



## 2021 ANNUAL REPORT

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STARTING POINT  
Behavioral Healthcare

"I SPENT YEARS FEELING EVERYTHING  
AND NOTHING AT THE SAME TIME,  
HURTING OTHER PEOPLE AND MYSELF  
TRYING TO CONTROL MY ILLNESS.  
FINALLY, I HAVE FOUND A SAFE WAY  
TO MANAGE MY EMOTIONS AND A  
SAFE PLACE TO BE."

- AGE: 44, DUVAL COUNTY, FL

## Dear Friends,

Everyone deserves empathy. The New York Times bestselling author Brené Brown says that “Empathy has no script. There is no right or wrong way to do it. It’s simply listening, holding space, withholding judgment, emotionally connecting, and communicating that incredible healing message of ‘You’re not alone.’” She’s right. But sometimes it’s difficult to empathize – especially when a friend, family member, or neighbor is going through something we don’t understand. We know that storytelling can bridge the empathy gap. Throughout this year’s Annual Report, you will read the short stories of your neighbors that courageously share what living with a mental health or substance use disorder *feels like*.

Some of the best empathizers are pets. They just get it. This past year, we launched an Animal-Assisted Therapy program to help children and adults better cope with mental health and substance use challenges. We grew our budget and staff. And, in a time that brought grave uncertainty to the people we serve and the people we serve next to, we were resilient. While I am extremely proud of our growth, we had no other option. Mental health and substance use disorders increased over the last year, and we had to meet the mark for our community.

This is what we do every day at Starting Point. We are listeners, we connect with the people we serve, and we provide hope to our neighbors. You don’t need a diploma or a certificate to give that feeling back to someone you love. All you need is a pair of ears, a heart to connect, and a voice to communicate that *we are in this together*. I invite you to join our empathy space – connect with us on social media, sign up for our newsletter, make a donation, or volunteer your time. We can all be healers. Hope is meant for everyone.

In Service,



**Lauren Pagel**  
Chief Executive Officer

# Comprehensive Services for Adults

In 2021, Starting Point continued to offer 10+ behavioral health programs to adults and incorporated a brand new program: Animal-Assisted Therapy.

## 2,000+ Adults Served in 2021

Starting Point provided services for 2,240 adults across 15 counties in Florida and Georgia. Core services we provided included *Family Therapy, Group Therapy, Individual Therapy, Comprehensive Assessments, Psychiatric Evaluations, and Medication Management.*

Other adult services include Care Coordination, Case Management, Drop-In Centers, Drug Court, Intervention Program, Medication-Assisted Treatment (MAT), Mental Health Court, and Psychosocial Rehabilitation.



## Nearly 50 Adults Deferred from Jail or Prison and Enrolled into Treatment

Starting Point Behavioral Healthcare's *Mental Health and Drug Court Programs* reduce incarceration, save the local judicial system time, money, and resources, and offer nonviolent misdemeanor or felony offenders an opportunity to enroll in mental health and/or substance use services in lieu of a jail or prison sentence. Each program addresses the mental health or substance use issue that caused the offense and gives the individual the necessary tools to make positive improvements to their lives.

**"THE COMBINATION OF PTSD AND DEPRESSION FEELS LIKE YOU ARE ENABLING ONE ILLNESS WHEN TRYING TO OVERCOME THE OTHER. IT'S A PENDULUM OF STRESS SWINGING FROM TENSION TO DISCOURAGEMENT, LEAVING YOU NUMB AND FEELING OVERWHELMED IN THE STRUGGLE."**

**- AGE: 31, NASSAU COUNTY, FL**

# Comprehensive Services for Children

In 2021, Starting Point continued to offer 10 behavioral health programs to children. We also offered a brand new program: Animal-Assisted Therapy.



## 750+ Children Served in 2021

In 2021, Starting Point provided services to 767 Nassau County, Northeast Florida, and Southeast Georgia youth ages 17 and younger. That is equivalent to the entire population size of one public high school.

