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Senate Bill 266

- Components of the BH crisis response system will reflect a continuum of care from crisis response through stabilization and safe return to the community with adequate support for transitions to each stage. "No wrong door"
- 24 hour statewide telephone crisis service - hotline and warm line
- Walk-in crisis services and crisis stabilization units
- Mobile crisis services and units that are linked to the walk-in services and crisis respite services

Senate Bill Con't

- Residential and respite crisis services that are linked to the walk-in crisis services
- Serve individuals regardless of their ability to pay
- Be part of a continuum of care
- Utilize peer supports
- Specialized services for children/adolescents
- Incorporate different response mechanisms utilized between mental health and substance use disorder crises

Current Status

- Hotline / Warm Line live on 8/1/14
- 1.844.493.TALK (8255)
- Metro Crisis Services, now Rocky Mountain Crisis Partners, received the award to implement the new line
- Hotline vs warm line
- Interface with rescue services, first responders, local/regional mobile dispatch, etc

Current Status Con't

- Expanded hours for walk-in crisis evaluation
- Crisis beds 1-5 days (Clinician referred, Consumer-facing)
- In-home Respite / Residential respite beds 1-14 days (Clinician referred, non-consumer-facing)
- Increased mobile outreach (Hotline and local/regional dispatch) - may be in conjunction with first responders (non-consumer-facing)
- Live on 12/1/14

Current Status Con't

- www.coloradocrisiservices.org
- Media Plan: TV - 15 second bookends week of 12/8, 12/22 and 1/5/15
- Media Plan: Digital - 12/1/14-6/30/15
- Media Plan: Out-of-Home - 12/1-1/25/15 (includes billboards, bulletins, bus kings, posters)
- Media Plan: Radio - starts 12/1/14 with a total of four three week periods through 6/15

QUESTIONS???