

K-12 TELEBRIEFING



April 1, 2025

Welcome!

SUBJECT MATTER EXPERTS



Dr. Beatty
Assistant Medical Director
County of San Diego



Corinne McCarthy
Coordinator, School Nursing
SDCOE



Dr. Taras
Physician Consultant
SDCOE

SPECIAL GUESTS



Allison Lawrence
Field Marketing Manager
Soluna



Ania Boyd
Community Engagement Lead
BrightLife Kids

EDUCATION SECTOR TEAM



Nicole Villa



Allison Hirahara



Samantha Mendoza



Jen Levy

AGENDA



Agenda Item	Speaker/Presenter
Welcome & Announcements	Nicole Villa
Public Health Advocate Camp Announcement	Jessica Mendelsohn
BrightLife Kids and Soluna	Allison Lawrence & Ania Boyd
Public Health Updates	Dr. Beatty
Q&A Session	All Panelists



Announcements

ADOLESCENT IMMUNIZATION WEEK



Adolescent Immunization Action Week 2025 (AIAW25) is next week from April 7 – 11!

[Explore #AIAW25 resources](#) to help spread the word about the importance of teens staying current on recommended vaccines.

VACCINES FOR SCHOOL ATTENDANCE



How to Talk So Parents Will Listen

Wednesday, April 2, 11:00 am

Join this conversation highlighting the important role schools, particularly school nurses, play in health communication and opportunities for public health organizations, practitioners, and school leaders to encourage uptake of routine child vaccinations.

[Register for the webinar](#)

COUNTERING VACCINE MISINFORMATION



Countering Vaccine Misinformation: Building Trust Together

Thursday, April 10, 9:00 am

Adolescents, young adults, parents, healthcare professionals, advocates, and educators are invited to engage in a conversation about trust, misinformation, and vaccination with leading experts.



SCHOOL NURSES & GUN VIOLENCE PREVENTION



**END
FAMILY
FIRE**

Proactive Care: School Nurses' Crucial Role in Gun Violence Prevention

Monday, April 7, 3:00 pm

This webinar aims to bring school nurses into the conversation about how they can support the end of gun violence in America.

[Register here](#)

STATEWIDE LIVE BEYOND CAMPAIGN



Thursday, April 10, 3:00 – 4:15 pm

Join campaign representatives and youth advisors for an in-depth look at the Office of the California Surgeon General's Live Beyond campaign. Discover its goals, youth co-creation process, and key resources for supporting youth affected by ACEs and toxic stress.

[Register here](#)

PUBLIC HEALTH ADVOCATE CAMP



The County of San Diego and the San Diego County Office of Education present the 2025 Public Health Advocate Camp! This no-cost, five-day summer camp is open for rising San Diego high school juniors and seniors to explore the world of public health.

The camp will take place from **June 23 - 27** at the Linda Vista Innovation Center.

[Apply](#) by May 2, 2025!



April 1, 2025

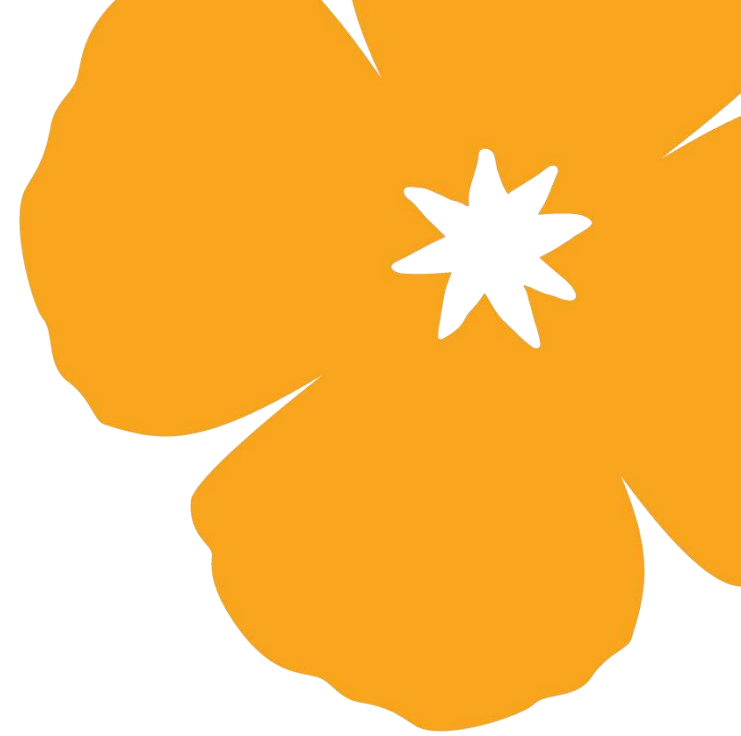
Pioneering Behavioral Health Support for Young Californians and their Families