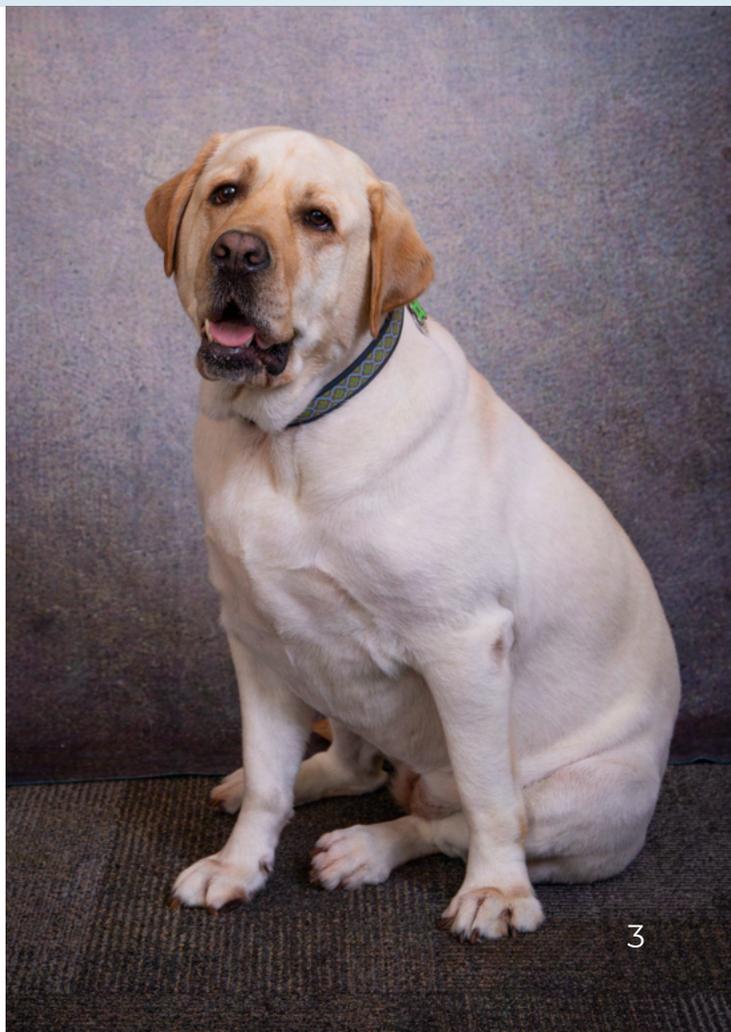
We are proud to serve Nassau County and Northeast Florida children and adolescents.

## New Animal-Assisted Therapy Program

Leeka, a Registered Therapy Dog, worked alongside her owner, Behavioral Health Counselor, Katie Worley, to offer support and help adults and children cope with mental health and substance use challenges.

*"ANXIETY IS CONSTANTLY OVERTHINKING EVERYTHING AND THINKING THAT YOU ARE NOT WORTH PEOPLE'S TIME OR YOU ARE NOT GOOD ENOUGH."*

*- AGE: 14, NASSAU COUNTY, FL*



# Community Outreach & Education

Starting Point is always looking for ways to better serve our community. In 2021, we offered community-based mental health programs to our neighbors free of charge.

## Improved Mental Health for Nassau County Teens

Suicide is the second-leading cause of death for youth ages 15-19. We know that suicide can be prevented, so we adopted and launched a national program, *teen Mental Health First Aid*, to teach high school students how to recognize the signs of mental health or substance use issues in their friends or peers. In year 1, we trained 163 students from Fernandina Beach HS & Sonshine Christian Academy.

## Monthly Online Discussions about Mental Health

Every month, Starting Point hosted an online virtual discussion about mental health and substance use disorders as part of its *Being Well, Starting Now* series. Behavioral Health experts and community members came together to discuss important topics like *self-care*, *healthy relationships* and *preventing suicide*.

## 300+ MHFA Graduates

Mental Health First Aid (MHFA) is a skills-based training course that teaches participants about mental health and substance-use issues. We trained 336 people so that they were prepared to recognize signs in their loved ones.

**"BEING BIPOLAR AND SUFFERING FROM ANXIETY MAKES ME FEEL DEPRESSED, HOPELESS, AND ALONE."**

**- AGE: 28, ST. JOHNS COUNTY, FL**



# Emergency Services

In 2021, Starting Point responded to mental health and substance use disorder emergencies around the clock.

## The Mobile Response Team Responds to 270 Crisis Calls

Starting Point's Mobile Response Team (MRT) is a 24/7 mobile crisis unit that responds to behavioral health emergencies, provides intervention services, and stabilizes individuals at the scene of the crisis. The MRT serves Nassau County, FL residents.

## 144 Baker Acts Prevented

Starting Point's Mobile Response Team prevented 144 Baker Acts by stabilizing individuals at the scene of their crisis.

## What is the Florida Baker Act?

A Florida Baker Act law allows doctors, law enforcement, and mental health professionals to commit a person to a mental health treatment center for up to 72 hours if they display certain violent or suicidal signs of mental illness.

