

Recovery
has a
Starting
Point.

2022
ANNUAL REPORT



Recovery has a Starting Point.



04	Welcome Message
06	Celebrating 30 Years
08	Theory of Change
10	Prevention
12	Intervention
14	Treatment
16	Impact
18	Leadership & Financials
20	Investing in Wellness
22	Seeing the Future

A Question of How to Begin



I once heard the message, "taking action is not just the effect of motivation, but also the cause of it." The media popularizes the idea that taking action is often the result of an awe-inspiring moment. Think about it. When we return to the gym in January, it's because we are propelled by the promise of a "new year, new me". Recovery from mental health and substance use disorders can be different. Depression, anxiety, alcoholism, and drug addiction can significantly reduce the motivating factors to act (i.e., seek treatment).

Whether it's a singular moment of desire to change or the decision to visit our office that brings you here, we look forward to welcoming you to wellness.

Our founder likely struggled with the question of how to begin back in 1992. While we can't trace the exact cause to motivation or action, we are certain of the effect – Nassau County's first mental health and substance use clinic.

This year, we celebrated 30 years of healing Nassau County. Like most years here, there were a lot of new beginnings. We started our Marketplace Navigator program to provide free assistance and help consumers get affordable health insurance. Together with the Fernandina Beach Police Department, we launched our Co-Responder Unit to improve public safety. And the third newest and treasured conception was a partnership project to reduce youth suicide and improve community mental health [Talkable Communities].

We are motivated to improve mental wellbeing in Nassau County. But what inspires us even more is when someone walks in our door to seek treatment. Like I said before, action inspires motivation. Recovery has a Starting Point.

Laureen Pagel
CEO

Our 30-Year history



Healing Began Here

Viewpoint

Angel McClellan,

Chief Information
Officer



I joined Starting Point in 1999 as a front desk receptionist when we had about 40 employees. In the 23 years since then, I have worked in nearly 10 positions and now lead a full technology team as Chief Information Officer. I have enjoyed my front seat ride watching this agency grow into its current 120+ employees across 4 (soon to be, 5) locations. The number of

of people served has also grown tremendously. We have now registered and/or admitted over 39,000 client accounts.

When I look at that number and compare it to Nassau County's estimated population of 95,000 residents, it is noticeably clear that Starting Point positively impacts this community.



Thirty years ago, Rachel D. Sutton opened Nassau County's first mental health and substance use clinic under the name Nassau County Mental Health and Alcoholism Drug Abuse Council, Inc. Since then, the organization has changed names, leadership, and locations; but the mission has remained the same – heal Nassau County.

Since 1992, we have created strategic partnerships with Baptist Medical Center Nassau, the Nassau County School District, the Fernandina Beach Police Department, the Nassau

County Sheriff's Office, the Board of County Commissioners, the City of Fernandina Beach, Nassau County courts and legal systems, the Florida Department of Children and Families, the Florida Department of Health, Barnabas, and a host of other public service institutions.

The point is that mental health affects every aspect of a functioning society. When we claim, "Healing Begins Here," it's because it began here thirty years ago, and it will continue to be here for thirty years to come.

