

Behavioral Health in Rural and Frontier Counties

Challenges and Opportunities

Stronger Counties. Stronger America.





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Agenda



- About NACo
- Messaging to Support A Continuum of Behavioral Health Care series
 - Rural and Frontier County Leaders
 - Overview
 - Case studies
- Findings & Resources

About NACo



The National Association of Counties strengthens America's 3,069 counties, serving nearly 40,000 county elected officials and a workforce of 3.6 million public servants

- Founded in 1935, NACo unites county officials to:
 - Advocate county priorities in federal policymaking
 - Promote exemplary county policies and practices
 - Nurture leadership skills and expand knowledge networks
 - Optimize county and taxpayer resources and cost savings
 - Enrich the public's understanding of county government

Join us in March



🏠 / EVENTS

2025 NACo Legislative Conference

Mar. 1-4, 2025 | Washington, D.C.

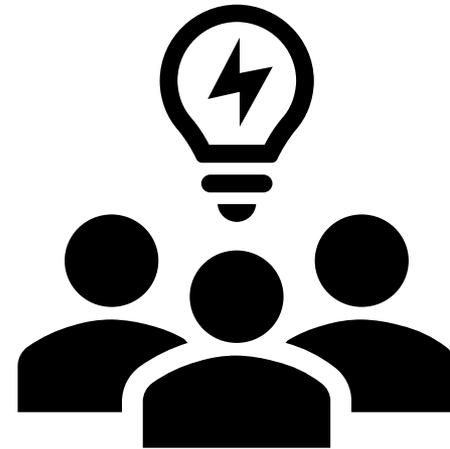
Engage in policy sessions ♦ interact with officials of the new Administration ♦ meet with members of Congress ♦ and more! [Register today!](#)

Messaging to Support a Behavioral Health Continuum of Care series

Messaging to Support a Behavioral Health Continuum of Care



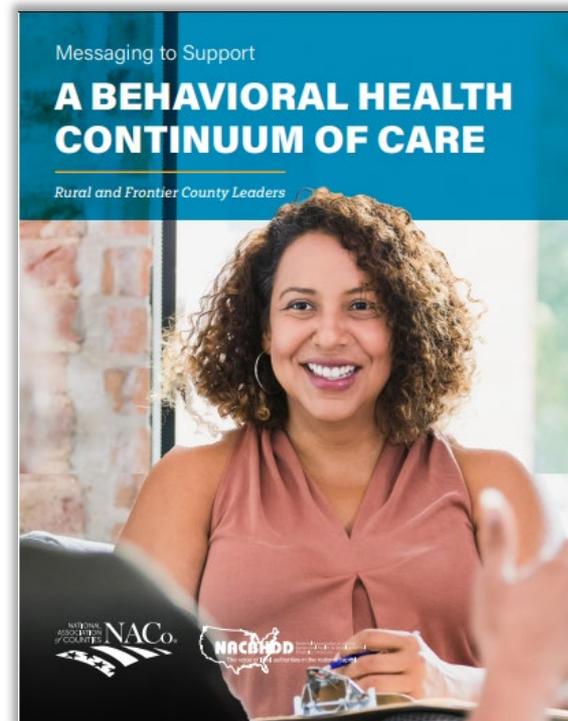
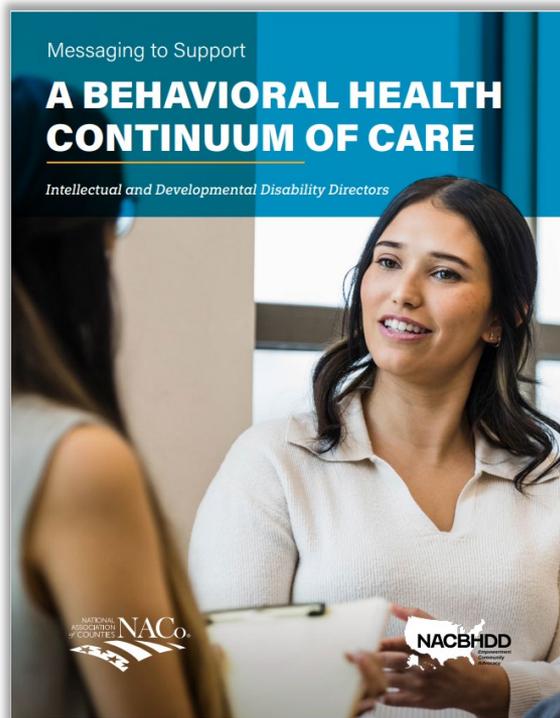
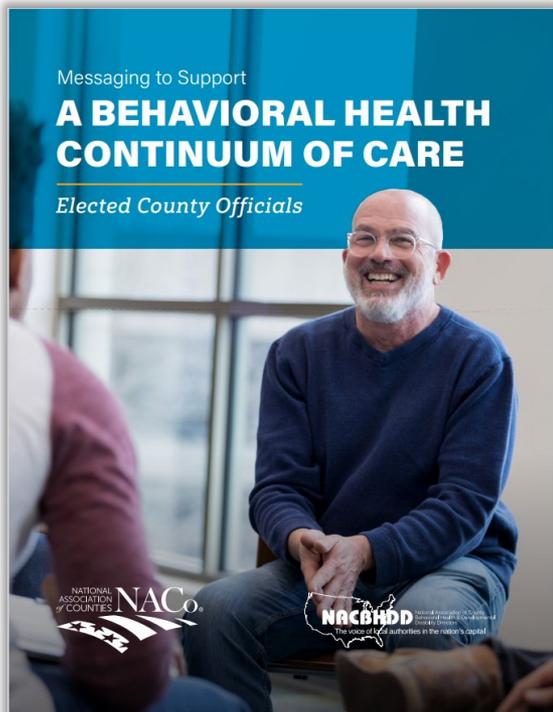
- Goals
- Audience
- Partnership
- Deliverables



