

# Behavioral Health Virtual Services Platform Launch



## Promotional Toolkit

### Purpose

On January 16, 2024, the California Department of Health Care Services (DHCS) launched two free online behavioral health services platforms that are available to all California families with children, youth, and young adults, and their caregivers, regardless of insurance coverage or immigration status. These web- and app-based platforms offer free one-on-one support with live coaches, a library of multimedia resources, wellness exercises, and peer communities moderated by trained behavioral health professionals. As part of this incredible milestone, this digital toolkit was created to help spread the word about these valuable behavioral health resources.

**Link to platforms:** [www.CalHOPE.org](http://www.CalHOPE.org)

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### Additional Resources and Videos

- [Behavioral Health Platform Introduction \(YouTube\)](#): 5-minute explainer video.
- BrightLife Kids (Ages 0-12 app, and also for parents/caregivers):
  - [Promotional Toolkit](#)
  - [Demo Video](#)
- Soluna (Ages 13-25 app):
  - [Promotional Toolkit](#)
  - [Demo Video](#)

# Behavioral Health Virtual Services Platform Launch Promotional Toolkit

## Email Blurbs

### Newsletter Blurb

On January 16, 2024, the Department of Health Care Services (DHCS) launched the [Behavioral Health Virtual Services Platform](#) – two free behavioral health services applications for all families with children, teens, and young adults. The platform is a cornerstone of Governor Gavin Newsom's [Master Plan for Kids' Mental Health](#) and the [Children and Youth Behavioral Health Initiative \(CYBHI\)](#).

[BrightLife Kids](#) is designed for parents or caregivers and kids 0-12 years old, and [Soluna](#) is for teens and young adults ages 13-25. Available regardless of insurance coverage or immigration status, the two web- and app-based platforms offer free one-on-one support with live coaches, a library of multimedia resources, wellness exercises, and peer communities moderated by trained behavioral health professionals.

Designed with input from more than 1,000 young people, caregivers, and professionals in the field, these platforms will complement existing services offered by health plans, counties, and schools by providing additional care options and resources for parents and caregivers, children, youth, and young adults in California. Both apps have strict privacy and confidentiality requirements and take robust steps to ensure user safety. Trained professionals monitor app usage to identify potential risks, licensed behavioral health professionals are on standby to intervene if clinically appropriate, and the apps can connect users to crisis or emergency services when needed.

Learn more about BrightLife Kids and Soluna at [CalHOPE.org](https://CalHOPE.org).

To help us spread the word about these valuable resources, we've prepared a digital toolkit with social media posts and graphics, sample slides, videos, and talking points. [Download the toolkit](#) today!

### Toolkit Promotion for Partners Email Blurb

Dear Colleagues,

The California Department of Health Care Services (DHCS) recently launched two free online behavioral health services platforms that are available for all California children, youth, and young adults, regardless of insurance coverage or immigration status. The platforms, part of the [CalHOPE](#) program, offer free one-on-one support with live coaches, a library of multimedia resources, wellness exercises, and peer communities moderated by trained behavioral health professionals.

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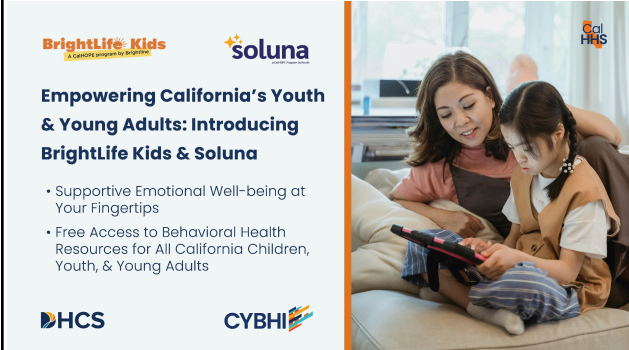
DHCS' Behavioral Health Virtual Services Platform meets the distinct needs of kids and young adults by age group using two different web- and app-based platforms: [BrightLife Kids](#), developed by Brightline, is for parents or caregivers and kids 0-12 years old. [Soluna](#), developed by Kooth, is for teens and young adults ages 13-25. Families with multiple children whose ages span 0-25 can use both platforms to meet their unique needs.

This is an incredible milestone, and we encourage you to help us spread the word so children, youth, and young adults across the state can access vital behavioral health care through these valuable resources. Attached and [linked below](#), you'll find a digital toolkit with social media posts, graphics, videos, talking points, and slides you can share with your networks.

Thank you for your support and partnership in sharing this information.



