

ANNUAL REPORT 2020

STARTING POINT BEHAVIORAL HEALTHCARE



THE BEHAVIORAL HEALTH CRISIS

Every day, hundreds of Nassau County residents wake up in dark rooms. Anxiety, depression, and other mental health disorders are mood dimmers with no switch. Some escape these rooms temporarily by using alcohol, drugs, and other substances.

Others never find an exit.

We are on a mission to change that.

By identifying and treating mental health and substance use disorders, we believe we can make Nassau County a healthier and happier place to live. We believe that 'Healing Begins Here'.



OUR MISSION

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

OUR VISION

To deliver unmatched behavioral health services. Starting Point Behavioral Healthcare will be a vital part of our community, committed to world class service and the provider of choice for First Coast Residents and referrers.



We Heal the Residents of Nassau County and Northeast Florida

A LETTER FROM OUR CEO

When the history of 2020 is written, there will be a variety of adjectives describing how unusual it has been: challenging, difficult, anxiety-producing, grim, and many more. It has been all of those, of course, and even more for many of our friends, family and neighbors. For the team at Starting Point, 2020 was also a time of creative problem-solving, of reaching for new solutions and finding new ways to care for those in need of mental health services.

Like so many others, the Northeast Florida community has experienced an increase in substance use, mental illness, domestic violence, and suicide during the pandemic. Economic losses are compounded by the effects of COVID-19 and the anxiety and fear it generates. **The need for mental health and substance use disorder treatment at Starting Point is greater than ever.**

In many ways, the challenges we faced in 2020 have opened new doors. Confronted suddenly with the inability to meet in person, our professional team pivoted quickly, employing virtual technology so that we could continue our services. We launched Telehealth services quickly, including “Zoom Rooms” where clients without internet access can come to the facility and participate in private online counseling sessions. **We reduced barriers to access to treatment.**

Our community outreach team - comprised of board and staff members - created a new series of online discussion groups called Being Well, Starting Now. These groups are open to everyone and meet virtually twice a month to discuss topics such as suicide prevention, managing stress, and more. The highly successful Community Conversations workshops also moved online, providing a continuing opportunity to delve into mental health issues affecting our community. **We pivoted our programs to meet the needs of the changing times.**

While the pandemic crisscrossed our country, so did the growing movement to recognize and support the diversity in our communities. A staff-directed Diversity Steering Committee has been working diligently to identify issues, share information and educate one another about the strength we find in our differences. We believe this innovative program models our commitment to caring for the individuality and value of each unique person.

As a new year approaches, we are committed to taking this spirit of creativity and innovation into the future. The ability to be flexible and adapt to a rapidly changing environment has been a key to the success of Starting Point not just in 2020, but for more than 28 years. We expect this key strength to serve our community well in the future, regardless of what it has in store for us.

Thank you for supporting our organization, standing by us in changing times, and growing with Starting Point as we meet the needs of Nassau County and Northeast Florida residents.

In Service,
Laureen Pagel



NEW PROGRAMS

Adult Drug Court
Being Well, Starting Now
LifeSkills

NEW TREATMENT MODALITY

TeleHealth

NEW COMMITTEE

Diversity Steering Committee

NEW SOFTWARE

Electronic Medical Record

PHYSICAL EXPANSION

Added an Administrative Office

YEAR IN REVIEW: 2019-2020

Nassau County and Northeast Florida residents are constantly changing. And so are we. Each year, we take a look at what's working, what can be done differently, and what additions can be made to meet the evolving needs of our community. **We're on a mission to provide the most relevant and up-to-date treatment.**

ELLIOT'S STORY

It was 2002, and Elliot just moved to Nassau County from Philadelphia. After years of drugs, drinking and hospitalizations for suicide attempts, he made the decision to stop drinking. His first AA meeting was in a building across the street from Sutton Place (now Starting Point Behavioral Healthcare) and that is where he met Katrina Robinson-Wheeler, Starting Point's Community Liaison and Trainer.

