

Agenda Item 10:

Allied Health Professions Spotlight: Wellness Coach

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The Children and Youth Behavioral Health Initiative

The Children and Youth Behavioral Health Initiative (CYBHI) is part of the **Master Plan for Kids' Mental Health**, a historic investment by the State of California that takes a “whole child” approach to **address the factors that contribute to the mental health and well-being of our children and youth.**

As part of that funding and plan, HCAI received **\$338 million to design and build the Certified Wellness Coach (CWC) profession.**

The Problem Wellness Coaches Address

Children and youth have inadequate and inequitable access to the behavioral health care they need.





The Vision and Purpose of Wellness Coaches

- Improve the behavioral health and well-being of children and youth through age 25 by creating a new provider type.
- Support children's social and emotional development and provide appropriate referral services in settings that reach all children.



The CWC role is designed to



Increase overall capacity for delivering behavioral health services to children and youth.



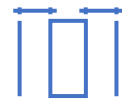
Serve vulnerable children and youth where they are.



Engage directly with children and youth through age 25.



Build a public behavioral health workforce that better represents the diversity of California's children & youth.



Fill workforce gaps that exist today.



Ensure the role is both a desirable occupation and a stepping-stone to more advanced roles.

Theory Of Change

Strategies

Partner with and fund CA colleges and universities to create **education programs** (AA & BA/BS) & attract diverse candidates

Offer **scholarships** with service obligation to select associate and bachelor students

Wrap-around services for Wellness Coach students

Design and implement **certification**, including education and minimum field/work experience requirements

Conduct comprehensive **marketing campaign & stakeholder outreach** (Action: including meetings & presentations)

Offer **employer support grants** to organizations (e.g., schools, school-linked CBOs) in high-need communities

Sustainable funding mechanisms (DHCS)

Early Outcomes

Create **supply** of **competent and skilled** CWC workforce that is **representative** of **populations they serve** and **accessible in underserved communities**

Generate **demand** for CWCs in public education and school-linked and school-based organizations, particularly in underserved settings

Downstream Outcomes

A **sufficient and diverse CWC workforce** that provides effective prevention and early intervention behavioral health services for California's children and youth

Children and youth, with a **focus on underserved communities**, receive **appropriate and effective behavioral health support and services**

Improved overall mental health and well-being for California's children and youth

Scope of Services for CWC Roles (1 of 2)

Proposed Core Activity	Potential Certified Wellness Coach I Scope of Services <i>Under direction of PPS¹ or licensed professional</i>	Potential Certified Wellness Coach II Scope of Services <i>Under direction of PPS¹ or licensed professional</i>
1 Wellness Promotion and Education	<ul style="list-style-type: none"> • Deliver group or classroom programming (e.g., structured curriculum) focused on: <ul style="list-style-type: none"> • Wellness promotion and education (e.g., building positive relationships, bullying prevention, nutrition and exercise in relation to behavioral health (BH)) • Mental health literacy (e.g., symptom recognition, help-seeking strategies, how to provide support) • Life skills (e.g., stress management, time management, problem solving) 	<ul style="list-style-type: none"> • Deliver group or classroom programming (e.g., structured curriculum) focused on activities listed in Certified Wellness Coach I role and further programming on: <ul style="list-style-type: none"> • Coping skills (e.g., behavior activation, identifying thinking traps, distraction strategies, emotion regulation) • Facilitate surveys, focus groups, and interviews within organizations to identify needs for programming
2 Screening	<ul style="list-style-type: none"> • Support youth completing BH screenings (e.g., answer questions, hand-off screenings to BH professionals) • Facilitate universal screening programs in school or other community-based organizations per SAMHSA guidelines • Identify and escalate BH needs of youth to BH providers in school or broader organization setting 	
3 Care Coordination and Extension	<ul style="list-style-type: none"> • Connect individuals to internal and external BH resources (e.g., local/regional/national organizations, school or broader organization resources, outpatient providers, residential programs, crisis response resources) as well as social services (e.g., food or housing programs) as needed • Facilitate communication with other professionals (e.g., BH providers, school personnel) that are providing support and care to youth, including connecting individuals to licensed providers so all care team members work together and operate at the top of their license or certification • Provide additional support to providers, school, or broader organization personnel, including BH related administrative activities (e.g., billing support) and extension of non-clinical or clinical BH support 	

Scope of Services for CWC Roles (2 of 2)