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## Social Media Copy and Graphics

Post Topic	Short-Form	Long-Form	Graphic
Highlighting the announcement of the platforms.	<p><b><u>Tweet 1 of 2</u></b></p> <p>☀️ Exciting News! @DHCS_CA launched the Behavioral Health Virtual Services Platform featuring two free apps: BrightLife Kids &amp; Soluna.</p> <p>Designed for California's children, youth &amp; young adults, the apps provide equitable, appropriate &amp; timely services.</p> <p>Learn more! ↓</p> <p><b><u>Tweet 2 of 2</u></b></p> <p>Explore these free digital tools &amp; resources to support your family's well-being. Download today on iOS and Android (Android coming mid-2024 for BrightLife Kids), or visit CalHOPE.org.</p> <p>Learn more:  <a href="https://www.youtube.com/watch?v=rqbY1iXvYDs">https://www.youtube.com/watch?v=rqbY1iXvYDs</a></p>	<p>🚀 Launch Announcement: We're pleased to share that the California Department of Health Care Services recently launched the Behavioral Health Virtual Services Platform. The platform is a cornerstone of Governor Newsom's Master Plan for Kids' Mental Health and the Children and Youth Behavioral Health Initiative.</p> <p>The platform includes two new apps - BrightLife Kids for children ages 0-12, and Soluna for youth and young adults ages 13-25, offering a range of digital tools, resources, and virtual services.</p> <p>These apps provide equitable and timely behavioral health support to all families in California, free of charge.</p> <p>Learn more about how these apps can support the emotional health and well-being of your family at <a href="http://www.calhope.org">www.calhope.org</a>.</p>	 <p><a href="#">You can view and download the graphic here.</a></p>




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<p><b>Encouraging organizations to drive youth and families to the apps.</b></p>	<p><b><u>Tweet 1 of 1</u></b></p> <p>📢 Join us in sharing the new BrightLife Kids &amp; Soluna apps to support the mental health of California's youth and young adults.</p> <p>Designed for children, youth &amp; young adults, the apps provide free, safe, &amp; confidential mental health support.</p> <p>Here's how you can help 📌</p> <p><a href="https://cybhi.chhs.ca.gov/resource/bhpromokit/">https://cybhi.chhs.ca.gov/resource/bhpromokit/</a></p>	<p>Help us spread the word. 📢</p> <p>Join us in sharing the new BrightLife Kids &amp; Soluna apps to support the mental health of California's youth and young adults.</p> <p>Designed for children, youth &amp; young adults, the apps provide free, safe, &amp; confidential mental health support.</p> <p>By sharing these free resources, you can play a crucial role in helping families access the care they need.</p> <p>Join us in making a positive impact on our communities.</p> <p><a href="https://cybhi.chhs.ca.gov/resource/bhpromokit/">https://cybhi.chhs.ca.gov/resource/bhpromokit/</a></p>	<div data-bbox="1381 185 1673 511"> <p>Help spread the word:</p> <p><b>New apps available for youth and young adult mental health</b></p> <ul style="list-style-type: none"> <li>• Encourage friends and family to check out the apps</li> <li>• If you work with youth or young adults, offer these apps as resources</li> <li>• Share them on your social media channels</li> </ul> <p>Learn more: <a href="https://CalHOPE.org">CalHOPE.org</a></p> <p><b>HCS</b> <b>CYBHI</b></p> </div> <div data-bbox="1703 167 1984 521">  </div> <div data-bbox="1444 532 1934 1019">  </div> <p><a href="#">You can view and download the graphics here.</a></p>
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## Behavioral Health Virtual Services Platform Launch Promotional Toolkit

<p><b>Driving teens and young adults to the Soluna app (ages 13-25.)</b></p>	<p><b><u>Tweet 1 of 1</u></b></p> <p>Attention California Teens &amp; Young Adults: 🌟 Check out Soluna, your new go-to app for mental health support and well-being.</p> <p>Free, easy to use, confidential, and made just for you.</p> <p>Learn more: <a href="http://www.calhope.org">www.calhope.org</a></p>	<p>Attention California Teens and Young Adults: 🌟 We're pleased to introduce Soluna – an app designed specifically for your mental health and well-being needs.</p> <p>Soluna offers a safe space for you to explore and manage your well-being through resources, forums, and more. It's free, easy to use, and confidential.</p> <p>Start your mental health journey today.</p> <p>Download Soluna on iOS or Android and discover a world of support.</p> <p>Learn more: <a href="http://www.calhope.org">www.calhope.org</a></p>	<div data-bbox="1367 172 2007 1019"> <p><b>soluna</b> a CalHHS Program by CYBHI</p> <p><b>Your Safe Space for Emotional Well-being</b></p> <p>The free Soluna app:</p> <ul style="list-style-type: none"> <li>• Is easy to use</li> <li>• Has resources of all types</li> <li>• Respects your privacy</li> <li>• Connects you to others facing similar challenges</li> </ul> <p>HCS CYBHI</p> <p><b>soluna</b> a CalHHS Program by CYBHI</p> <p><b>Your Safe Space for Emotional Well-being</b></p> <p>HCS CYBHI</p> </div> <p><a href="#">You can view and download the graphics here.</a></p>
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## Behavioral Health Virtual Services Platform Launch Promotional Toolkit