*"LIVING WITH A MENTAL HEALTH CHALLENGE FEELS LIKE I AM PARALYZED. I CAN'T BREATHE, SPEAK OR THINK. THINGS SOUND SO LOUD. I CAN'T SEE ANYTHING BECAUSE I FEEL BLIND TOO. ALL MY SENSES ARE OFF. THIS DISORDER [GENERALIZED ANXIETY DISORDER] IS THE MONSTER IN MY CLOSET."*

*- AGE: 46, CAMDEN COUNTY, GA*



**142**

crisis calls from high school students

**58**

crisis calls from middle school students

**57**

crisis calls from adults ages 18 and over

**13**

crisis calls from elementary school students

**3,000+**

people served by Starting Point mental health and substance use treatment services.

**20%**

of those individuals were under or uninsured and received low cost or free treatment services.

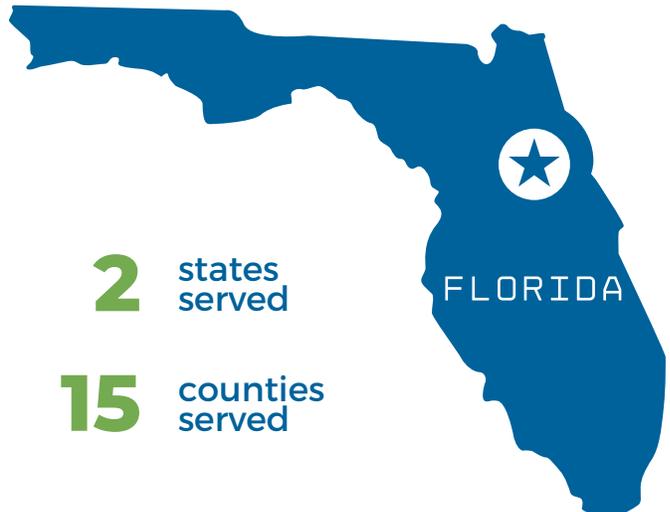
**\$300,934**

in uncompensated charity care provided to individuals that faced financial barriers to treatment.

*"IT [ANXIETY] FEELS LIKE BEING IN 'FAST-FORWARD' IN A VIDEO AND IT SOUNDS LIKE TRYING TO HEAR SOMEONE TALK UNDER WATER."*

*- AGE: 29, CAMDEN COUNTY, GA*

## Impact in 2021



**2** states served

**15** counties served

### Top Mental Health Diagnosis

- General Anxiety Disorder
- Major Depressive Disorder
- PTSD

# Impact in 2021

23

fatal opioid and drug related overdoses in Nassau County (2020 Data)

95

non-fatal opioid and drug-related overdoses in Nassau County (2020 Data)

## Starting Point Distributes 240 Units of Narcan Nasal Spray to Save Lives

In 2021, through a partnership with the *Department of Children and Families I Save Florida Overdose Prevention Program*, Starting Point became a Narcan distributor and delivered 240 units of Narcan completely free of charge.

NARCAN Nasal Spray is an FDA approved treatment for known or suspected overdose and is designed for use in the community.

## Top Substance Use Diagnosis

- Alcohol Dependence
- Cannabis Dependence
- Opioid Dependence

14,763

hours of Telehealth provided

9,005

hours of individual therapy provided

8,806

hours of group therapy provided

1 Year = 8,760 Hours



*"IT IS A NEVER-ENDING, SEVEN DAYS A WEEK, FULL-TIME WORRY AND CONSTANT STRESS. YOU LIVE IN A CONSTANT FEAR AND WORRY MINDSET BECAUSE OF THE FEAR OF INEVITABLE WITHDRAWAL. AS AN OPIOID-DEPENDENT PERSON, YOU DO NOT LIVE AS A NORMAL PERSON."*

*- AGE: 47, NASSAU COUNTY, FL*

# Board of Directors

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President

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Vice President

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Treasurer

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Secretary

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Paul Barnes  
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Barbara Lunsford  
Julie Lyncker  
Tom McKenna  
Maureen Paschke  
Sara Passaro  
Marsha Proctor Killen  
Kellene Sauls  
Justin Taylor

*"IT [ANXIETY, DEPRESSION, ADD, AND BIPOLAR DISORDER] FEELS LIKE YOU ARE IN PRISON IN YOUR OWN MIND. YOU DESTROY YOURSELF FROM THE INSIDE OUT. YOU FEEL LIKE DEATH WALKING."*