Theme: Scope of Practice Issues

Proposed Core Activity	Potential CWC I Scope of Services <i>Under direction of PPS¹ or licensed professional</i>	Potential CWC II Scope of Services <i>Under direction of PPS¹ or licensed professional</i>
4 Individual Support	<ul style="list-style-type: none"> Provide brief check-ins (~5-15 min) and scheduled meetings (~30 min) that provide emotional support and/or follow manualized curriculum that enhance wellness; individual support may include: <ul style="list-style-type: none"> Wellness education (e.g., basics of BH symptoms, nutrition, and exercise in relation to BH) Goal setting/planning (e.g., increasing movement, sleep hygiene) Life skills (e.g., stress management, time management, problem solving) 	<ul style="list-style-type: none"> Provide brief check-ins (~5-15 min) and scheduled meetings (~30 min) that provide emotional support and/or follow manualized curriculum that enhance wellness; individual support may include activities listed in Certified Wellness Coach I role and: <ul style="list-style-type: none"> Coping skills (e.g., behavior activation, identifying thinking traps, distraction strategies, emotion regulation) for youth
5 Group Support	<ul style="list-style-type: none"> Deliver small group programming (e.g., structured curriculum) to enhance wellness and life skills (e.g., social-emotional skills, stress management, time management, organization, problem solving) 	<ul style="list-style-type: none"> Deliver small group programming (e.g., structured curriculum) to enhance awareness of the most common BH conditions
6 Crisis Referral	<ul style="list-style-type: none"> Adhere to a standardized protocol when responding to risk in the school or broader organization setting; identify potential risk and refer to the on-site BH provider, such as a PPS professional Provide emotional support and engage in warm handoffs with on-site BH providers for youth that are waiting to be seen for crisis services 	

- HCAI has defined the Scope of Practice for Certified Wellness Coaches (CWC) directly
- The CWC Scope of Practice is centered around primary prevention and early intervention
- This allows clinicians to operate at the top of their scope, performing services such as:
 - Therapy
 - Crisis Counseling
 - Diagnostics
- We have received positive feedback from school counselors regarding this new role

Certification Requirements – Education Pathway

Prerequisites to Enter Program

Degree Required

Majors Accepted

Field Experience Needed

Wellness Coach I

- High school diploma or equivalent
- Associate's degree
- Social Work
- Human Services
- Addiction Studies
- 400 hours total

Wellness Coach II

- Wellness Coach I certification or Associate's in related field¹
- Bachelor's degree
- Social Work
- Human Services
- Addiction Studies
- 800 hours total²

Stakeholders: “That is a lot of hours”

- Many stakeholders we engaged with had concerns that 400 and 800 hours of field experience would be unattainable from associate-level and bachelor-level degree programs
- Reasons for this may sound familiar to those who have been on the Council
 - Lack of internships and/or field placement opportunities
 - Lack of resources to fund increases in field placement opportunities

HCAI's Response to Stakeholders

- HCAI responded to stakeholders in two ways:
 - 1) Registered Certified Wellness Coach (R-CWC) – a designation that allows those in the education pathway with at least 150 hours to begin work as a Wellness Coach
 - 2) R-CWC internships – as a part of our employer support grant, employers can offer internships to R-CWCs which will allow them to complete the 400- and 800-hour requirements

Certification Requirements – Workforce Pathway

Theme: Barriers to Entry

Prerequisites to Enter Program

Degree Required

Majors Accepted

Field Experience Needed¹

Wellness Coach I

Wellness Coach II

- Professionals who are currently part of the behavioral health workforce

- Associate's degree

- Bachelor's degree

- Social Work
- Health & Human Services
- Addiction Studies
- Child Development/Early Intervention
- Psychology
- Sociology

- Social Work
- Health & Human Services
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- 1,000 hours
- Must be in mental health, social work, child welfare, or addiction/substance use

- 2,000 hours²
- Must be in mental health, social work, child welfare, or addiction/substance use

- The Certified Wellness Coach role will expand behavioral health opportunities to those with undergraduate degrees
- For those already in Wellness Coach-like roles we offer a Workforce pathway which:
 - Expands acceptable degrees
 - Provides more career advancement opportunities to those already in the workforce

1. Experience can be achieved from any combination of relevant hours from an individual's degree program, volunteer hours, and/or on-the-job hours, inclusive of previous experience earned within 2 years of certification. 2. Hours from Wellness Coach I certification apply towards total.

