Social Media Manager



Claire Edwards
Podcast & SEO Specialist



Monika Thakur
Web Developer



Matt Decola
Photo & Video



Jennifer Carmichael
PR Manager

PRESENTER



Laura Yoviene Sykes, PhD

Director, STEP Learning Collaborative

Psychologist, STEP Program

Assistant Professor of Clinical Psychiatry,
Yale School of Medicine



KEY PLAYERS IN THE MINDMAP CAMPAIGN



EDAC

Early Detection Assessment Coordinator

EDACs are the STEP team members who will be working the referral line, screening for psychosis, and connecting individuals to treatment.



LMHA

Local Mental Health Authority

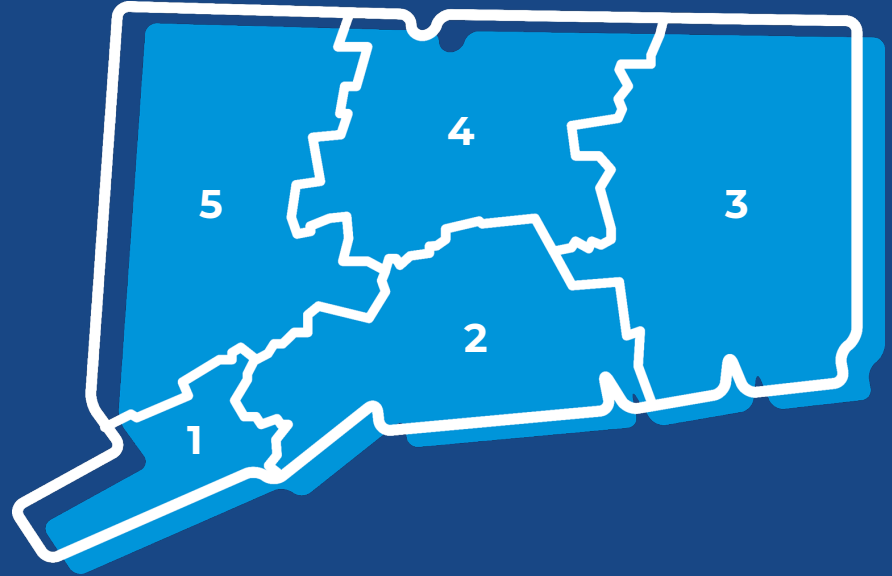
LMHAs are DMHAS operated or DMHAS funded providers that offer a wide range of mental health programs and services. In support of our mission, they have agreed to be our referral network for the Mindmap campaign.

EDACs

The EDACs are each assigned to a region of CT where they will be a point of contact for the LMHAs and individuals and families experiencing FEP in that area.

Oversee and participate in:

- Screening
- Diagnostic evaluation & structured assessment of early psychosis patients