Our affiliate:



- The National Association of County Behavioral Health and Developmental Disability Directors serves as a voice for behavioral health and intellectual/developmental disability authorities in Washington, DC.
 - Published a case study regarding differences in local mental health authorities between Texas and Michigan.
 - Increases understanding of who mental health authorities are, how they came to be, and why they are relevant to counties.

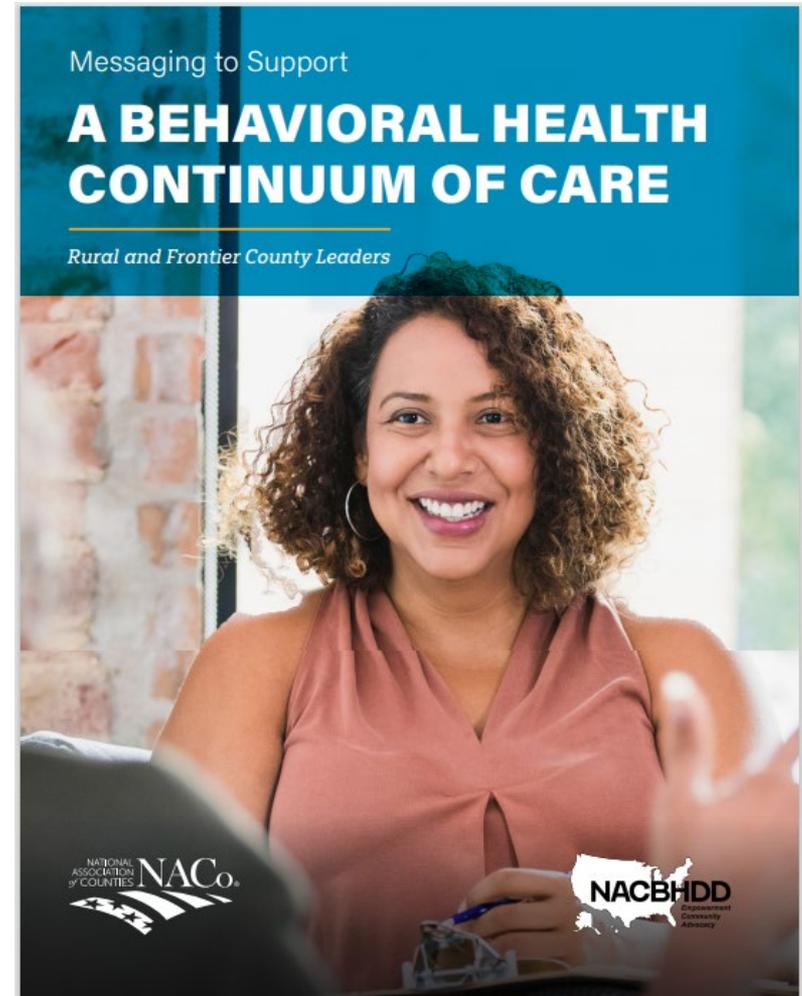


Briefs

Rural and Frontier County Leaders



- Critical role in supporting community members living with behavioral health conditions
- Allocate \$100 billion annually to community health systems
- Provide services through 750 behavioral health authorities and providers
- Working along the entire continuum of care



Some numbers



- **Rural and frontier counties:**
 - have populations of 50,000 or fewer
 - 15% of the nation's population lives in these counties
 - Account for over 72% of the nation's total land area



Less densely populated jurisdictions

Large distances

Challenges can include:

Barriers to providing or accessing telehealth

Health professional shortages

Opportunities



Supplemental training

Cross training

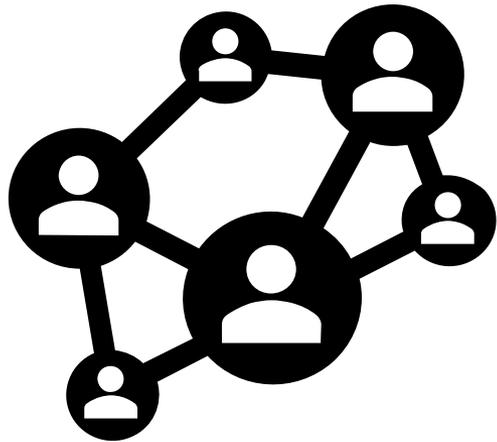
Partnerships & coalitions

Certification

Crisis response teams

County Examples

1st Example: Benzie County, Michigan



- Partnership and Establishment
- Program Goals
- Training and Implementation
- Collaboration and Support
- Program Outcomes