*- AGE: 28,  
CAMDEN COUNTY, GA*

**Laureen Pagel, Ph.D**  
Chief Executive Officer



**John Mosley, BSBA**  
Chief Financial Officer



**Akua Owusu, M.D.**  
Chief Medical Officer



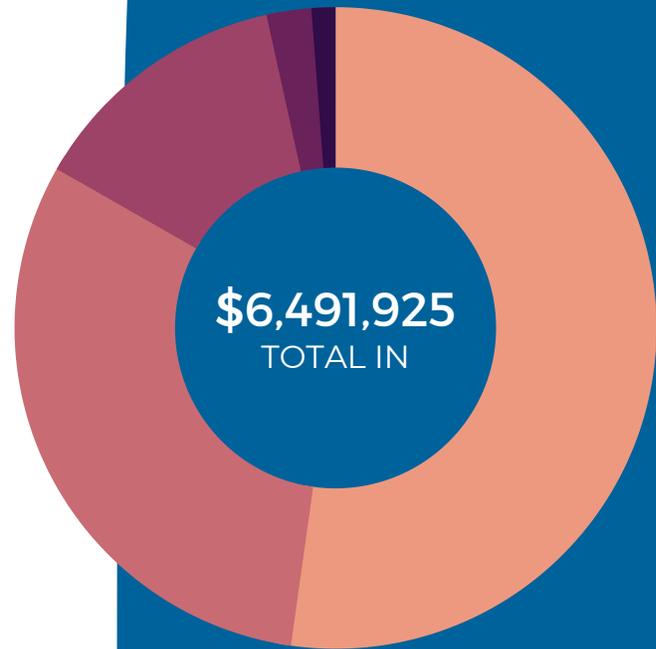
**Angel McClellan**  
Chief Information Officer



**Valerie Ray, LMHC**  
Chief Operating Officer

## Dollars in the Door

State & Federal	\$3,475,135
Service Fees	\$2,064,996
Local Grants/Contracts	\$884,300
Donations/Contributions	\$52,795
Other	\$14,699



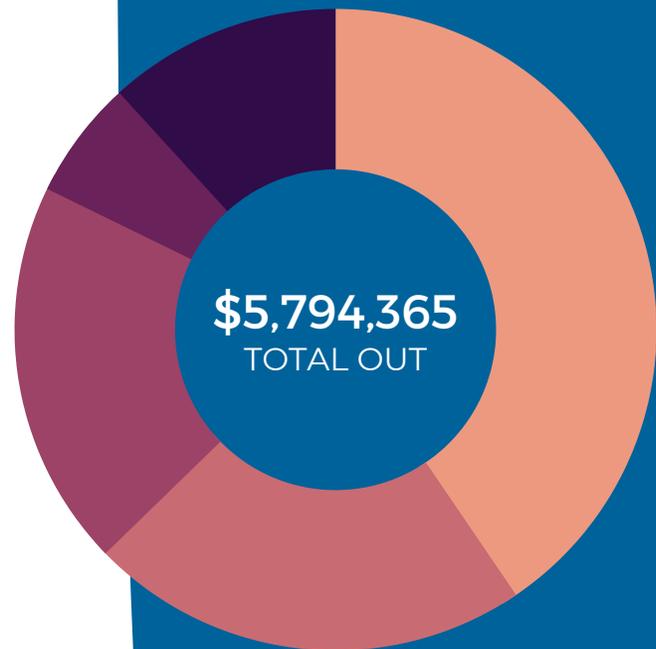
## Dollars at Work

### PROGRAM SERVICES

Adult Mental Health	\$2,346,291
Children's Mental Health	\$1,287,571
Adult Substance Use	\$1,130,892
Children's Substance Use	\$347,851

### SUPPORTING SERVICES

Management & General	\$681,760
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\*Unaudited financials covering  
July 1, 2020 - June 30, 2021

# Behavioral Health Supporters

We are sincerely grateful for our supporters' commitment to providing **healing** to the residents of Nassau County and Northeast Florida.

