

# *In Memory of Ian*

HOW CAN WE HONOR HIS MEMORY BY HELPING OTHERS?



# Ian's Story

- ▶ Kind, determined, and gifted young man
  - ▶ Driven and goal oriented
  - ▶ Didn't hesitate to help others
- ▶ Recognized his own struggles at an early age
  - ▶ "Angry all the time" at age 11
  - ▶ Struggled with performance expectations
  - ▶ Struggled socially, even in his own words
- ▶ Despite his own challenges, he reached out for help, and tried to help others
  - ▶ Encouraged younger swimmers
  - ▶ Looked out for the underdog
  - ▶ Spoke openly about his struggles





# Ian's Story

- ▶ Diagnosed at 12 with depression and anxiety
- ▶ We tried to find treatment for him
  - ▶ First was Neurocore
  - ▶ Counseling
  - ▶ Psychiatry and medication
  - ▶ Cognitive behavior therapy
  - ▶ Psychiatric Emergency Services
- ▶ At Michigan he was surrounded with the best doctors and care in the country
- ▶ Sadly, even that was not enough

**We lacked consistent, effective treatment where the therapy came to Ian**



# So why are we here?

- ▶ There are hundreds, if not thousands of awareness programs across the US
  - ▶ This is important, but not enough
- ▶ The problem is, there are far fewer treatment options
  - ▶ We've lost our community health facilities
  - ▶ Our law enforcement and ER's are overwhelmed
  - ▶ Patients are not getting the care they need
  - ▶ Result is lack of improvement, and worse, an increase in rates of suicide
- ▶ We can do better.
- ▶ We must BE BETTER





# So why are we here?

- ▶ We are here to share a vision for a new community mental health center
  - ▶ Breaks the mold
  - ▶ Provides proven, effective care with an evidence-based model
  - ▶ Can grow as needs do
  - ▶ Treats the most vulnerable
  - ▶ It does for others what Ian needed most himself
- ▶ We've all been deeply affected by Ian's loss

**We NEVER want this to happen to another one of our kids in this community again!**



# So why are we here?

- ▶ The Ian Miskelley Be Better Mental Wellness Center
  - ▶ Based on established models of care
    - ▶ Crisis Now model (4 pillars)
      - ▶ Endorsed by National Action Alliance for Suicide Prevention
    - ▶ Zero Suicide model
  - ▶ Scalable
  - ▶ Provides most effective forms of treatment
    - ▶ Michigan Suicide Prevention Commission recommendations and best practices

We will **Be Better** by addressing the limited treatment options available in our community with the goal of zero suicides among those who seek our assistance.





# So why are we here?

- ▶ Bring care and support to the community and to those suffering from mental illness
  - ▶ Focus on adolescents 14-22 with anxiety and depression
  - ▶ Create a model that provides
    - ▶ Therapists who go to their patients (not vice versa)
    - ▶ Beds/rooms for emergency overnight stays for teens in crisis
    - ▶ Supplemental cost coverage if insurance doesn't cover it
    - ▶ Facilities for training programs, counseling sessions and group therapy
    - ▶ Partnerships with local entities to enable mental health treatment
    - ▶ Hotline for immediate assistance with an easy to remember phone number



# *The Ian Miskelley Be Better Mental Wellness Center*

HOW CAN WE HONOR HIS MEMORY BY HELPING OTHERS?





# Introducing Dr. Michael Brashears

*Be Better will be set up and directed under the expert guidance of Dr. Michael Brashears*

*Dr. Michael Brashears, Psy.D., has over 25 years' experience in the behavioral health field specializing in program and system development. Dr. Brashears has held senior leadership positions in a variety of behavioral and community mental health settings focused on improving the lives of those served and developing clinical and administrative centers of excellence. Dr. Brashears specializes in the alignment of clinical and administrative practices via the use of evidence-based practices, national benchmarks, and effectiveness measure development. Dr. Brashears is the founder and CEO of Outcomes That Matter LLC.*

- ▶ *M.A. Clinical Psychology and Marriage and Family Therapy*
- ▶ *Psy. D Clinical and Family Psychology*
- ▶ *History of leadership and program development*
  - ▶ *Director of Clinical Services: Behavioral Health Clinic, Alhambra Hospital*
  - ▶ *Director of Adult Mental Health Services: CEI-CMHA, Lansing, MI*
  - ▶ *Executive Director : Ottawa County Community Mental Health, Holland, MI*
  - ▶ *Executive VP of Clinical and Quality Systems: Hope Network, Grand Rapids, MI*



*Personal Mission:*

*"To passionately engage in improving the lives of others through action and compassion."*

# What does it look like?

- ▶ Be Better will address the need for a comprehensive and coordinated system of care
- ▶ Clinical Philosophy will be relationship based
  - ▶ “It’s about connection”
  - ▶ Relationships that are
    - ▶ Long term
    - ▶ Respond to emergency needs 24/7/365
    - ▶ Welcoming, tolerant, forgiving
    - ▶ Focused on the whole person
    - ▶ Focused on entire family and support network





