

BROTHER BE WELL

Wellness for Boys and Men of Color

YEAR 1

REPORT

ADDRESSING HEALTH EQUITY

Narrowing the gap between boys and men of color and optimal health and mental wellness for whole living.

BUILDING COMMUNITY

Bringing brotherhood to a virtual healing space with impact and ability to scale for high engagement.

ADVANCING INNOVATION

Blending mental health, multimedia, and innovation toward culturally appropriate pathways to care.

brotherbewell.com

ABOUT

Brother Be Well is an innovative multimedia mental health education and awareness campaign that delivers clinical and holistic Prevention and Early Intervention (PEI) strategies while increasing opportunities for treatment and linkages to care. The integration of technology including digital publishing, virtual productions in our online studio, podcasting, a responsive web portal, an iOS/Android mobile app, virtual reality, video talks, and peer support activities broadens reach and allows for “on demand” flexibility to meet participants where they are.



Open Conversations on Health and Mental Wellness

Our target audience is boys (ages 13+) and men of color including African American, Native American, Latinx, and Asian and Pacific Islander American, and for those who identify as LGBTQIA+ within these communities. We provide a safe, supported platform where boys and men of color normalize conversations about health and mental wellness.

FUNDERS

This program is funded by Sutter Health and the Sacramento County Department of Health Services, Division of Behavioral Health Services through the voter approved Proposition 63, Mental Health Services Act (MHSA). It is administered by the California Mental Health Services Authority (CalMHSA).

Project Design + Multimedia Production

This project has successfully completed all phases of Year 1 including project design, organization, staffing, and multimedia production. We began with the goal of producing 60 of each media type, and quickly surpassed with 117 mental health articles for the BBW blog. We kept going, adding topics and producers to aim even higher.



ARTICLES
BROTHER BE WELL

ADVISORS

Sergio Aguilar-Gaxiola, M.D., Ph.D.
Director, UC Davis Center for
Reducing Health Disparities
Professor of Clinical Internal Medicine
UC Davis Health

Christina Y. Bilyeu, MD, FACLP
Chief of Mental Health Services
North Valley
Kaiser Permanente Medicine
Mental Health & Wellness
Sacramento Medical Center

John Boyd, Psy.D, MHA
Chief Executive Officer
Mental Health Services
Sutter Health

Julio Cruz
Integrated Behavioral Health Specialist

Galen Duncan, Ph.D.
Clinical Social Worker
Licensed Clinical Psychologist

Dennis Godby, BS, MA, ND
Founder
Sacramento Naturopathic Medical Center

HearYou.org Clinical Advisory Team

Michael Houston, LCSW
President
Treatment and Training Consultants

Percy Howard III, LCSW
President and Chief Executive Officer
California Institute for Behavioral
Health Solutions

Christian Jacobs, MFT
Marriage and Family Therapist

Ramsey S. King
Coordinator
Sacramento Violence Intervention Program
WellSpace Health

Hiep Ma (Patrick), MHS, PA-C
Mental Health Advocate
Clinician Assistant
UC Davis Health

Wm. Jahmal Miller, MHA
Vice President
Equity & Inclusion
Office of Diversity, Inclusion,
Equity & Belonging
CommonSpirit Health™

Jaime L. Ortiz, M.D.
Psychiatrist
Court Appointed Special Advocate
Kern County Department of Human Services

Shacunda B. Rodgers, Ph.D.
Licensed Clinical Psychologist
Founder
Melanin Meets Mindfulness

Carter Todd, RN, President +
Administrators/ Membership
Capitol City Black Nurses Association

Hendry Ton, M.D., M.S.
Associate Vice Chancellor
Health Equity, Diversity, and Inclusion
Clinical Professor of Psychiatry
and Behavioral Sciences
UC Davis Health

PRODUCTION

We offer a multimedia approach to addressing mental health disparities, yet presented creatively, which speaks the language of the intended audience. Like the big cats, we encourage our audience to unleash their power and live in their truth. With a need for strong visual appeal, we engaged illustrators to bring Brother Be Well to life through painting and digital works. All illustrations are original to this project.

259

Two Hundred Fifty-Nine Videos Produced to Date

During 2020, we established three (3) virtual studios for video production. This involved sourcing backgrounds, creating approved color sets for producers, training and quality assurance, development of post-production assets and processes, learning advanced integration tool like OBS Studio, and creating content organization sheets.



INEQUITIES

Disparities among boys and men of color are largely the result of a cumulative set of factors, which include adverse socioeconomic conditions, lack of health insurance, and unequal access to health care, as well as lack of quality education, adequate housing, and employment. Considering the social determinants of health, boys and men of color experience disproportionate levels of misdiagnosed or undiagnosed mental illness, over-medication, and high levels of stress, anxiety, depression, and substance abuse. Our media addresses these inequities and more.



100

One Hundred Podcasts Produced to Date

Listeners will be energized by the 100 (and counting) podcasts we have produced. Anchored by intros and outros by the "Voice of the Smooth Vibe", radio personality Leon Guidry, and select music, our media educates on the go. The BBW Podcast Series will be distributed to all major platforms including iHeart, Spotify, Pandora, and Apple.