## Contributors

Alan Donaldson  
Allison R. Crisp Trust  
Andy and Diana Watson  
Anthony and Peg Kolasa  
Baptist Health  
Blaine and Linda Rieke  
Cathy Gladden  
Christine Devoe  
City of Fernandina Beach, FL  
Claudia Allen  
Correctional Healthcare Company  
Family Support Services  
Florida Blue Foundation  
Florida Department of Health (DOH)  
Gary and Toni Myers  
Ground Zero Ministries  
Island Art Association  
Jeanne Dolan  
John and Sandra Fulton  
Judith Comley  
Lisa Timm  
Martha Timothy  
Nancy Reidy  
Nassau County, FL  
Newcomers Club of Amelia Island  
New Vision Congregational Church  
Patricia C Baker Living Trust  
Patti and Rick Greenough  
Plantation Ladies Association of  
Amelia Island

Rayonier Advanced Materials  
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Susan Thomas  
Suzanne Wolford  
The Chardonnay Foundation  
The Community Foundation for  
Northeast Florida  
The Kinschner Family Foundation  
The Newbern Foundation  
United Way of Northeast Florida  
Vickie Maley  
Wilhelmina Burk  
Winn-Dixie

## Sponsors

Florida Insurance Trust  
LassiterWare  
Mental Health Risk Retention Group  
SimplyWell Specialty Pharmacy  
Streamline Healthcare Solutions  
The Bailey Group

# Get Involved and Join Our Mission

Join us in making Nassau County and Northeast Florida a happier and healthier place to live. There is more than one way to provide hope.

## Sponsor

Gain brand exposure while supporting mental health.

*"IT [ANXIETY, PTSD, AND ADHD] FEELS LIKE THE AIR IS BEING SUCKED OUT OF THE ROOM, LIKE METAL IN YOUR MOUTH. THERE IS A HIGH PITCH SOUND WHEN I'M ANXIOUS, MY VISION NARROWS AND MY HEAD GETS TIGHT."*

## Partner

Partner with us to make an even bigger impact.

## Donate

Donate to heal the residents of Northeast Florida.

*- AGE: 43, NASSAU COUNTY, FL*

## Our Mission

To promote emotional wellness through psychiatric, mental health, and substance use disorder treatment services and community education and awareness.

## Volunteer

Join other Northeast Florida residents passionate about behavioral health. Our Ambassador Program is a volunteer program that advocates to reduce stigma related to Mental Health and Substance Use disorders. [www.spbh.org/ambassador-program/](http://www.spbh.org/ambassador-program/)

## Get Certified

Mental Health First Aid (MHFA) certification teaches you how to identify, understand and respond to signs of mental illnesses and substance use disorders in your loved ones.



## Looking Forward: 2022

### Fernandina Beach Co-Responder Unit

In 2022, Starting Point Behavioral Healthcare, in partnership with the Fernandina Beach Police Department, is launching the city's first Co-Responder Unit. The Co-Responder Unit will include one Starting Point behavioral health clinician and one crisis intervention trained (CIT) law enforcement officer. The team will work side by side using their combined expertise to de-escalate situations and help link individuals with behavioral health issues to appropriate services.

#### Kinds of Calls

- Individuals in a mental health crisis
- Individuals in a substance use crisis
- Individuals in need of resources
- Individuals in need of treatment
- Suicidal ideation & suicides
- Homicidal ideation
- Welfare checks
- Low-level or petty crimes

#### Community Benefits

- Improved safety
- Increased access to behavioral healthcare
- Improved community relations
- Decreased repeat encounters with the criminal justice system
- Reduced cost



## Looking Forward: 2022

### We're Creating Communities That Talk

In 2022, Starting Point Behavioral Healthcare, in partnership with four other nonprofit behavioral healthcare providers, is bringing "Talkable Communities" (TC) to six counties in Northeast Florida. Four of the six counties are classified as rural, and, in general, face mental health resource deficiencies. By providing free mental health training resources, we believe we can make Northeast Florida a talkable community, where mental well-being is only one conversation away.

### 6 Counties

Clay County	Nassau County
Duval County	Putnam County
Flagler County	St. Johns County

### 5 Nonprofits

- Child Guidance Center
- Clay Behavioral Health Center
- EPIC Behavioral Healthcare
- Gateway - Steps to Recovery
- Starting Point Behavioral Healthcare

### 3 Free Trainings

1. It's Time to Talk About It!
2. QPR (Question. Persuade. Refer.)
3. Youth Mental Health First Aid

# STARTING POINT

Behavioral Healthcare



**spbh.org**  
904.225.8280  
info@spbh.org

## **Main Treatment Center**

463142 State Road 200  
Yulee, FL 32097



@StartingPoint  
BehavioralHealthcare

## **Administrative Office**

463185 State Road 200  
Yulee, FL 32097



@StartingPointFL

## **Hilliard Drop-In Center**

371015 Eastwood Road  
Hilliard, FL 32046



@StartingPointFL

## **FB Drop-In Center**

2201 Sadler Road  
Fernandina Beach, FL 32034



Starting Point Behavioral Healthcare is accredited by the  
Commission on Accreditation of Rehabilitation Facilities.