brightlife.kids/edu | SolunaApp.com



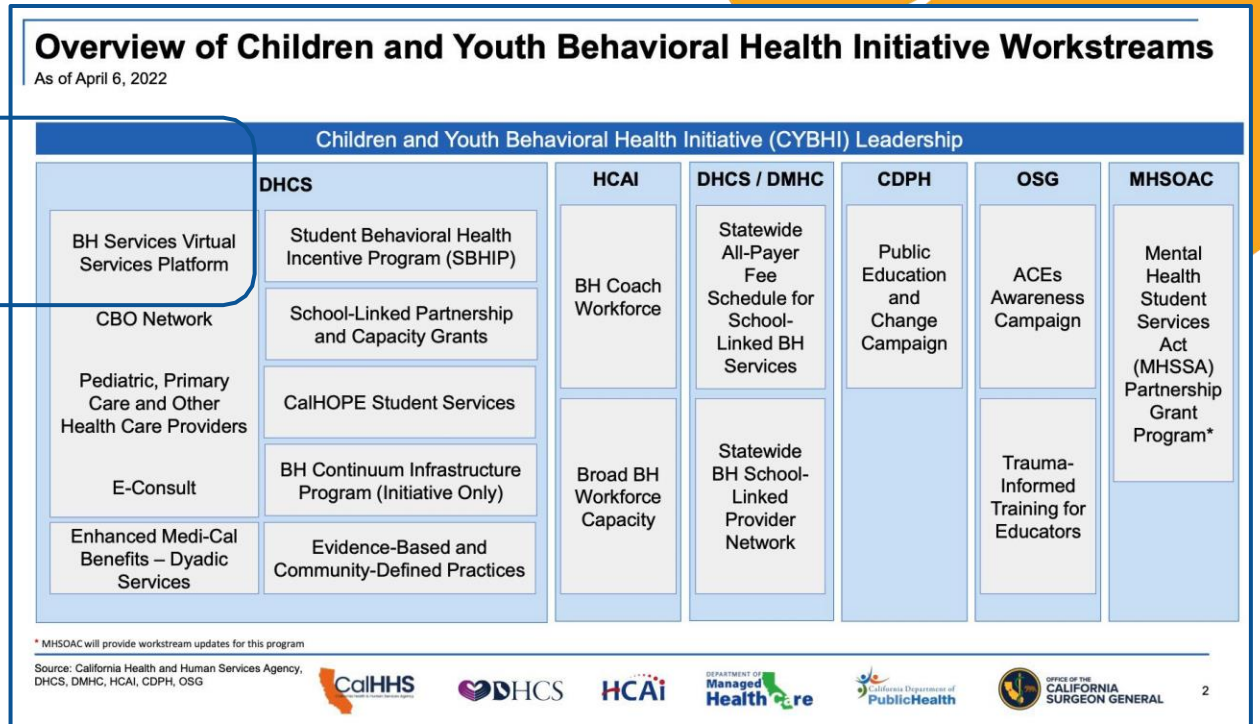
On Today's Agenda:

- What is the **CYBHI**?
- Two pioneering new services working together
- Introducing **BrightLife Kids** from Brightline
- Introducing **Soluna** from Kooth Digital Health
- Partnership opportunities
- Q&A



CYBHI: An Overview

- Selected from over **450** vendors
- Funded** by DHCS
- Behavioral Health Virtual Services -
 - BrightLife Kids (0-12)**
 - Soluna (13-25)**



CalHOPE is a consumer facing brand for a collection of DHCS's behavioral health initiatives. Californians can be signposted to the appropriate programs for them through the main website - calhope.org

BrightLife Kids

A CalHOPE program
by Brightline

0 - 12 years

BrightLife Kids, a CalHOPE program by Brightline, provides **free behavioral health coaching** to all California kids ages 0–12. **No costs attached.**
No insurance required. No referrals needed.

- Private 1:1 coaching via video and secure chat
- Diverse coaches offering bilingual support
- On-demand digital resources
- Care Guides to manage complex needs and provide referrals

soluna

a CalHOPE Program

13 - 25 years

Soluna, a CalHOPE program by Kooth, is the **all-in-one mental health app** for California youth and young adults to destress, reset, and seek support. **Always free. Always anonymous.**

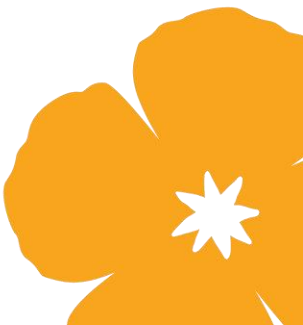
- Live 1:1 coaching sessions via video, phone, and secure chat
- Diverse, bilingual coaches
- Interactive tools and resources
- Moderated community forum

BrightLife Kids

A CalHOPE program
by Brightline



Today's Speaker:
Ania Boyd,
Community Engagement Lead
Brightline



The Brightline Story



Our Story

Founded in Palo Alto, California by health care entrepreneurs Naomi Allen and Giovanni Colella, MD



Our Mission

Designed to **address the pediatric behavioral health** crisis and challenges across access, affordability, quality, and stigma

No cost attached. No insurance required.
No referrals needed.

We provide behavioral coaching for the following:

- ✓ Developmental milestones
- ✓ Social and emotional well-being
- ✓ Emotional regulation
- ✓ Sleep issues and patterns
- ✓ Sadness
- ✓ Worry
- ✓ Disruptive behaviors
- ✓ School, work, or relationship stress
- ✓ Managing big emotions in healthy ways (e.g., loneliness, social isolation, grief, anger, etc.)
- ✓ and much more!