<p><b>Driving parents or caregivers and kids to the BrightLife Kids app (ages 0-12).</b></p>	<p><b><u>Tweet 1 of 1</u></b></p> <p>Attention Parents &amp; Caregivers: BrightLife Kids is here to support your child's emotional growth.</p> <p>❤️ BrightLife Kids is an engaging app meant for kids ages 0-12, offering free mental health tools &amp; resources.</p> <p>Learn more at <a href="http://www.calhope.org">www.calhope.org</a>.</p>	<p>❤️ Introducing BrightLife Kids, a new way for parents and caregivers to support the mental health and emotional development of their children.</p> <p>Designed for kids ages 0-12, this free app offers a range of engaging tools and resources to support your family's mental health journey.</p> <p>Whether it's through interactive exercises or educational content, BrightLife Kids can help you every step of the way.</p> <p>Download it today on iOS (Android coming mid-2024), and start exploring the possibilities.</p> <p>Learn more at <a href="http://www.calhope.org">www.calhope.org</a>.</p>	<div><p><b>BrightLife Kids</b> A CalHOPE program by Brightline</p><p><b>New app for parents and kids' mental health</b></p><p>The free BrightLife Kids app:</p><ul style="list-style-type: none"><li>• Offers resources for parents and kids alike</li><li>• Includes coaching sessions</li><li>• Provides peer communities</li></ul><p>HCS CYBHI</p></div> <p><a href="#">You can view and download the graphics here.</a></p>
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# Behavioral Health Virtual Services Platform Launch Promotional Toolkit

## Messaging Materials

### Core Messaging Slides

You can use these sample slides for presentations.

- Follow [this link](#) to access the slides.

### Basic Talking Points

- On January 16, 2024, the California Department of Health Care Services (DHCS) launched two free online [behavioral health services platforms](#) that are available to all California children, youth, and young adults, regardless of insurance coverage or immigration status.
- These web- and app-based platforms offer free one-on-one support with live coaches, a library of multimedia resources, wellness exercises, and peer communities moderated by trained behavioral health professionals.
- These platforms are a cornerstone of Governor Gavin Newsom's [Master Plan for Kids' Mental Health](#) and the [Children and Youth Behavioral Health Initiative \(CYBHI\)](#).
- Launched as part of the state's [CalHOPE program](#), the platforms were designed with extensive input from more than 1,000 children, youth, families/caregivers, behavioral health professionals, and subject-matter experts.
- The two platforms are:
  - [BrightLife Kids](#) is designed for parents or caregivers and kids ages 0-12.
  - [Soluna](#) for teens and young adults ages 13-25.
- Both platforms offer:
  - Live one-on-one sessions with qualified behavioral health coaches in English and Spanish.
  - Telephone coaching in all 19 [Medi-Cal threshold languages](#).
  - Age-tailored educational resources like articles, videos, podcasts, and stories.
  - Stress-management tools and clinically validated assessments to understand and monitor behavioral health over time.

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- A searchable directory and live care navigation support to connect people to their local behavioral health resources, including their health plan, school-based services, or community-based organizations.
  - Peer communities moderated by trained behavioral health professionals.
  - Crisis and emergency safety resources for people experiencing a mental health crisis or who require immediate assistance.
- These platforms complement existing services offered by health plans, counties, and schools by providing additional care options and resources for parents and caregivers, children, youth, and young adults.
- These apps are accessible, secure, and compliant with state privacy and safety regulations.
- The apps follow robust safety and risk escalation protocols. Trained behavioral health professionals monitor app usage to identify potential risks, licensed behavioral health professionals are on standby to intervene if clinically appropriate, and they connect users to crisis or emergency services when needed.
- [BrightLife Kids](#) is available for download on IOS devices in the Apple App Store and will be available for Android devices in mid-2024; [Soluna](#) is available in both the Apple App Store and Google Play Store. Both are available on the web at [CalHOPE.org](https://www.CalHOPE.org).