“ I was in my late 20s just coming off drinking and drugs. I had been hospitalized for drugs and suicide attempts, even on respirators. **I think it was five total suicide attempts.** I was burnt out. Whatever she [Katrina] said, it just planted the seed.

Today, Elliot is a small business owner, a yoga instructor, life coach and a drummer. He is working toward becoming a professional speaker because he wants to share his life lessons with those who might be struggling with similar issues.

“ **I want to do something that is going to help somebody,** I've come a long way. Schizo-affective disorder is my diagnosis. My doctor reminds me that most people with this disorder are very limited, and not doing as much as I am.

I re-learn over and over again that nothing outside of myself is going to make me happy. I've got to create my own contentment and focus more on what's going on in the moment.

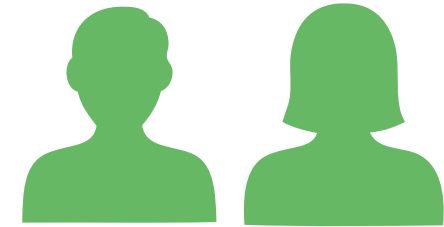
Of course, there are still times of challenge. I still have to force myself to get out of the bed early in the morning, I have to force myself to practice my drumming. **But I do the best I can, and I'm ok with that.**

His first public speaking engagement is scheduled in the near future and his subject will be “finding the beauty in the ordinary.”

“ I want to talk about things that motivate and inspire people. As my business grows, I can talk about going from nothing to having a prosperous life. I am not there yet, but I am in a much better place because of recovery and I have a lot of tools that other people don't have. I want to talk about that.

Not everybody has the capacity to start a business or do yoga, but these things can help. **Not everybody has to be a super success, but everybody has the ability to do the best they can.**

ADULT SERVICES



Adults need access to quality behavioral health services. SPBH offers a range of programs, treatment services, and treatment groups to adults with mental health and/or substance use disorders.

8 Treatment Programs

5 Treatment Services

19 Treatment Groups

2,411

Clients Treated

JEREMY'S STORY

Adolescence can be a time of great change and rocky emotions for teens. When you add mental health problems to the mix, it can make growing up even harder. Jeremy knows all about that from experience. Jeremy changed his own outcome with the help of Tina Miller, his Starting Point therapist

“ When I first started going there, I was like 16 and I think I was at my worst mentally, so I just kind of dumped a lot of stuff on to her. Tina helped me a lot, helped me to understand some things. It didn't take long for me to feel I could open up to her because she is casual, laid back. That's the kind of energy I like in people. I just wanted somebody I could go to and talk about my problems like a friend rather than a therapist.

Jeremy struggles with racing thoughts that often cause confusion.

“ **When I started, I had no desire for a future, I didn't see that for me.** I didn't think I would graduate, ever be able to keep a job, I was having a lot of relationship problems and never thought I would actually find anybody. **All that is different now.**

I think one of the big reasons I've been able to progress and get better is thanks to Tina because I do almost see her as family now. I can just be myself when I go in there, she's like that cool aunt you can go to whenever you have problems. Just being able to have someone I can go to and rant about things, is just nice.

I now have a job that I like and I got my GED. I did find somebody, am engaged to be married, and mostly, thanks to him, **I am actually seeing a future for myself. It did take quite a bit of time, but I am really proud of myself for how far I have come.**

Jeremy and his partner are working and plan to attend school to become RNs. They plan to marry in April.

CHILD & ADOLESCENT SERVICES



Children and adolescents require an approach to treatment that is designed specifically for their stage of development. SPBH offers a range of programs, treatment services, and treatment groups geared towards individuals 17 and younger that struggle with mental health and substance use disorders.

5 Treatment Programs **5** Treatment Services **2** Treatment Groups

695 Clients Treated **1,000+** Youth Served in Schools

FRANK'S STORY

Mental Health First Aid is an eight-hour training certification course that teaches community members to identify, understand and respond to signs of mental illnesses and substance use disorders. The training develops skills to provide initial help and support to someone who may be developing a mental health or substance use problem, or experiencing a crisis.