Language Accessibility

We have bilingual (English/Spanish) coaches

Live translation services available in:

Chinese

Vietnamese

Tagalog

Korean

Armenian

Russian

Farsi

Japanese

Arabic

Cambodian

Hindi

Hmong

Thai

Punjabi

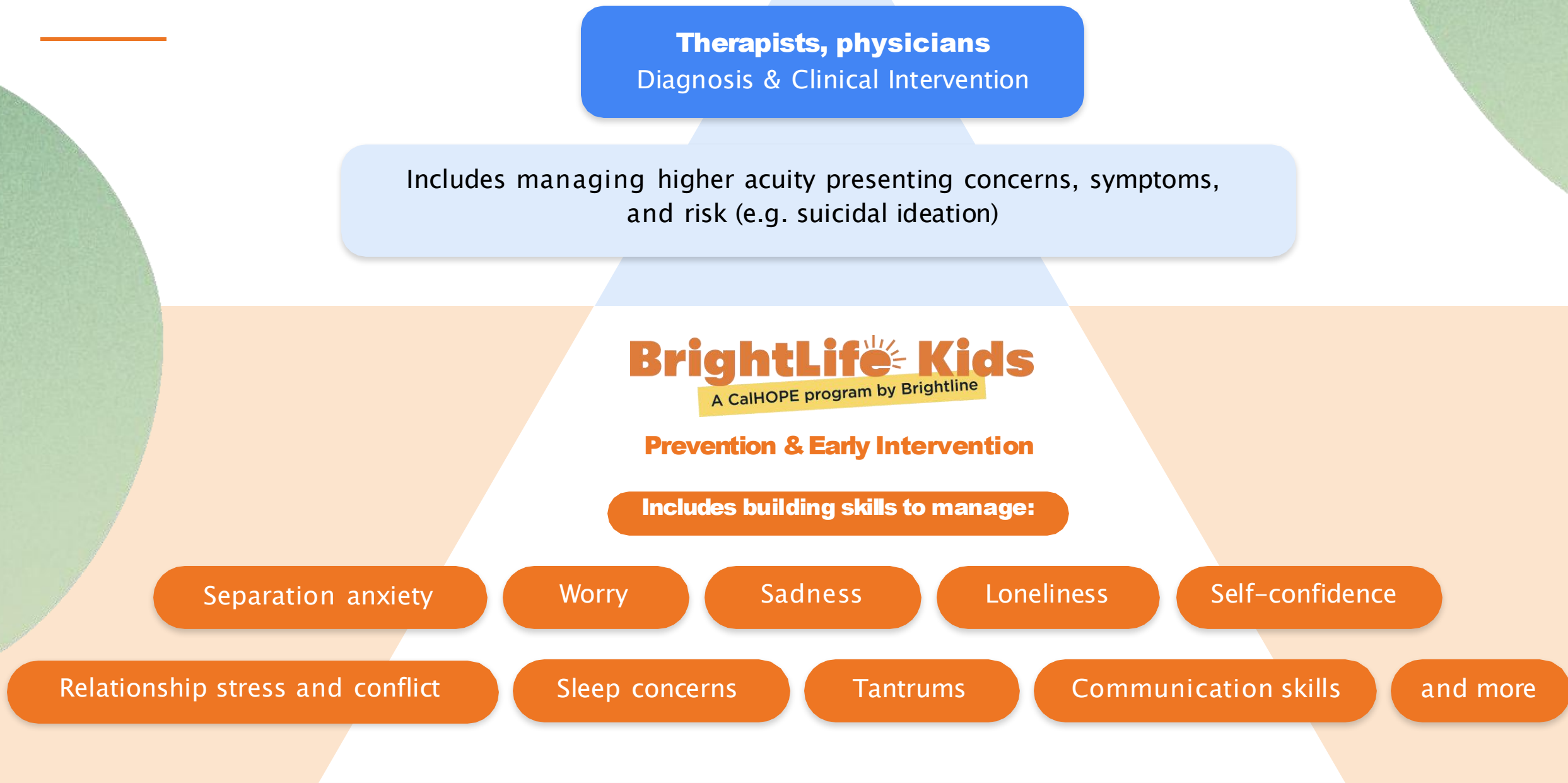
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Ukrainian