Viewpoint

Amy Pipkin,

Prevention
Supervisor

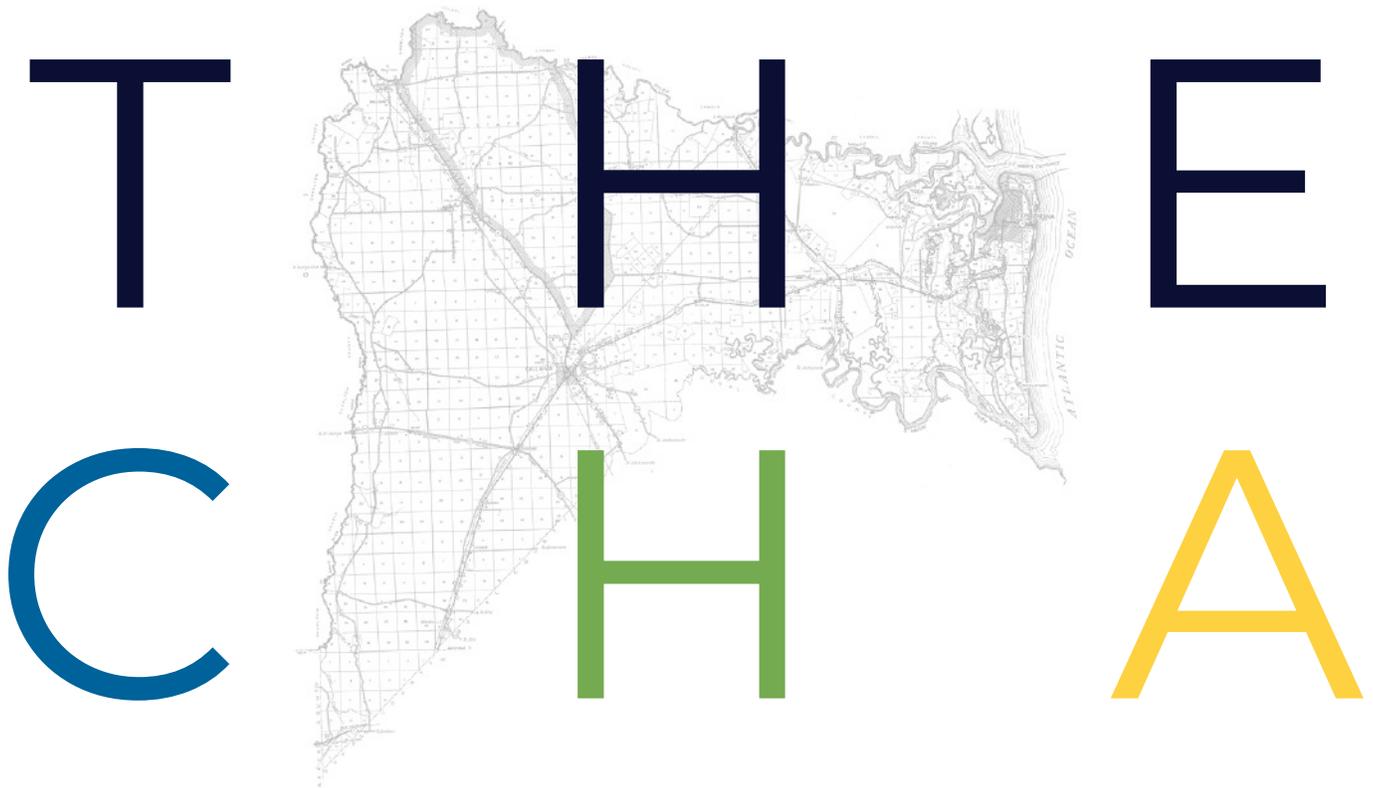


It is a privilege to witness the people we serve discover and lead a life of wellness and happiness. Whenever I am out in the community, I am often approached by people who remember how I personally helped them or someone they love. There is no greater gift than having a hand in moving Nassau County closer to health and wellness. After serving 18

years at Starting Point, I can confidently say that this is the crux of job satisfaction.

I feel that my role in this world is to serve, and I will continue to do so for as long as I am able.

"We rise by lifting others."
-Robert Ingersoll



Welcoming you to wellness

Our Why

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.

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 services and the provider of choice for First Coast residents and referrers.



Our Theory of Change

We believe people change. That's why we do the work that we do. In fact, we see change happen every day. Here is how it works.

1. Prevention

Prevention programming educates the community about mental health and substance use disorders

to prevent the use and misuse of drugs. It also focuses on specific risk factors that could cause someone to develop behavioral health disorders.

2. Intervention

Intervention programming aims to reduce the risk of harm to individuals living with mental health or substance use disorders and provide ongoing

services, as appropriate.

3. Treatment

Treatment programming focuses on elevating physical, mental, and emotional health for individuals living with mental health or substance use disorders. By treating these conditions through a variety of programs, we improve their overall social functioning and well-being.

Preventing Mental Health & Substance Use Disorders

The first step in our Theory of Change is preventing mental health and substance use disorders. We have an entire team of Prevention Specialists who dedicate their time to educating Nassau County community members using a variety evidenced-based prevention programs.