RESILIENCE

Like building a muscle, increasing resilience takes time and intentionality. This is a major theme of our program. Focusing on four core components: connection, wellness, positive thinking, and life meaning, can empower the BBW Brotherhood to withstand and learn from difficult and traumatic experiences, including racial oppression. We also focus on mindfulness, meditation, breathwork, exercise, and healthy coping mechanisms to push back against adversity.

Art

Wellness Meets Virtual Reality for Creative Immersion

A mushroom forest. A digitally painted sunset bursting with the hues of faith and love. The infusion of low-fi hip-hop beats with spoken word meditations offers respite from stress and anxiety. Specially created for Brother Be Well, our 16 virtual reality videos provide viewers with touches of creativity designed to sooth and heal.



MULTIMEDIA

Brother Be Well is on schedule and will launch in July 2021 with public offerings, and a private community for boys and men of color. Please find samples of our multimedia below. For inquiries, please contact Project Director, Kristene (K.N.) Smith, at kn@mentalhealthca.org.

Click

Inspirational Podcast



Youth Chats Review



Inspirational Podcast



Empowerment Video

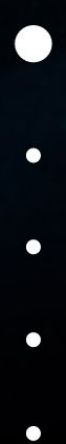
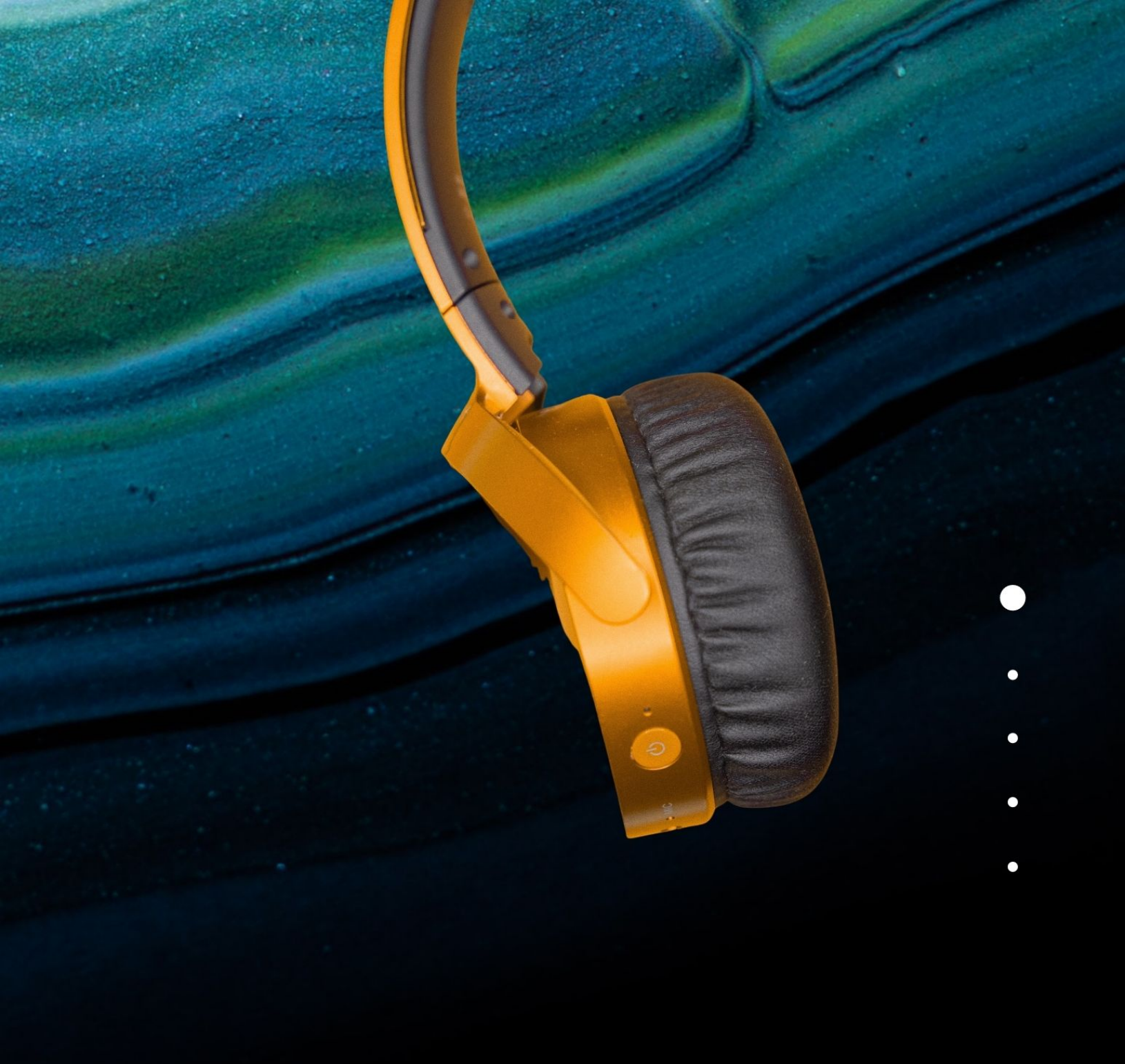


Educational Podcast



Awareness Video





SACRAMENTO
COUNTY



Sutter Health

Mental Health California
Wellness Center

Brother Be Well is produced by Mental Health California Media™ and Mental Health California™, a non-profit charitable 501(c)3 corporation with a mission to educate on mental health and wellness through publishing, community engagement, innovation, new media, and special programs.

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