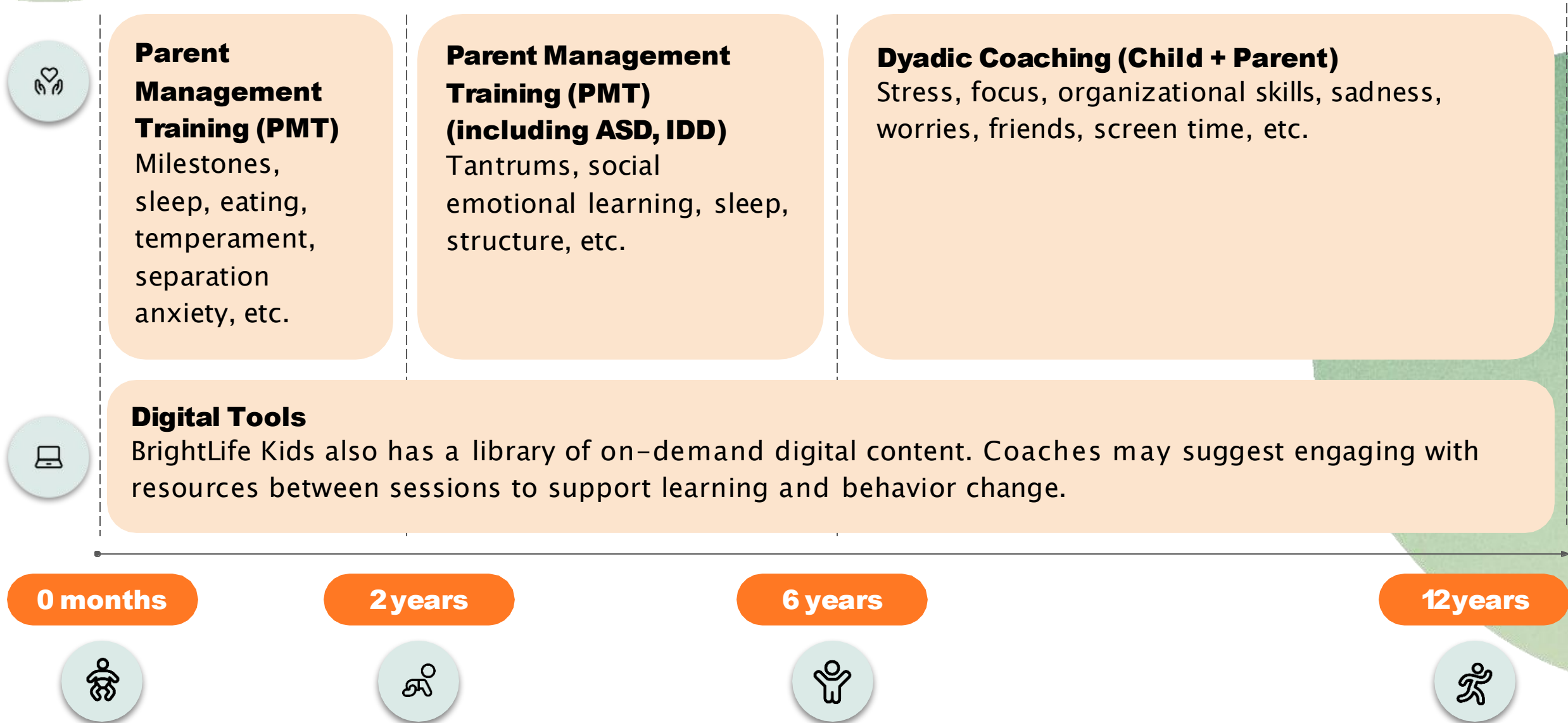
Laotian



How BrightLife Kids fits in the care delivery model



How BrightLife Kids helps across ages & stages

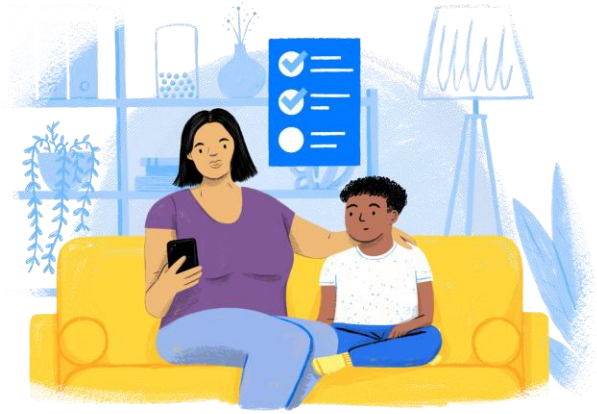


Our qualified coaches have

- ✓ Master's degree in a health-related field or Bachelor's degree+
- ✓ Coaching Certification(s) from NBHWC (National Board for Health and Wellness Coaching) or ICF (International Coaching Federation)
- ✓ 5+ years of direct experience working with children, youth, families
- ✓ 80 hours of skills and tools development upon hiring
- ✓ Diverse backgrounds as well as training and experience with LGBTQ+, BIPOC, and other important identities



What do families get with BrightLife Kids?



Digital Tools

- Library of on-demand digital content
- Read about managing tantrums, making friends, building self-esteem, and how to get your kids to talk about their feelings



Coaching and Chat

- Live 1:1 coaching sessions from coaches with diverse backgrounds
- Send/receive chats with dedicated coach for everyday challenges between sessions

What do families get with BrightLife Kids?



Care Coordination

- Coach specialists help identify complex needs
- Help finding the right level of care, guidance navigating community resources, and referrals to those resources if needed



BrightLife Kids Communities

- Digital peer community for caregivers to connect, ask questions, and get coaching tips
- Moderators online 24/7 to ensure a secure, safe space
- Four age-group based communities and one for Spanish speakers