Meet the EDACs



Deepa Purushothaman, MD
Region 5



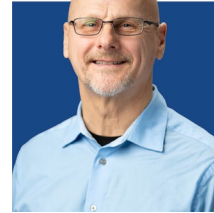
Sneha Karmani, MD
Region 4



**Toni Gibbs-Dean,
PhD**
Region 3

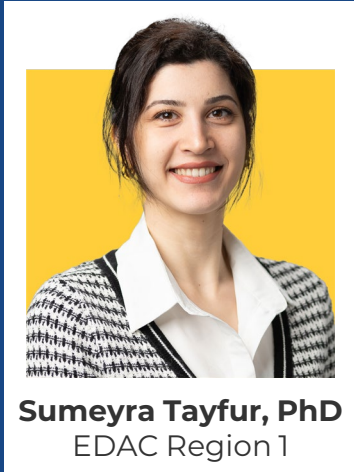


Sumeyra Tayfur, PhD
Region 1



Philip Markovich, BA
Region 2

Region 1 Network



LMHAs

**Southwest CT
Mental Health
System (SWCMHS)**
Bridgeport

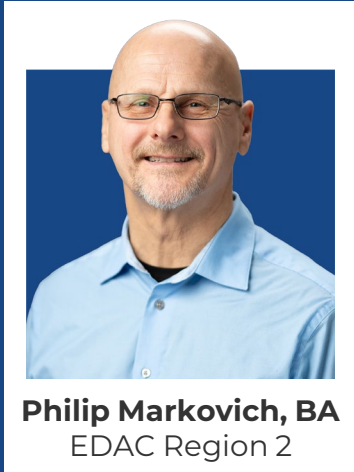
F.S. DuBois Center
Stamford

**Greater Bridgeport
Community Mental
Health Center**
Bridgeport



- Bridgeport
- Byram
- Cos Cob
- Darien
- East Norwalk
- East Portchester
- Easton
- Fairfield
- Georgetown
- Glenbrook
- Glenville
- Green Farms
- Greenwich
- New Canaan
- Nichols
- Noroton
- Noroton Heights
- Norwalk
- Monroe
- Old Greenwich
- Riverside
- Rowayton
- Saugatuck
- South Norwalk
- Southport
- Springdale
- Stamford
- Stepney
- Stevenson
- Stratford
- Trumbull
- Weston
- Westport
- Wilton

Region 2 Network



LMHAs

BHcare
Ansonia & Branford

Bridges, Inc.
Milford

**Connecticut Mental
Health Center**
New Haven

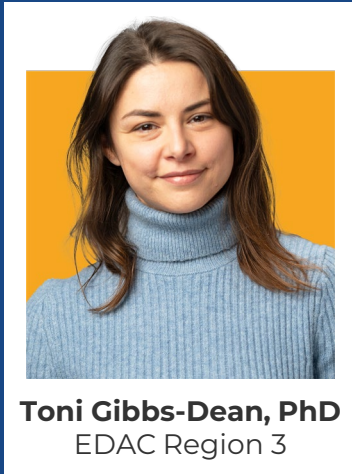
Rushford Center
Meriden

**River Valley
Services**
Middletown & Old
Saybrook



- Ansonia
- Bethany
- Branford
- Chester
- Clinton
- Cromwell
- Deep River
- Derby
- Durham
- East Haddam
- East Hampton
- Essex
- Guilford
- Haddam
- Hamden
- Killingworth
- Lyme
- Madison
- Middlefield
- Middletown
- Meriden
- Milford
- Old Lyme
- Old Saybrook
- Portland
- New Haven
- North Branford
- North Haven
- Orange
- Seymour
- Shelton
- Wallingford
- Westbrook
- West Haven
- Woodbridge

Region 3 Network



LMHAs

**Southeastern
Mental Health
Authority (SMHA)**
Norwich

United Services
Dayville



- Ashford
- Bozrah
- Brooklyn
- Canterbury
- Chaplin
- Colchester
- Columbia
- Coventry
- Eastford
- East Lyme
- Franklin
- Griswold
- Groton
- Hampton
- Killingly

- Lebanon
- Ledyard
- Lisbon
- Mansfield
- Montville
- New London
- North Stonington
- Norwich
- Plainfield
- Pomfret
- Preston
- Putnam
- Salem
- Scotland
- Sprague
- Sterling
- Stonington
- Thompson
- Union
- Voluntown
- Waterford
- Willington
- Windham
- Woodstock