“ **As a former firefighter/paramedic for 38 years I have witnessed many sights, sounds and events that the average citizen has not.** Over the years this has taken a toll on me and my family. A few years ago, as a new resident of Fernandina Beach, Florida I stumbled upon a course for Mental Health First Aid, which I and my wife attended.

The class was conducted by Katrina Robinson-Wheeler, who mastered the art of informing, entertaining and inspiring participants to get involved and learn about mental health in all its positive and negative iterations. **I enjoyed the class so much that I went on to become a MHFA instructor myself focusing on public safety, law enforcement and fire/EMS.**

Although many efforts are underway to address the mental health needs of responders, there is enough need for all organizations to help. As the pandemic continues, responders will need many layers of assistance and support to prevent behavioral and mental health issues that will most assuredly begin to grow in the future.

I believe this is a way for me to do my part. I recommend everyone becomes Mental Health First Aid certified.



F. R. Montes de Oca
Fire Chief, *Retired*

COMMUNITY OUTREACH & EDUCATION



SPBH provides 3 community-based programs as part of our mission to promote emotional wellness through community education and awareness. We envision a First Coast that is well-informed and equipped with the tools to respond to behavioral healthcare emergencies in their own communities.



Being Well, Starting Now

Brand New Program



Mental Health First Aid

392 Graduates



Community Conversations

3 Topics Explored

JASON'S STORY

Finding their son in a life-or-death crisis was a shock to Jason's parents, Amy and Jonathan. Just 16, Jason seemed fine, even happy, during the vacation they had just returned from the day before. **So imagine their distress when they received a call that their son was threatening suicide.**

Starting Point's Mobile Response Team was called out by police responding to the emergency. Jason was threatening to harm himself and Katrina Robinson-Wheeler, the mental health professional on duty, arrived to assess the situation. The parents, Katrina, and Jason all met at the police station and that was the beginning of a transition in Jason's life.

“ I remember she [Katrina] was pretty open, she made me feel like I could be open. **It was one of the first times I ever felt comfortable sharing how I was feeling.** I was able to open up, and I feel like it definitely got me the help I needed. I had never been able to open up with anybody with those kinds of issues before.

Jason was hospitalized for several days, then returned home to begin a therapy program. His Starting Point counselor, Katie Worley, met with him weekly at first, and now monthly.

Jason says the biggest change he recognized is that he has become more aware of his feelings and how they affect him. He has learned he can take action to cope with those feelings, instead of reacting. Jonathan, Jason's dad, says the family has learned a great deal about communicating with one another.

“ We have a ways to go, but when it comes to Jason, it is about making sure he's safe and he's making good decisions, growing and learning about the feelings he is having and how to understand those feelings. He needs to know that he can talk to someone and I am really thankful for Starting Point and Katie. I think she has related well to Jason.

Jason said his advice to friends in a similar situation is simple: open up to others.

“ Even if it's hard, even if you don't want to. Everything gets so much better when you are accepting help. Don't just stay in your own head, you really do need to get help.

EMERGENCY SERVICES



Mental health and substance use emergencies happen. SPBH is here to help. We provide 24/7 emergency screening, crisis stabilization, and referral to other services for anyone experiencing a behavioral health emergency.

287 Mobile Response Team Calls

184 Baker Acts Prevented

BAKER ACT

Involuntary

Institutionalization

STRATEGIC PARTNERSHIPS

Nassau County and Northeast Florida residents are diverse community members with specific healthcare and social needs. And while Starting Point Behavioral Healthcare provides comprehensive programs and services, we also see the bigger picture. **We partner because we believe we can make a bigger impact together than we can alone.**

COALITIONS, CONSORTIUMS & COUNCILS

Behavioral Health Consortium
Coalition for the Homeless of Nassau County
Community Coalition Alliance
Health Planning Council of Northeast Florida
Nassau Poly Drug Task Force
St. Johns River Rural Health Network
Tobacco Free Nassau