Getting started is simple

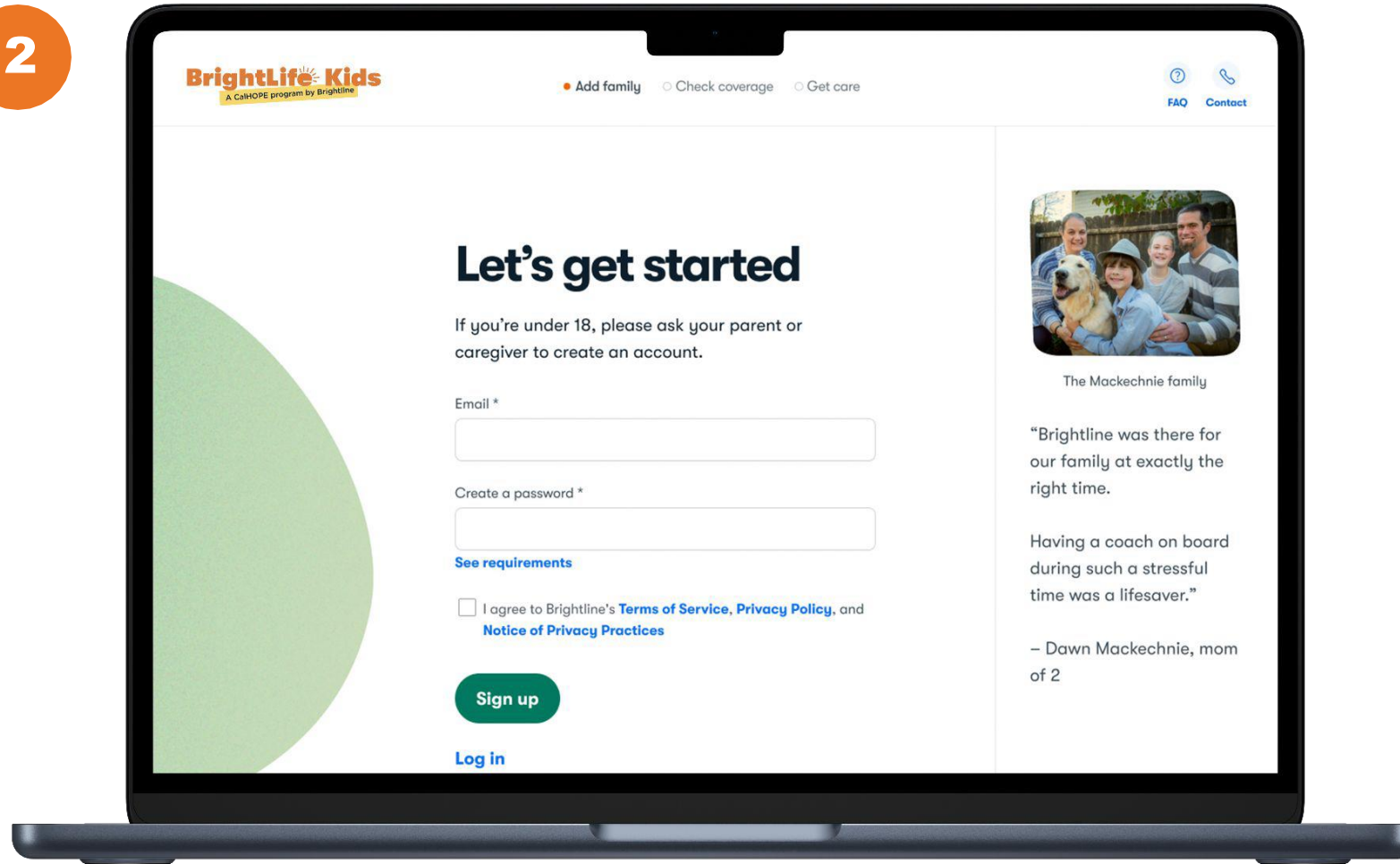
1



Sign up at brightlife.kids/edu

Getting started is simple

2



The screenshot shows the BrightLife Kids website's sign-up page. The header includes the logo, navigation links for 'Add family', 'Check coverage', and 'Get care', and links for 'FAQ' and 'Contact'. The main heading is 'Let's get started', followed by a note for users under 18. The form contains fields for 'Email *' and 'Create a password *', a 'See requirements' link, a checkbox for terms and privacy, a green 'Sign up' button, and a 'Log in' link. A testimonial on the right features a photo of 'The Mackechnie family' and a quote from Dawn Mackechnie.

BrightLife Kids
A CalHOPE program by Brightline

• Add family ○ Check coverage ○ Get care

FAQ Contact

Let's get started

If you're under 18, please ask your parent or caregiver to create an account.

Email *

Create a password *

[See requirements](#)

☐ I agree to Brightline's [Terms of Service](#), [Privacy Policy](#), and [Notice of Privacy Practices](#)

Sign up

[Log in](#)

The Mackechnie family

"Brightline was there for our family at exactly the right time.

Having a coach on board during such a stressful time was a lifesaver."