Botvin Life Skills

Botvin LifeSkills is an evidenced-based substance abuse and violence prevention program for children and teens. The program effectively reduces tobacco, alcohol, opioid, and illicit drug use. Our Prevention team hosts this program in local elementary schools.

Ripple Effects

Ripple Effects is an evidenced-based practice tool that delivers trauma-informed, personalized counseling. It develops social-emotional strengths, corrects behavioral problems, and addresses risk factors. Our prevention team delivers this program in local middle and high schools.

Talkable Communities

Talkable Communities is a collaboration of 5 nonprofit organizations. The project advances mental well-being for children and families by providing 3 free mental health training courses: It's Time to Talk about it! (ITTAI), Question. Persuade. Refer. (QPR), and Youth Mental Health First Aid (YMHFA).

Botvin Life Skills and Ripple Effects Impact

# of Youth Served through Botvin Life Skills	953
# of Youth Served through Ripple Effects	126
# of Elementary Students Served	960
# of Middle School Students Served	78
# of High School Students Served	41

Mental Health Training Impact

# of People Trained in ITTAI	223
# of People Trained in QPR	115
# of People Trained in YMHFA	91
# of People Trained in AMHFA	379
# of People Trained in tMHFA	550



Mental Health First Aid

We provide free Adult Mental Health First Aid (AMHFA) and teen Mental Health First Aid (tMHFA) training courses. AMHFA teaches adults how to recognize signs of mental health or substance use challenges in adults ages 18 and older. tMHFA teaches teens in grades 10-12 how to do the same with their friends and peers.

Intervening in Mental Health & Substance Use Disorders

The second step in our Theory of Change is intervening in mental health and substance use disorders. Intervention programs most often address crisis situations related to substance use or behavioral challenges, suicidal thoughts or behaviors, and psychotic episodes.



One of the greatest assets and best-kept secrets at Starting Point is our peer support workforce. Peer support workers are people who have been successful in the recovery process and help others experiencing similar situations. Through their first-hand experience in recovery, peers understand the process, respect its challenges, and empower people to stay engaged in services which reduces the likelihood of relapse.

At Starting Point, peer support services are available in every department. No matter what your recovery journey looks like, someone at Starting Point has been there and can assist you.

Mobile Response Team

Our Mobile Response Team assesses and treats children, adolescents and young adults ages 25 and under in Nassau County who are experiencing a behavioral health crisis. We provide on-demand crisis intervention services to stabilize individuals wherever the crisis is occurring. Starting Point's Mobile Response Team is available to assist 24/7.

24/7 Adult Crisis Hotline

Starting Point Behavioral Healthcare has a Behavioral Health Professional on call around the clock to provide crisis evaluation and referral to any adult experiencing a psychiatric or substance use disorder emergency 24 hours a day, 7 days a week.

Care Coordination

Care Coordination links individuals with services in the community to reduce their need for higher levels of care and provide support through their recovery journey.

Co-Responder Unit

The Co-Responder Unit includes one crisis intervention trained (CIT) law enforcement officer from the Fernandina Beach Police Department and a Starting Point clinician. Together, they work to improve public safety and increase access to behavioral health services.

Intervention Program

Our Intervention Program is geared towards individuals with first-time offenses, such as a DUI or a misdemeanor drug charge. The program focuses on the consequences of their behaviors and assists the client in identifying new ways of thinking to prevent future involvement with the legal system.

Treating Mental Health & Substance Use Disorders

The final step in our Theory of Change is treating mental health and substance use disorders. Our certified medical and clinical departments use a variety of evidenced-based programs and services to provide a comprehensive treatment approach.



Case Management

Our Case Management program is designed to help individuals living with a diagnosed mental illness achieve their highest level of functioning.

Drop-In Centers

We offer two Drop-In Centers that provide mental health counseling and support services for individuals living with a severe and persistent mental illness.

Drug Court

This program reduces incarceration and offers non-violent felony offenders an opportunity to make changes to better their lives. By diverting them from the judicial system into treatment services, we believe we can address the mental health and/or substance use issue that caused the offense in an effort to instill permanent lifestyle change.