Rural Crisis Cross-Training Model



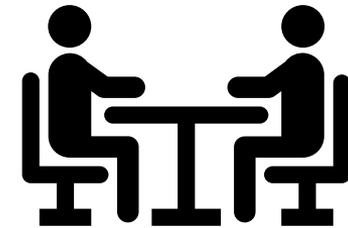
- Partnership for Mental Health Intervention
- Cross-Sector Training
- 911 Call Center Training
- Coordination of Treatment



Partnership with Manistee County



- Partnership Overview
- Board Representation
- Health Provider Shortage Areas



Impact and Success



- Win/Win Arrangement for Community
- Implementation and Impact



2nd Example: Sevier County, Utah



- Central Utah Counseling Center (CUCC) Partnership
 - Sustainability
 - Care Coordination
- Establishment of the Mobile Crisis Outreach Team (MCOT)
 - Composition
 - Deployment and Response
 - Law Enforcement Involvement
 - Impact
 - 2023 Operations

Impact of MCOT

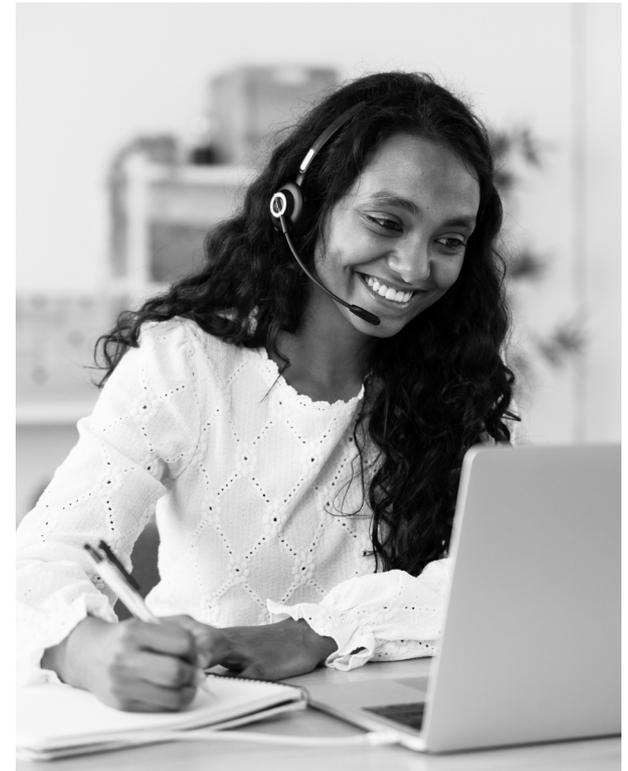


- Connecting Clients to Services
 - MCOT links clients to appropriate mental health services
- Support for Law Enforcement
 - Provides a tool for law enforcement during mental health emergencies
 - Helps officers handle situations they were not equipped for previously
- Positive Feedback

3rd Example: Polk County, Minnesota



- Alluma's Role in Northwestern Minnesota
 - CCBHC Certification Goals
 - Services and Reach



CCBHC certification



The CCBHC model requires:

- access to 24/7/365 crisis response services
- strong financial and quality metric reporting
- formal coordination with primary and other care settings
- linkage to social services, criminal justice/law enforcement, and educational systems



After Certification



- Impact of Certification
 - 2023 Crisis Hotline Data



Conclusion & Resources

Takeaways



- Rural and frontier counties are creative and resilient
- Partnering with neighboring jurisdictions can supplement workforce capacity
- Collaborating with a variety of stakeholders is key for success
- A champion can make all the difference

NACo Programs



- NACo Commission on Mental Health and Wellbeing
- Mental Health Systems Initiative
- Opioid Solutions Center
- Stepping Up Initiative
Counties Initiative

NACo Resources



- Mental Health First Aid training
- [Messaging to Support a Behavioral Health Continuum series](#)
- 988 Suicide and Crisis Lifeline Toolkit
- [Promising Practices for Collaboration on State and Local Opioid Settlement Spending](#)
- The Principles Quick Guide to Creating a Settlement Council

Get to know:



National Association for Rural Mental Health



- The National Association of Rural Mental Health is a professional organization devoted to linking diverse voices of rural mental health.
 - Investing in Rural Mental Health, An Approach to Increase Access
 - Journal of Rural Mental Health

Learn more on our website:



<https://www.naco.org/topics/behavioral-health>

Questions? | Feedback



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Thank you!

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