Example Behavioral Health Career Lattice

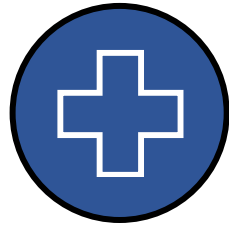
Minimum Education Level Required ¹	Illustrative Behavioral Health Lattice with Example Behavioral Health Roles						
Supervised Professional	Certificate	Other non-BH roles		Community health worker		Peer support ²	SUD counselor
	Associates	Certified Wellness Coach I					
	Bachelors	Certified Wellness Coach II		Social worker			
	Masters	School counselor (incl. PPS ³)	School psychologist (incl. PPS ³)	Social worker (incl. PPS ³)	Practicing therapist or counselor working towards licensure	Other supervised BH roles ⁴	
Independent Practitioner	Licensure	Licensed clinical social worker (incl. PPS ³)	Licensed educational psychologists (incl. PPS ³)	Licensed marriage and family therapist (incl. PPS ³)	Licensed professional clinical counselor (incl. PPS ³)	Licensed school nurse (incl. PPS ³)	
	PhD	Psychologist (incl. PPS ³)					
	MD	Psychiatrist, primary care providers					

Theme: Career Lattice

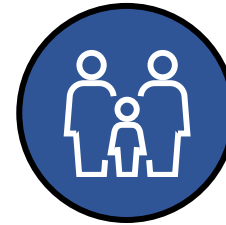
- The Certified Wellness Coach role is designed to bridge the gap between roles with minimum to no training to Master's level training
- The degree programs that lead to Wellness Coach Certification are the same programs that prepare students for graduate school in behavioral health

1. Or degree equivalent 2. Includes peer support roles (e.g., peer specialist, family support specialist, recovery coach, peer navigators)
 3. Pupil Personnel Services 4. Examples include organizational psychology, behavioral analysis, physician assistant, and others

Potential Applicant Pipeline to Enter Into Educational Programs



People who are currently working in healthcare or behavioral health (e.g., community health workers and peer personnel)



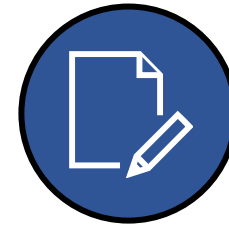
People in unrelated entry-level roles that have a desire to work in behavioral health and/or with children and youth



People currently working in schools, such as paraprofessionals or administrative staff



Recent high school graduates with an interest in behavioral health

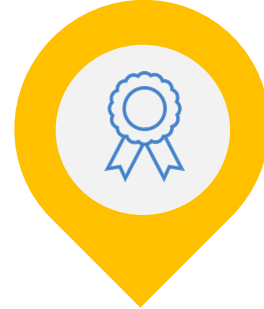


Individuals in colleges, either pursuing a degree or working on campus

Example Sites for Certified Wellness Coach Services

Example site	Early childhood ¹	Elementary school ²	Middle and high school ³	Transition aged ⁴
Schools	<ul style="list-style-type: none"> Preschool programs Head start 	<ul style="list-style-type: none"> Primary school campus 	<ul style="list-style-type: none"> High school campus 	<ul style="list-style-type: none"> Community colleges Four-year colleges
Community-Based Organizations	<ul style="list-style-type: none"> Community centers 	<ul style="list-style-type: none"> YMCA Boys and Girls Club Community centers 	<ul style="list-style-type: none"> Community centers After-school programs 	<ul style="list-style-type: none"> Community centers Mobile crisis
Health Centers	<ul style="list-style-type: none"> Primary care Tribal health programs 	<ul style="list-style-type: none"> Primary care clinics Tribal health programs Hospital specialty clinics Residential treatment centers Partial hospitalization programs Crisis service providers Federally qualified health centers Rural health clinics School health centers 		
Government	<ul style="list-style-type: none"> Childcare and development programs AIMSS⁵ 	<ul style="list-style-type: none"> Juvenile justice Homeless service providers Foster care service providers Home-based & home-visiting programs 		
Telehealth	<ul style="list-style-type: none"> Technology/telecommunication solutions to support specific groups (e.g., rural areas, foster care system) After-hours services and easy-to-reach services for all groups Other Platforms 			

Multi-Year Timeline



Marketing

Summer 2023

Launched initial marketing campaign to drive awareness and recruit applicants

*Website launched in Dec, 2023

Grant

January 2024

Employer support grant launched

Awards to be announced in May 2024

Certification

February 2024

Certification launch for qualified applicants

Scholarships

Mid 2024

Student scholarship cycle 1 launched

To launch in April 2024 with awards in Fall 2024

Education

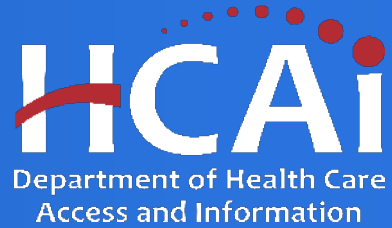
Mid 2024

New Wellness Coach students enter education programs

Sustainability

Early 2025

Collaborate with DHCS to roll-out Medi-Cal coverage



Want to follow along?

For further questions, please contact: WellnessCoach@hcai.ca.gov

Visit the new Wellness Coach Website <https://cawellnesscoach.org>
to subscribe to program updates

Visit our [HCAI website](#) for information
on our grants and scholarships