Region 4 Network



Sneha Karmani, MD
EDAC Region 4

LMHAs

Community Health Resources (CHR)
Windsor

InterCommunity
East Hartford

Capitol Region Mental Health Center
Hartford

Community Mental Health Affiliates, Inc.
New Britain



- Amston
- Andover
- Avon
- Berlin
- Bloomfield
- Bolton
- Bristol
- Broad Brook
- Buckland
- Burlington
- Canton
- Canton Center
- Collinsville
- East Berlin
- East Glastonbury
- East Granby
- East Hartford
- East Hartland
- East Windsor
- Ellington
- Elmwood
- Enfield
- Farmington
- Glastonbury
- Granby
- Hartford
- Hazardville
- Hebron
- Kensington
- Maple Hill
- Manchester
- Marion
- Marlborough
- Milldale
- Melrose
- New Britain
- Newington
- North Granby
- Pequabuck
- Plainville
- Plantsville
- Plymouth
- Pogoqunock
- Rockville
- Rocky Hill
- Scitico
- Simsbury
- Somers
- Somersville
- South Glastonbury
- Southington
- South Windsor
- Stafford
- Stafford Springs
- Staffordville
- Suffield
- Talcottville
- Tariffville
- Terryville
- Thompsonville
- Tolland
- Unionville
- Wapping
- Warehouse Point
- Weatogue
- West Granby
- West Hartford
- West Simsbury
- West Suffield
- Wethersfield
- Wilson
- Windsor
- Windsor Locks
- Windsorville
- Vernon

Region 5 Network

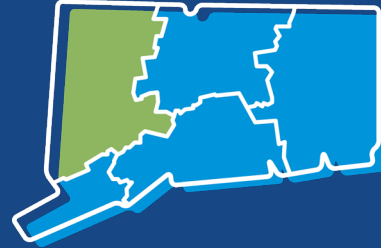


**Deepa Purushothaman,
MD**
EDAC Region 5

LMHAs

**Administrative
Office/Western CT
Mental Health
Network**
Waterbury

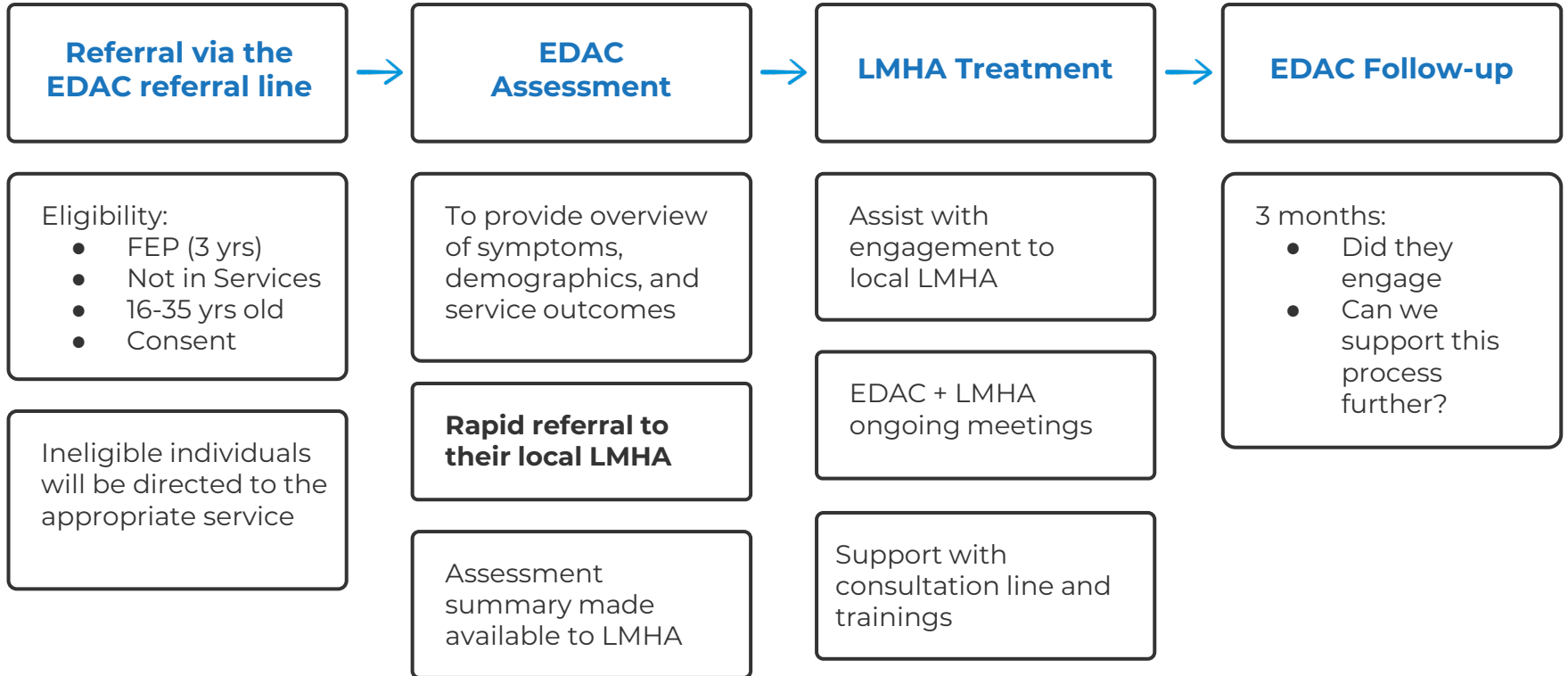
**Western CT Mental
Health Network**
Waterbury, Danbury,
& Torrington