# Who will we serve?

- ▶ *Be Better* will serve the non-Medicaid eligible population in Ottawa County
  - ▶ Individuals aged 14-22 and their families and natural supports
  - ▶ Diagnosed with Mood Disorder
    - ▶ Major Depression, Anxiety Disorder
  - ▶ History of trauma
  - ▶ History of suicidal ideation or attempts
  - ▶ Family members who have lost a loved one to suicide



# What services will we offer?

- ▶ *Phase I Establishing the Clinical Foundation. Be Better will provide*
  - ▶ *Assessment and screening for mental illness and Suicidality*
  - ▶ *Suicide prevention training*
  - ▶ *Individual therapy*
    - ▶ *Appointment based and drop-in*
  - ▶ *Group therapy (Scheduled and drop-in)*
  - ▶ *Psychoeducation related to mental illness/suicidal ideation*
  - ▶ *Social engagement opportunities*
  - ▶ *Family support services*
    - ▶ *Family Therapy*
    - ▶ *Family Groups*
    - ▶ *Community Support Coordination*
  - ▶ *Community anti-stigma education*
  - ▶ *Bereavement services*



**Total funding required: \$1,500,000**  
**Timing: 9-18 months**



# What services will we offer?

- ▶ *In Phase II, Establishing Relationships Beyond Professional Care*
- ▶ *Be Better will provide*
  - ▶ *Recreational and Social Engagement Drop-in Center Services*
  - ▶ *Training and Development of Peer Support and Mentoring (Life Coach/Mentors/Sponsors)*
  - ▶ *Development of the Be Better App for 24/7 support*



**Total funding required: \$5,500,000**

**Timing: 12 months**

# What services will we offer?

- ▶ *In Phase III, Establishing 24/7/365 Crisis Response*
- ▶ *Be Better will provide/Coordinate*
  - ▶ *Coordinate with Ottawa County Mobile Crisis Response and State Crisis Lines and Support*
  - ▶ *Assist in the development of Individual and Family Crisis Management Plans*
  - ▶ *Development of the Be Better App for 24/7 support*
  - ▶ *Development of 23:59 Crisis Beds*



**Total funding required: \$10,000,000**  
**Timing: 18 months**



# How will we fund it?

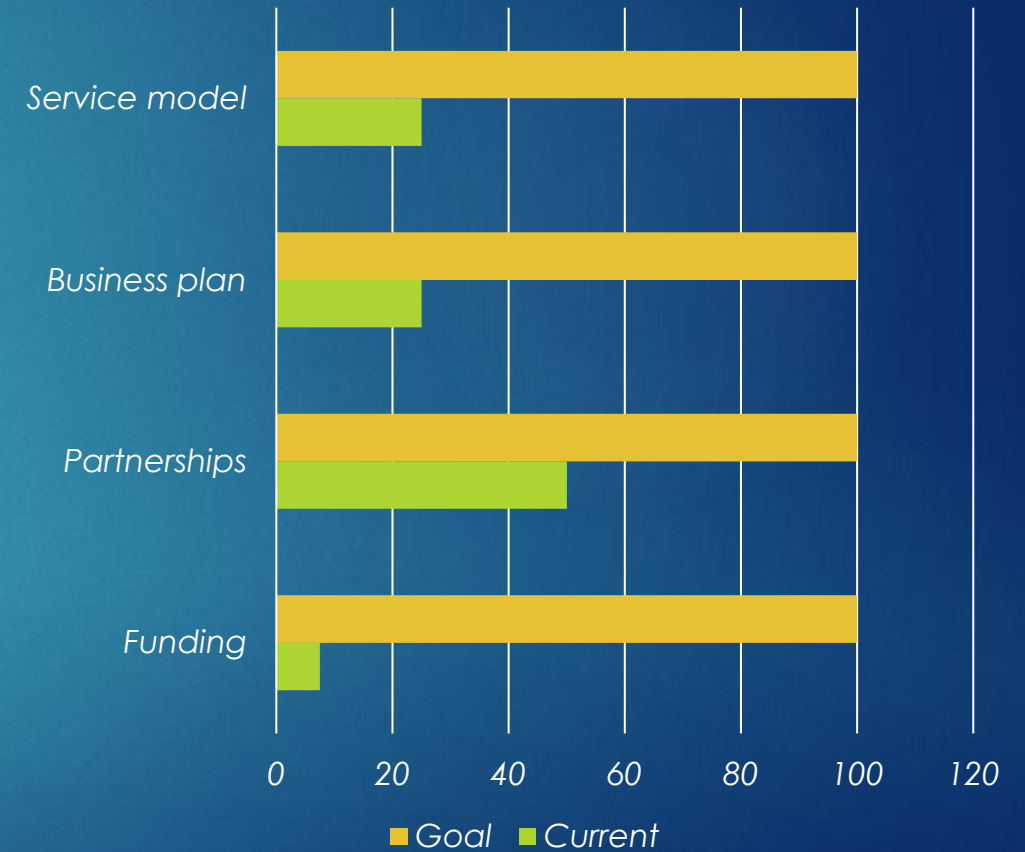
- ▶ *Be Better* will be funded through a variety of sources
  - ▶ Donations/Fund raising
  - ▶ Commercial insurance (via our partnership with Mosaic Counseling)
  - ▶ Ottawa County Mental Health Millage (if eligible)
  - ▶ State of Michigan Line-item Budget Allocation
    - ▶ Pilot program
  - ▶ SAMSHA and Community Health Grants
  - ▶ United Way
  - ▶ Community Foundation of Holland/Zeeland Grants