– Dawn Mackechnie, mom of 2

Add an email and password

Getting started is simple

3

BrightLife Kids
A CalHOPE program by Brightline

● Add family ○ Check coverage ○ Get care

FAQ Contact

Now we'll create your account

First name *

Last name *

State * ⓘ

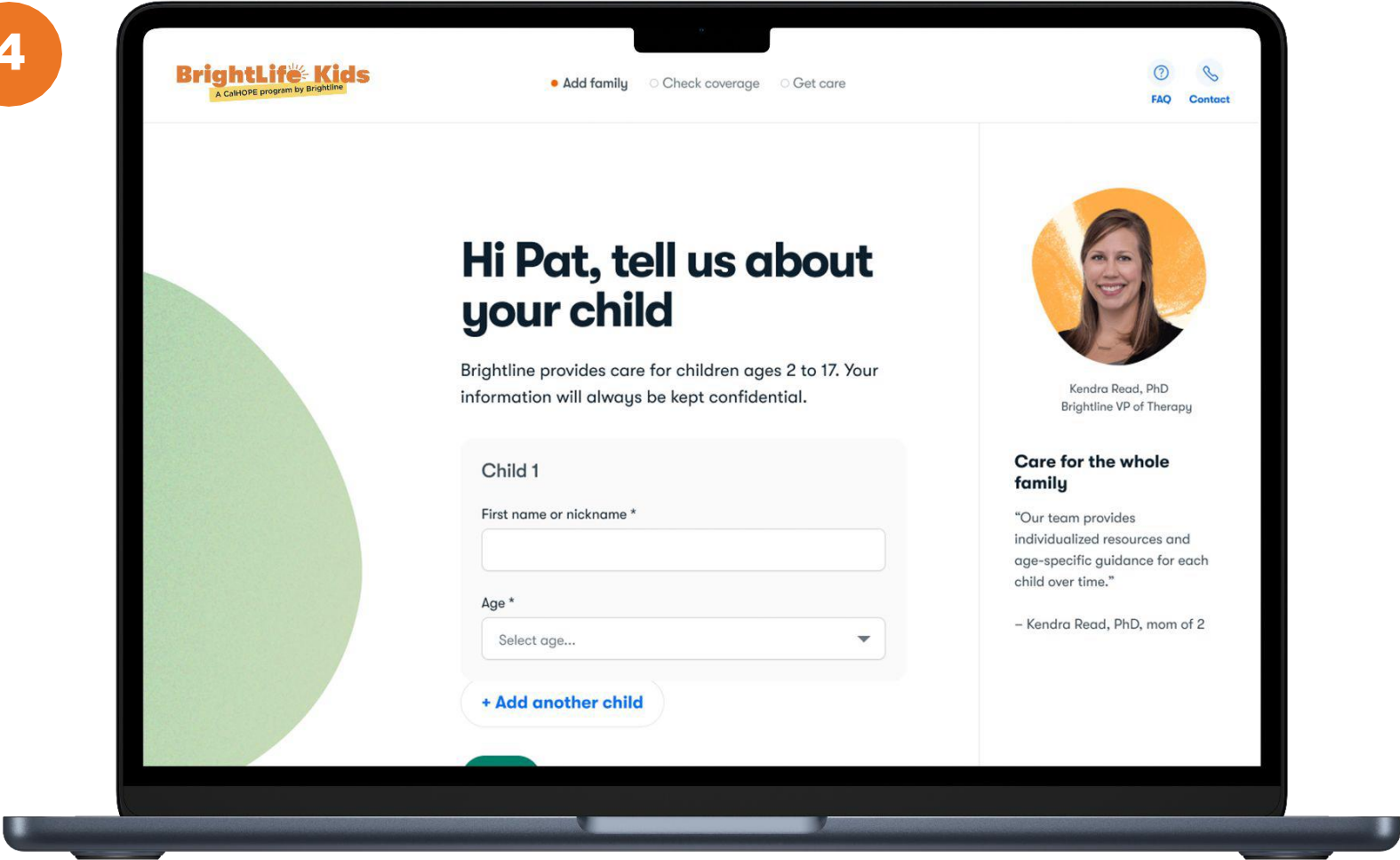
Mobile phone (Optional)

☐ I agree to receive texts about Brightline products, services, marketing, and educational content. I understand that I can opt out of receiving these texts at any time without losing access to

Create your account

Getting started is simple

4



Add your child/kids

BrightLife Kids Sign-up Video



Digital tools you can use and assets that we can ship to you!



Parenting is hard. Coaching can help.

Expert behavioral health coaching — free for every California family with children ages 0–12.

Ser padre es difícil. El coaching puede ayudar.

Coaching experto en salud conductual — gratuito para todas las familias en California con niños de 0 a 12 años.

888-275-5357
brightlife.kids/ca

All 100% paid for by the State of California
Servicio gratuito, pagado al 100% por el Estado de California

California's groundbreaking new virtual mental health services for youth, families, and young adults.

BrightLife Kids and Soluna are a key part of California's Children and Youth Behavioral Health Initiative (CYBHI) - a \$4.7bn investment into improving the mental health of our young people and providing equitable access to all Californians.

0 - 12 years

BrightLife Kids, a CalHOPE program by Brightline, provides free behavioral health coaching to all California kids ages 0–12. No costs attached. No insurance required. No referrals needed.

- Video or chat-based 1:1 coaching
- Diverse, bilingual coaches
- On-demand digital tools
- Coach specialists to manage complex needs and referrals

brightlife.kids/ca | exp@hellobrightline.com

Available on the App Store

13 - 25 years

Soluna, a CalHOPE program by Kooth, is the all-in-one mental health app for California youth and young adults to destress, reset, and seek support. Always free. Always anonymous.