Family Services Treatment Team (FSTT)

FSTT provides a dedicated therapist to children and families referred by the Child Welfare System.

Medication Assisted Treatment (MAT)

Our MAT program is a four-phased, highly structured, program providing a medically managed approach to recovering from dependence on opiates or alcohol.

Medication Management

Medication Management involves an initial psychiatric evaluation to determine the individual's need for psychotropic medication, the provision of a prescription, and the ongoing medical monitoring related to the individual's use of the psychotropic medication.

Mental Health Court

Mental Health Court reduces incarceration and recidivism by connecting misdemeanor or felony offenders with a mental health diagnosis to Starting Point's treatment services.

Psychosocial Rehabilitation

The Psychosocial Rehabilitation program serves individuals living with a severe and persistent mental illness. The program's primary goal is developing the clients' coping and recovery skills so that they may successfully live with their illness. Program components include life and social skills training in a hands-on real-time environment.

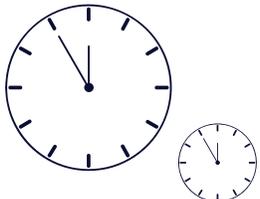
Therapy

We provide individual, group and family therapy using evidenced-based treatment modalities.

**There's
more than
one way to
measure
impact.**





 <p>Total Hours of Mental Health and Substance Use Services Provided</p> <p>→ 68,605 ~ 8 years</p>	<p>Subsidized Program and Service Fees for People with Financial Barriers</p> <p>→ \$720,583</p>	<p>Top Three Mental Health Diagnosis we Treated</p> <p>→ 1. Generalized Anxiety Disorder 2. Post-Traumatic Stress Disorder 3. Major Depressive Disorder</p>
<p>Top Three Substance Use Diagnosis we Treated</p> <p>→ 1. Alcohol Dependence 2. Opioid Dependence 3. Cannabis Dependence</p>	<p>Top 2022 Impact Creators</p> <p>→</p> <ul style="list-style-type: none"> • Baptist Health • Florida Blue Foundation • The Community Foundation for Northeast Florida • The Kinschner Family Foundation • SAMHSA 	 <p>States we Served</p> <p>→ 2</p> <p>Counties we Served</p> <p>→ 17</p>
<p>Crisis Calls Answered by the 24/7 Mobile Response Team to Help Children and Young Adults in Crisis</p> <p>→ 251</p> <p>Baker Acts Prevented by Stabilizing Individuals at the Scene of their Crisis</p> <p>→ 134</p>	<p>Men, Women, and Children Treated at Starting Point</p> <p>→ 3,100</p> 	<p>Adults Calling the 24/7 Crisis Line to Get Help for a Mental Health or Substance Use Emergency</p> <p>→ 453</p>



Laureen Pagel
Chief Executive Officer



Akua Owusu
Chief Medical Officer



John Mosley
Chief Financial Officer



Angel McClellan
Chief Information Officer



Candece Tierney
Chief Operating Officer

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Byron McCutchen
President

Damon Schneider
Vice President

Cherie Billings
Treasurer

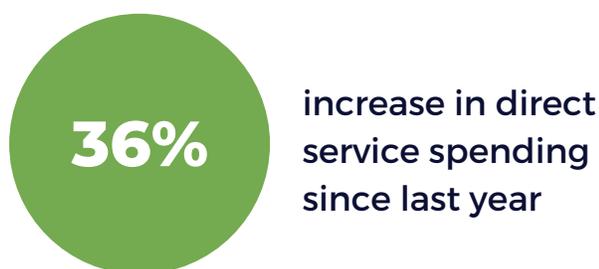
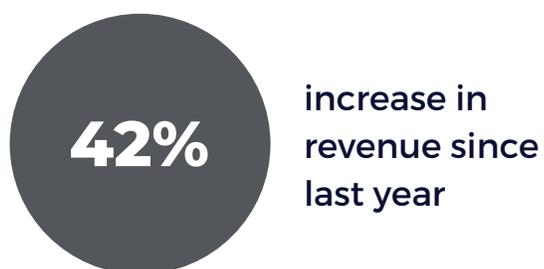
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Melissa Shew
Justin Taylor