# Where are we today?

- ▶ We've established the Ian Miskelley Memorial Fund at the Community Center of Holland/Zeeland
  - ▶ We have raised over \$43,000 from more than **250 business and personal donors**
  - ▶ We have established and awarded a scholarship for a local swimmer
  - ▶ We are now focusing our efforts on building this center
- ▶ We have established partnerships with state and local leaders
  - ▶ Mosaic Counseling
  - ▶ Mary Whiteford – Michigan House of Representatives chair of budget committee
  - ▶ Ottawa County Mental Health Center
  - ▶ Be nice.
- ▶ We've developed a business plan
  - ▶ Mission and vision
  - ▶ Target market
  - ▶ Sources of funding
  - ▶ Growth plan
- ▶ We've developed a scalable, progressive service model
  - ▶ Counseling services
  - ▶ Mobile Crisis Team
  - ▶ Drop-in access
  - ▶ Short term stays (<72 hours)

## Progress Summary





# So you want to help...

- ▶ Many of you have told us, “If you need anything, just say **the word**”.
- ▶ I’m saying **the word**...
- ▶ These are the areas we need help
  - ▶ Fund raising
  - ▶ Marketing
  - ▶ Legal/policy/insurance
  - ▶ Operations
    - ▶ Infrastructure/Facilities
    - ▶ Organization chart
  - ▶ Partnerships
    - ▶ Political
    - ▶ Community including law enforcement, churches, charities
    - ▶ Health System
    - ▶ Education
    - ▶ Ambassadors



# In parting...

VZW Wi-Fi 5:11 PM 62%

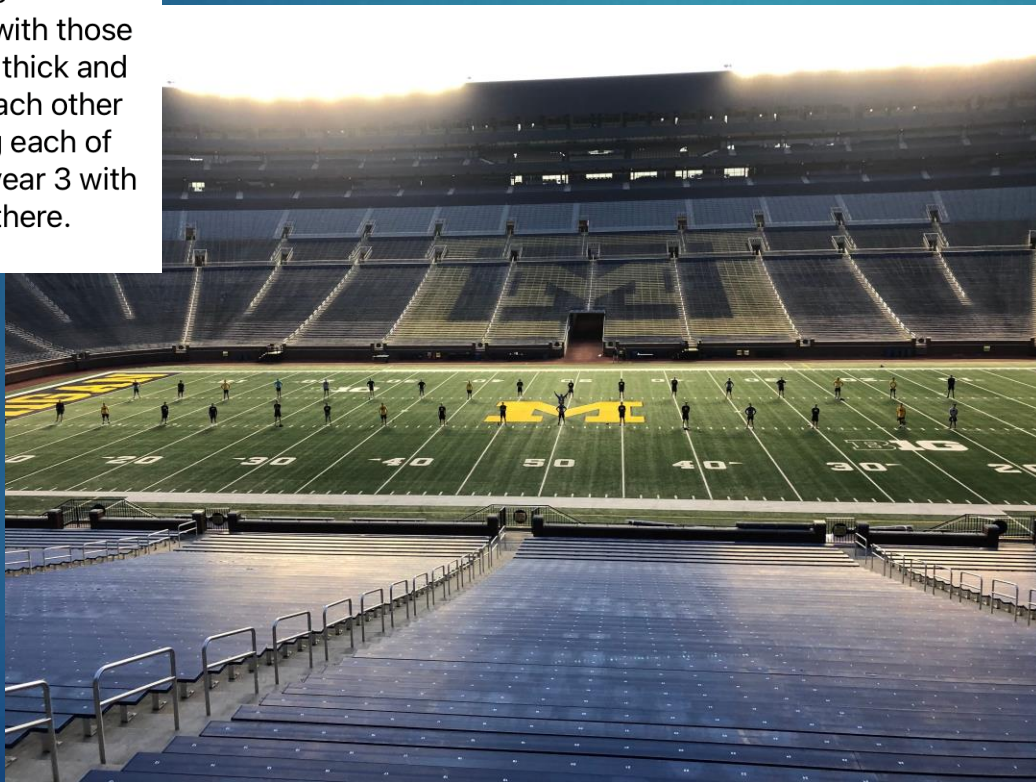


Comments



**ian.miskelley** In times like these, where our world is full of uncertainty and unpredictability, it's important to stick with those around us through thick and thin and support each other through everything each of us face. Here's to year 3 with the best team out there.

[#3for3](#)



This was a moment they took for Ian last night during the celebration on the pool deck 💙

12:29 PM