HEALTH & SOCIAL SERVICES

Baptist Health
Barnabas Center
CAN Community Health
Child Guidance Center
Clay Behavioral Health Center
Dayspring Village Inc.
East Nassau County Ministerial Association
EPIC Behavioral Healthcare
Family Support Services of North Florida Inc.
Gateway Community Services
Jewish Family & Community Services
Mental Health Resource Center
Micah's Place Domestic Violence Center
Nassau County Council on Aging
River Point Behavioral Health
River Region Human Services, Inc.
Salvation Army Hope House
Stewart-Marchman-Act Behavioral Healthcare
UF Health
Wekiva Springs Center
Women's Center of Jacksonville

EDUCATIONAL INSTITUTIONS

Faith Christian Academy
Lighthouse Christian School
Nassau County School District
Sonshine Christian Academy

LEGAL & LAW OFFICES

Fernandina Beach Police Department
Nassau County Sheriff's Office

LOCAL & STATE GOVERNMENT

City of Fernandina Beach, FL
Florida Department of Children and Families
Florida Department of Corrections
Florida Department of Health
Florida Department of Juvenile Justice
Nassau County Board of Commissioners

MANAGING ENTITY

LSF Health Systems

NATIONAL

Mental Health Corporation of America
National Alliance on Mental Illness
National Council for Behavioral Health
National Health Corps Florida AmeriCorps

STATE

Florida Behavioral Health Association
Florida Certification Board



BAPTIST MEDICAL CENTER NASSAU

“ Baptist Medical Center Nassau is pleased to partner with Starting Point for the past six years to improve the mental and behavioral health of Nassau County residents. Baptist Health has had a significant commitment to mental and behavioral health services for many years because we believe in health and wellness for the whole person -- body, mind and spirit. While we have increased our ability to provide mental and behavioral health services to our patients, we rely on our partners, like Starting Point, to expand our impact in the broader community.

Continued on page 9

Approximately four years ago, Baptist Nassau began partnering with Starting Point to develop a new initiative to intervene in the ED with patients who have mental illness and substance use issues to provide hope. Called the “Care Coordination Program,” the partnership identifies patients in the Emergency Room with mental health and substance abuse issues and connects them to the right community resources for interventional care. ”

- Ed Hubel, Hospital President
- Melanie Patz, VP, Community Investment & Impact
- Lynn Sherman, Director, Community Engagement