- Bantam
- Barkhamsted
- Beacon Falls
- Bethel
- Bethlehem
- Botsford
- Bridgewater
- Brookfield
- Brookfield Center
- Canaan
- Cheshire
- Colebrook
- Cornwall
- Cornwall Bridge
- Danbury
- Falls Village
- Gaylordsville
- Goshen
- Hawleyville
- Kent
- Lakeside
- Lakeville
- Limerock
- Litchfield
- Marble Dale
- Middlebury
- Morris
- Naugatuck
- New Fairfield
- New Hartford
- New Milford
- New Preston
- Newtown
- Norfolk
- North Canaan
- North Kent
- Northfield
- Oakville
- Oxford
- Pine Meadow
- Pleasant Valley
- Prospect
- Redding
- Redding Center
- Redding Ridge
- Ridgefield
- Riverton
- Roxbury
- Salisbury
- Sandy Hook
- Sharon
- Sherman
- South Britain
- Southbury
- South Kent
- Taconic
- Thomasto
- Torrington
- Union City
- Warren
- Washington
- Washington Depot
- Waterbury
- Watertown
- Waterville
- West Cornwall
- West Goshen
- West Hartland
- West Redding
- Winchester
- Winchester Center
- Winsted
- Wolcott
- Woodbury

PATH TO TREATMENT

 **203-200-0140**



WHAT MINDMAP IS OFFERING TO LMHAS



Nope!

- Clinical intervention (although we can support via STEP-Consult Service)
- A new service (like STEP)
- Any sort of interference with established referral and treatment pathways



Yes

- **Improving ACCESS and shortening delays to care**
- Supporting engagement into care
- A way to begin to better understand help-seeking across the state
- High-quality data about referred individuals with FEP, pathways to care, and service engagement
- Centralized referral line for early psychosis
- Training & Consultation



Not Yet

- Change in care delivery structures or processes
- Outcome measurement of individuals treated in your clinics

Developing a Network of Care for CT



HOW YOU CAN HELP

Join our Training Sessions

- The STEP Learning Collaborative is offering both **provider-focused training** sessions on early psychosis, as well as **community and family workshops**
- Opportunity to earn Free CME/Equivalent Credits
- **STEP Consultation Service** for providers

ctearlypsychosisnetwork.org/trainings



HOW YOU CAN HELP

Save, Use & Share our Referral Number

 **203-200-0140**

- Save this phone number so you can have it on-hand to use and share
- Share with anyone who interacts with young people regularly (parents, caregivers, teachers, coaches, etc.)