- Scheduled or drop-in 1:1 coaching
- Diverse, bilingual coaches
- Interactive and engaging tools
- Moderated community forum, self-support guides, and articles

SolunaApp.com | california.kooth.com

Available on the App Store | GET IT ON Google Play

BrightLife Kids and Soluna are CalHOPE programs funded by the Department of Health Care Services and provided by Brightline with Bright Digital Health. Visit brightline.org to learn more about these services.

HCS

Get support with the tough stuff and help your child thrive

No costs attached. No insurance required. No referrals needed.

BrightLife Kids is California's new virtual behavioral health program* that provides free support to all families with kids ages 0–12.

We offer

- Private 1:1 coaching** with video and chat
- Personalized digital tools
- Guidance and referrals to community resources

BrightLife Kids coaches* help with things like**

Ages 0–4	Milestones, sleep, and tantrums
Ages 5–8	Big feelings, friends, and self-esteem
Ages 9–12	Social media, peer pressure, and study skills

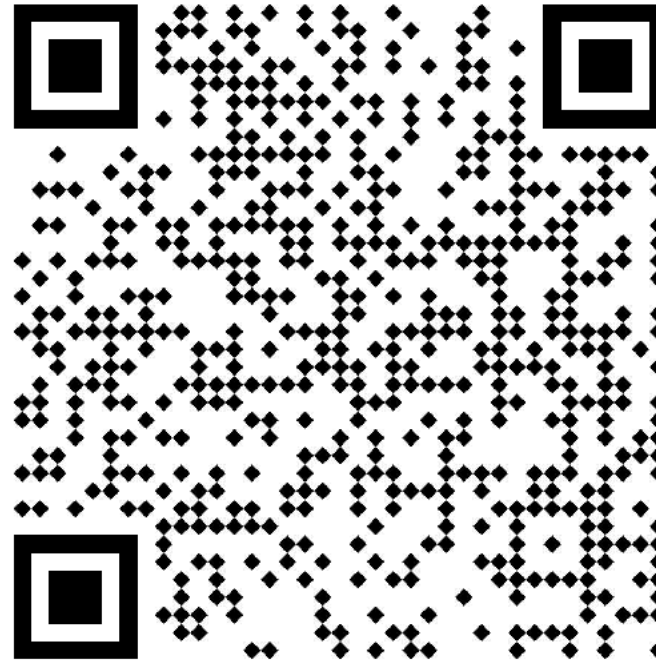
SCAN HERE!

*BrightLife Kids is a CalHOPE program and is part of the Children and Youth Behavioral Health Initiative (CYBHI).
**BrightLife Kids is a free coaching program created by Brightline. Therapy is not included as part of the program.
***Some coaches speak both English and Spanish. Live interpretation services are available in 17 other languages.

brightlife.kids/ca 888-275-5357 ce@hellobrightline.com

Have a family with children ages 0-12?

Get a Sneak Peek with Guest Access!






soluna

a CalHOPE Program



Today's Speaker:
Allison Lawrence
Field Marketing Manager
Kooth Digital Health



Brightlife Kids and Soluna are CalHOPE programs funded by the Department of Health Care Services and powered by Brightline and Kooth Digital Health. Visit calhope.org to learn more about the initiatives.

Kooth: 20 years of revolutionary services

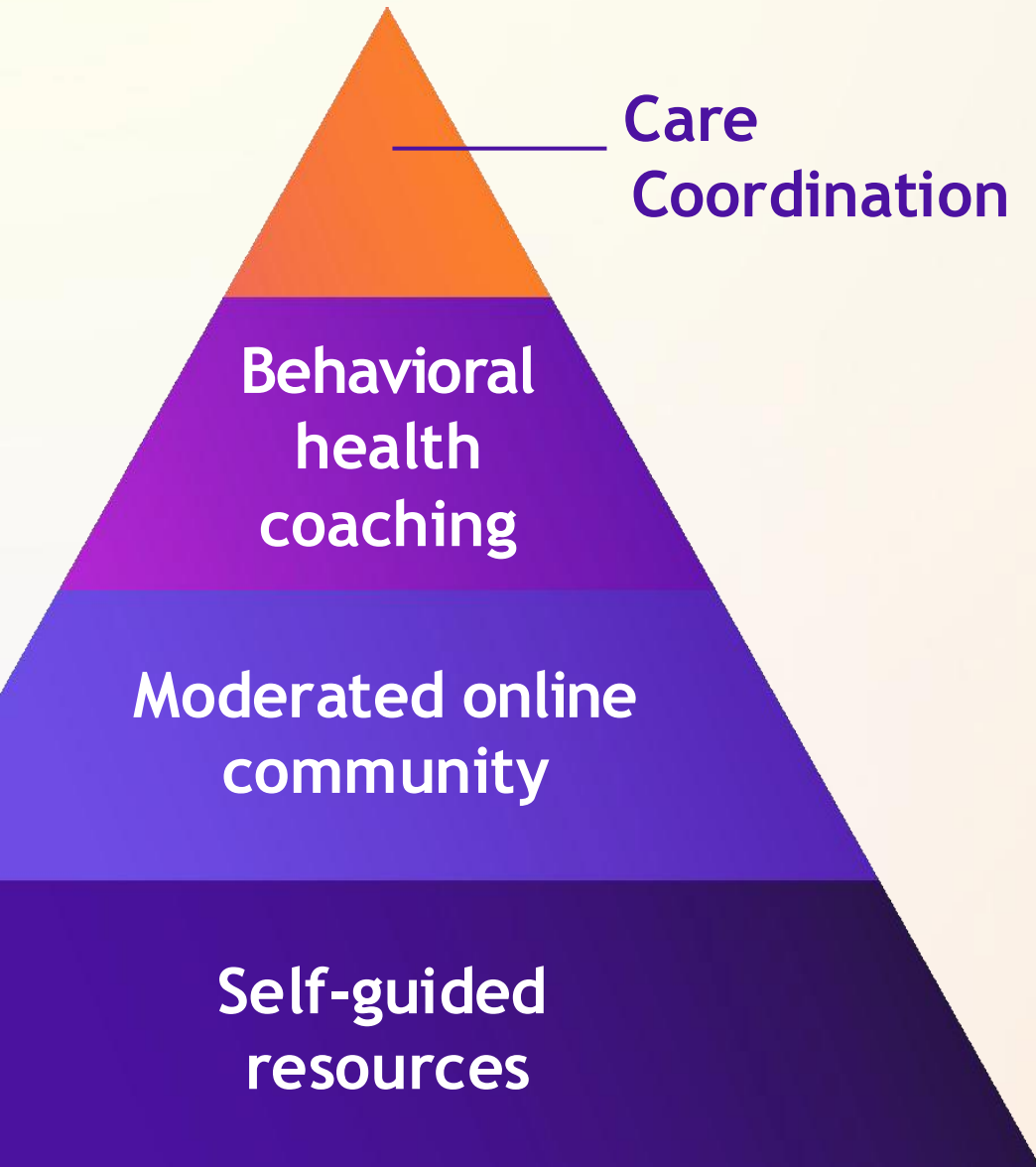
- ✦ Over 1 million hours of professional support
- ✦ 11 million youth access to mental wellness resources in English and Spanish
- ✦ Hundreds of youth involved in design and user experience