Dollars in the Door

	This year	Previous year
State & Federal	\$5,819,581	\$3,475,135
Service Fees	\$2,398,453	\$2,064,996
Local Grants & Contracts	\$911,487	\$884,300
Donations & Contributions	\$46,523	\$52,795
Other	\$22,630	\$14,699



Dollars at Work

	This year	Previous year
Adult Mental Health	\$3,873,745	\$2,346,291
Children's Mental Health	\$1,269,773	\$1,287,571
Adult Substance Use	\$1,363,389	\$1,130,892
Children's Substance Use	\$434,562	\$347,851
Management & General	\$917,056	\$681,760

[unaudited financials covering July 1, 2021 - June 30, 2022]

**There's
more than
one way to
invest in
wellness.**





We believe that mental health and substance use disorders are community-based issues. In order to empower our community, we educate them on the signs and symptoms of behavioral health disorders.

Please join us at an event or fundraiser, volunteer your time with us to reduce stigma, partner with us to expand our impact, get certified in evidenced-based mental training courses, and, if your budget allows, join in on our mission to heal Nassau County by providing financial support.

Whichever way you choose, we look forward to welcoming you to wellness.

Get Certified

Invest a few hours of your day to get certified in one of our free mental health trainings. Build your communication skills around anxiety, depression, substance use, and suicide so that you know how to help a loved one who is struggling.

Volunteer

Invest your time in volunteering to reduce behavioral health stigma in and around Nassau County, FL. Join our team of Starting Point Ambassadors to build relationships, promote healthy living, and be a difference maker.

Attend an Event

Invest in your social calendar and attend one of our quarterly 'Community Conversations' events. These free events feature behavioral health experts from the Northeast Florida region.

Partner

Invest your companies' resources and join our growing list of strategic partners. We can make a greater impact together.

Donate or Sponsor

Invest financially to fund healing, hope, and opportunity for Nassau County and Northeast Florida residents.

Sponsor one of our fundraising or community events to gain brand exposure while demonstrating your support to improving mental wellbeing.

Seeing the future



Healing Will Continue Here

Viewpoint
Candace Tierney,
Chief Operating
Officer



I can't shout it loud enough - Starting Point is coming back to Amelia Island. Our story began on the island, and our roots run deep there. And while we will remain firmly planted in other parts of the county, it feels great to expand access to clients everywhere. As we grow and improve services, our vision for Nassau County expands.

We foresee reducing barriers to care, most notably, transportation and financial roadblocks.

Our future island location and mobile behavioral health unit will do just that. And, in my book, that is a huge step to improving the quality of the community we live in.



We started a wellness journey back in 1992. At that time, we were the only provider delivering behavioral health services to uninsured, Medicaid, and other vulnerable patients. Today, we remain the sole safety net provider for these services in Nassau County. We are proud of our history and even more excited about the future.

Our county is the 4th fastest growing county in the state of Florida by percentage population growth. This expansion correlates to a greater need for mental health and substance use services. We will meet this demand.

The Substance Abuse and Mental Health Services Administration has awarded us federal funding to open a new location on Amelia Island in the Fall of 2022. We will also deploy a mobile behavioral health unit to travel across Nassau County and deliver mental health and substance use services to those that need it most.

Starting Point has been growing its service offerings for 30 years and we will continue to be the institution of change for Nassau County residents.

Healing will continue here.

Viewpoint

Richard Vowles,
ARNP, PMHNP-BC
Mobile Unit Lead



I have been working in community mental health for over a decade, and I have noticed one constant – our most vulnerable patients have restricted access to care.

That's about to change.

Starting Point is taking behavioral health on the road. Soon enough, we will have a mobile mental health and substance use

clinic that will deliver nearly all the services that we provide. As we bring psychiatric care to the farthest corners of the county, it is my hope that we will leave financial and transportation barriers to care in the rear view.

At Starting Point Behavioral Healthcare, we offer compassionate care and we are bringing our services directly to you!

Starting Point Behavioral Healthcare
Healing Begins here
spbh.org



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