HOW YOU CAN HELP

Change the Stigma Surrounding Psychosis

- Sign up for our email list and follow us on social to receive information, resources, news, campaign updates, and more. Share with your network to spread awareness.
- Start the conversation on Psychosis



Sign up at mindmapct.org



Search MindMap CT

mindmapct.org



Shareable Resources



Flyer Set



Referral Cards



Double-sided Postcards

Social Media



Search MindMap CT



Press/Media

Jennifer Carmichael

(860) 388-7652

jcarmllc@gmail.com



Press Contact:
Jennifer Carmichael
(860) 388-7652

FOR IMMEDIATE RELEASE

Mindmap 2.0 Expands Across Connecticut
Public Awareness Campaign Promotes Early Treatment of Psychosis in Teens/Young Adults; Confidential Referral Phone Number Available 24/7

[January 20, 2024, New Haven, CT] – Building on the monumental success of [Mindmap](#), a highly visible public awareness campaign running from 2015-2019 that [decreased the Duration of Untreated Psychosis \(DUP\) by half](#) in young people in Greater New Haven, Mindmap 2.0 will reach beyond its predecessor's 10-town radius and expand statewide on February 1, 2024.

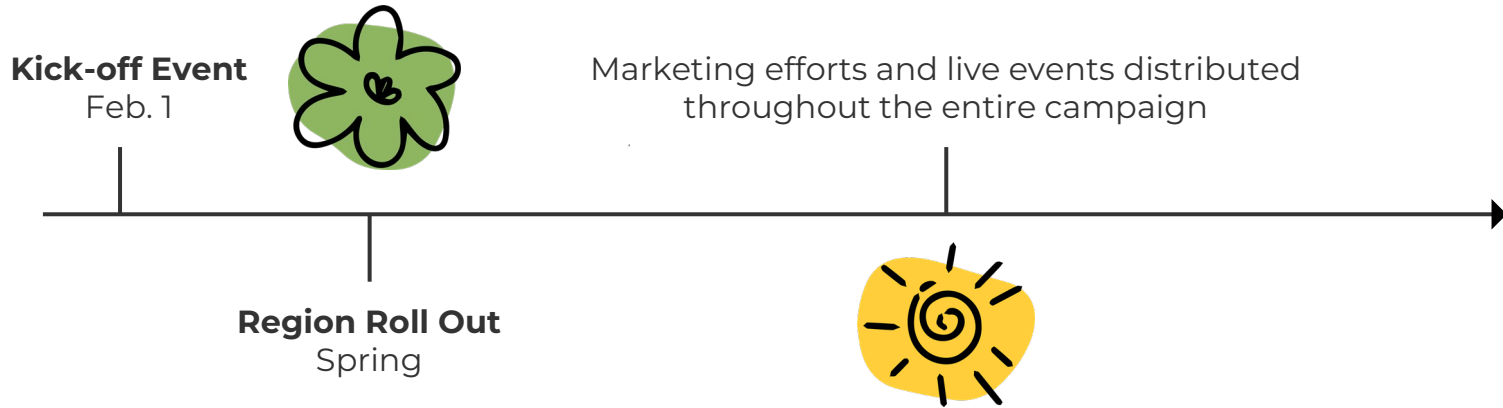
A STEP Learning Collaborative initiative hosted by the Specialized Treatment Early in Psychosis (STEP) clinic at Yale University School of Medicine and supported by the Connecticut State Department of Mental Health and Addiction Services (DMHAS), Mindmap 2.0 aims to help more teens and young adults (ages 16-35) receive early detection and treatment of psychosis by calling STEP's confidential, 24/7 referral phone number – 203-200-0140.

Callers will be asked for basic information and receive a call back from one of STEP's Early Detection Assessment Coordinators (EDACs) to screen for symptoms of psychosis and connect to one of several statewide [Local Mental Health Authorities \(LEHAs\)](#), which are operated and/or funded by DMHAS and accept and provide mental health services to every individual who qualifies.

"The goal is to get more people experiencing psychosis for the first time into treatment faster," said Vinod Srihari, MD, professor of psychiatry at Yale School of Medicine and director of STEP and Mindmap. "I encourage the community to actively assist us in swiftly guiding individuals and families toward receiving care at STEP. The earlier someone with psychosis gets help, the better chance of recovery and living a fulfilling life."

Timeline

Phone calls and marketing are happening statewide starting today. We will be hosting live events for each of the regions throughout the lifetime of the campaign.



Thank you

 203-200-0140

mindmapct.org



Search MindMap CT