210 Referrals from Baptist Medical

141 Participated in Care Coordination

94% With NO Repeat Visit to the ER in 90 Days

IMPACT

3,106

Clients Treated in 2020

3,322

TeleHealth Service Hours Provided

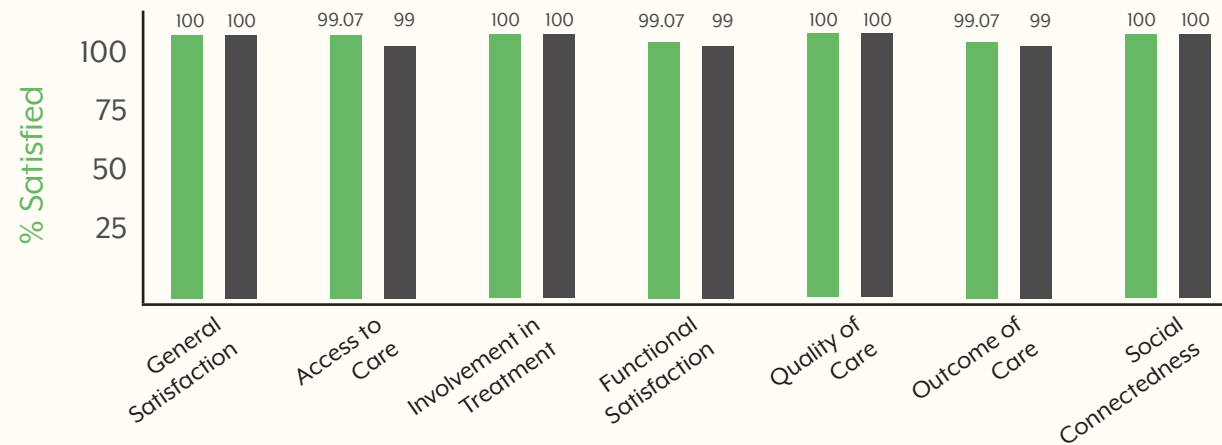
142

Clients Treated for Opioid Misuse

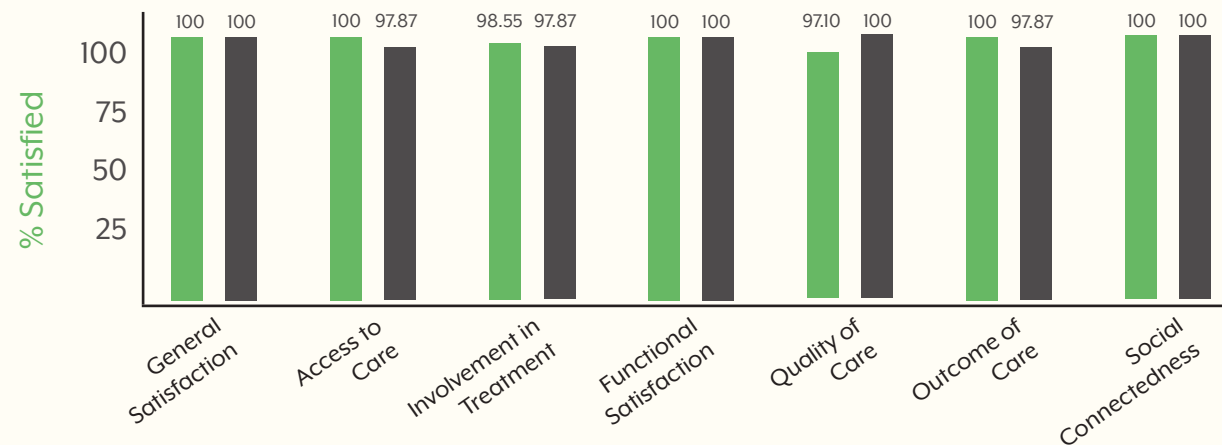
314

Total Participants in Care Coordination

ADULT CLIENT SATISFACTION



CHILD & ADOLESCENT CLIENT SATISFACTION



KEY: ■ MENTAL HEALTH PROGRAMS ■ SUBSTANCE ABUSE PROGRAMS

EXECUTIVE LEADERSHIP & BOARD OF DIRECTORS



Laureen Pagel, Ph.D.
Chief Executive Officer



Akua Owusu, M.D.
Medical Director



John Mosley, BSBA
Chief Financial Officer



Valerie Ray, LMHC
Clinical Director

BOARD OF DIRECTORS

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Alan Barker
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Sarah Bell
Barbara Lunsford

Byron McCutchen
Frank Montes de Oca

Julie Rodriguez



“ My first-hand experience with family and friends who have dealt with chemical dependencies and mental health issues has been my main motivation for serving on the Starting Point Board of Directors. I see my service on the board as an opportunity to advocate, raise awareness, and, ultimately, eliminate the stigma associated with chemical dependency and mental health issues.

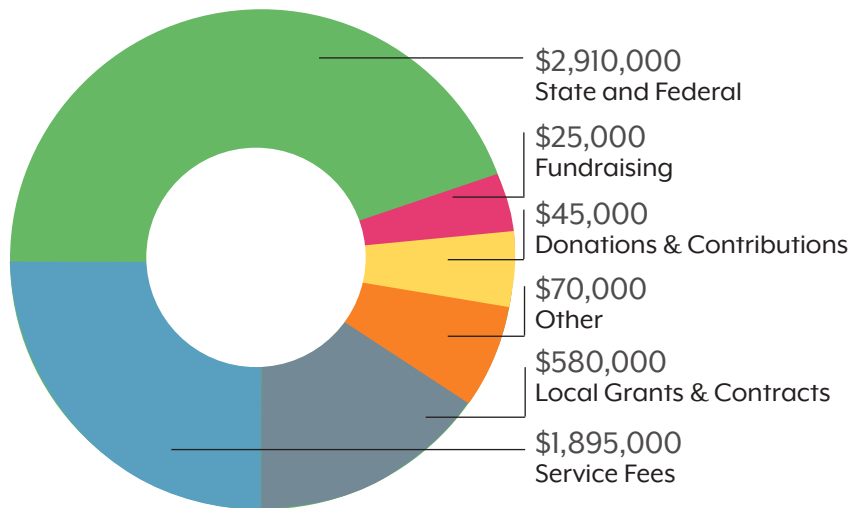
Our county and the surrounding NE Florida region are fortunate to have such a dedicated team of professionals. I see the organization continuing to provide superior behavioral healthcare services while broadening its overall footprint. The future is very bright for Starting Point.

Alan Barker, SPBH Board of Directors

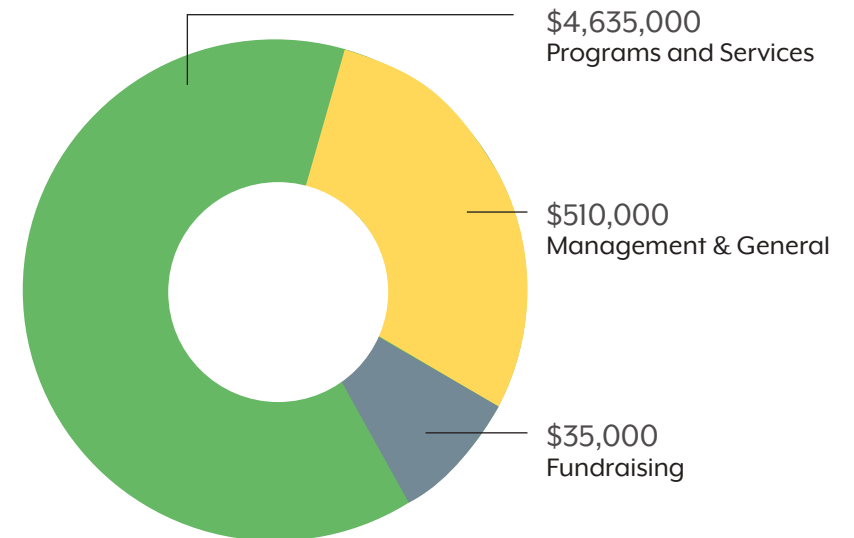
FINANCIALS

We believe you should know where your contributions are headed and we are committed to full financial transparency.
100% of online donations go directly towards our programs and services.

SUPPORT REVENUE
\$5,525,000
Total support revenue in 2020



EXPENSES
\$5,180,000
Total expenses in 2020



What is Uncompensated Charity Care?

We believe in reducing barriers to treatment. Sometimes those barriers are financial. Uncompensated Charity Care is our way of giving back. By subsidizing programs and services, we ensure that Northeast Florida residents get the treatment and healing they deserve, regardless of their financial status.

Starting Point Provided
\$940,000
in Uncompensated Charity Care.

THANK YOU

Starting Point Behavioral Healthcare is supported by individuals, businesses, foundations, as well as local and state government. We simply could not do the work without you. Every gift, grant, or sponsorship is a pledge to supporting behavioral health in Nassau County and Northeast Florida.

From the bottom of our hearts, we thank you for your generosity.

CONTRIBUTORS

Andy and Diana Watson
Baptist Health
City of Fernandina Beach, FL
Community Foundation for Northeast Florida
Groth Family Foundation
Island Art Association
Jeanne Dolan
Joan and Alan Donaldson

Memorial United Methodist Church
Nassau County, FL
National Health Corps Florida AmeriCorps
Newcomers Club of Amelia Island
Nonprofit Center of Northeast Florida
Patti and Richard Greenough
Rayonier Advanced Materials Foundation
Richard Campana

Sandra Lansin
The Chardonnay Foundation
The Community Bag Program
The Kinschner Family Foundation
The Newbern Foundation
United Way of Northeast Florida

2019 GOLF TOURNAMENT SPONSORS

Platinum Sponsors

SimplyWell Specialty Pharmacy

Gold Sponsors

Nonprofit Insurance (NPIS)

Silver Sponsors

ACT Solutions, INC
Appraisals First Class
Baptist Medical Center Nassau
Dominion Diagnostics
Florida Public Utilities
Genoa
Streamline Healthcare Solutions
Synovus

Bronze Sponsors

Amelia Realty
Redbones Dog Bakery & Boutique
The Bailey Group

2019 GOLF TOURNAMENT SILENT AUCTION SPONSORS

AMC Theater
Amelia Hotel at the Beach
Amelia National Golf Club
Amelia River Cruises
Amelia Tavern
Bar Zin
Brett's Waterway Café
CA Nails
Ciao Restaurant
Crab Trap
Fairy Tales Pet Grooming
Four Season's Bistro
Hampton Inn
Jacksonville Symphony
Magna's Salon
Marina Restaurant

Mental Health Risk Retention Group
c/o Negley Associates
Nana Teresa's Bake Shop
New York Nails
Omni Amelia Island Plantation
Resort (Oak Marsh Golf Course)
Panera Bread
Salt Life
Salty Pelican
Sliders
Sonya's Tires
Starbucks
The Surf
The Green Turtle

GET INVOLVED

APPLY to become a Starting Point Ambassador. Our Ambassador Program creates Behavioral Healthcare advocates that promote SPBH services and initiatives in the community and on a policy level. As a Starting Point Ambassador, you will have the tools to promote mental health awareness and reduce behavioral health stigma throughout Northeast Florida.

ATTEND a “Being Well, Starting Now” or “Community Conversations” event to share your story and learn more about mental health and substance use issues.

GET CERTIFIED in Mental Health First Aid (MHFA). As an MHFA alumni, you will be able to identify, understand and respond to signs of mental illnesses and substance use disorders. You will join an alumni network of 2986 other Mental Health First Aiders.



For more information and other ways to Get Involved, please reach out to:

Katrina Robinson-Wheeler

Community Liaison/Trainer
Krobinson@spbh.org

JOIN OUR MISSION

SPONSOR one of our fundraising or community events. Gain brand exposure while pledging your support to elevating outcomes for Starting Point clients.

PARTNER with us. Join our strategic partnerships list and expand our collective impact in Nassau County and Northeast Florida.

LIKE us on Facebook and follow us on Twitter and Instagram @StartingPointFL to stay up to date with our latest news, photos, and videos.

DONATE to show your support. When you give to Starting Point, you are funding healing, hope and opportunity for our clients. Your gift allows us to expand programs and services for Nassau County and Northeast Florida residents. Use your corporate match dollars to double the impact of your donation.



For more information and other ways to Join Our Mission, please reach out to:

Justin Bradshaw

Marketing & Development
Jbradshaw@spbh.org



/startingpointfl



/StartingPointFL



/StartingPointBehavioralHealthcare



/startingpointfl

Starting Point Behavioral Healthcare is an equal opportunity and drug free workplace and prohibits discrimination in all of its programs and activities on the basis of race, color, religion, national origin, gender, sexual orientation, marital status, age, veteran status, disability or genetic information.

If you are a person with a disability who needs any accommodation, you should contact the office of our ADA Coordinator, 463142 SR 200, Yulee, FL 32097; VOICE (904) 225-8280, EXT. 448; FAX (904) 225-9125 or Email info@spbh.org

STARTING POINT

Behavioral Healthcare

MAIN TREATMENT CENTER

463142 State Road 200
Yulee, Florida 32097
(904) 225-8280

HILLIARD DROP-IN CENTER

371015 Eastwood Road
Hilliard, FL 32046

FERNANDINA BEACH DROP-IN CENTER

2201 Sadler Road
Fernandina Beach, FL 32034

ADMINISTRATIVE OFFICE

463185 State Road 200
Yulee, Florida 32097



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