Brightlife Kids and Soluna are CalHOPE programs funded by the Department of Health Care Services and powered by Brightline and Kooth Digital Health. Visit calhope.org to learn more about the initiatives.

Higher acuity needs



Comprehensive support for ages 13-25 with a focus on **early intervention** and empowering young people to navigate their mental health challenges.



Universal Support & Referral Network

Our Focus

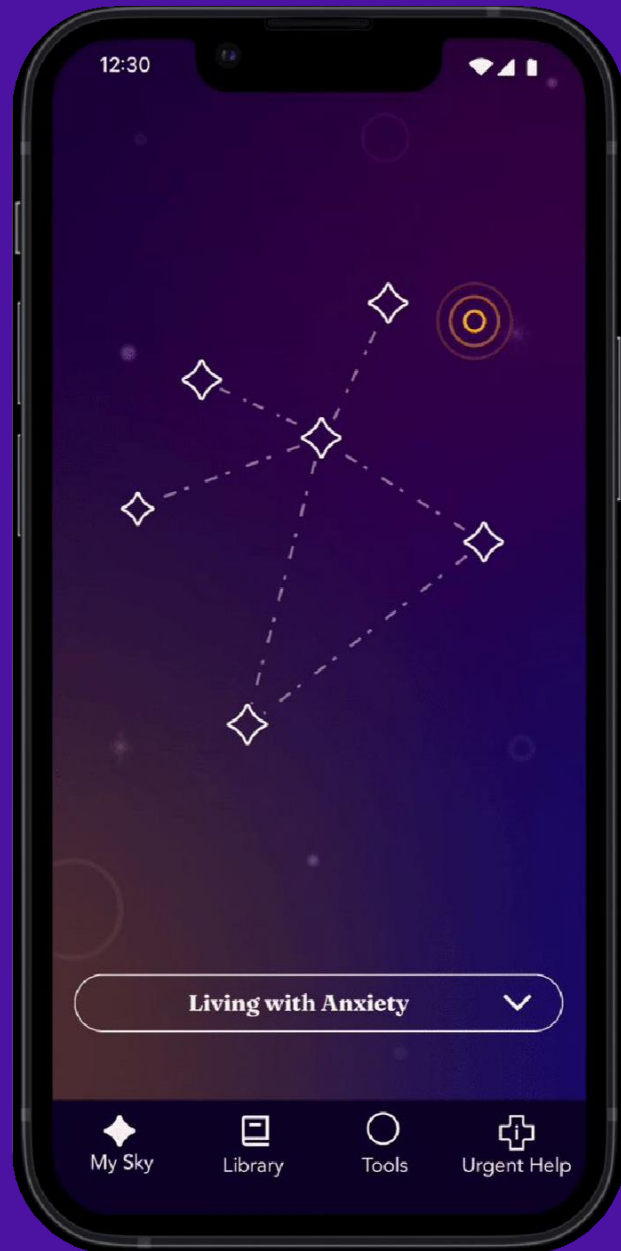
Tools, support, and community to help users support their mental wellbeing.

1:1 Coaching

Live professional guidance for extra support when needed.

Additional Help Outside Soluna

Care Coordination bridges this support and is available in 19 Medi-Cal languages.



LEVEL ONE

Self-guided resources

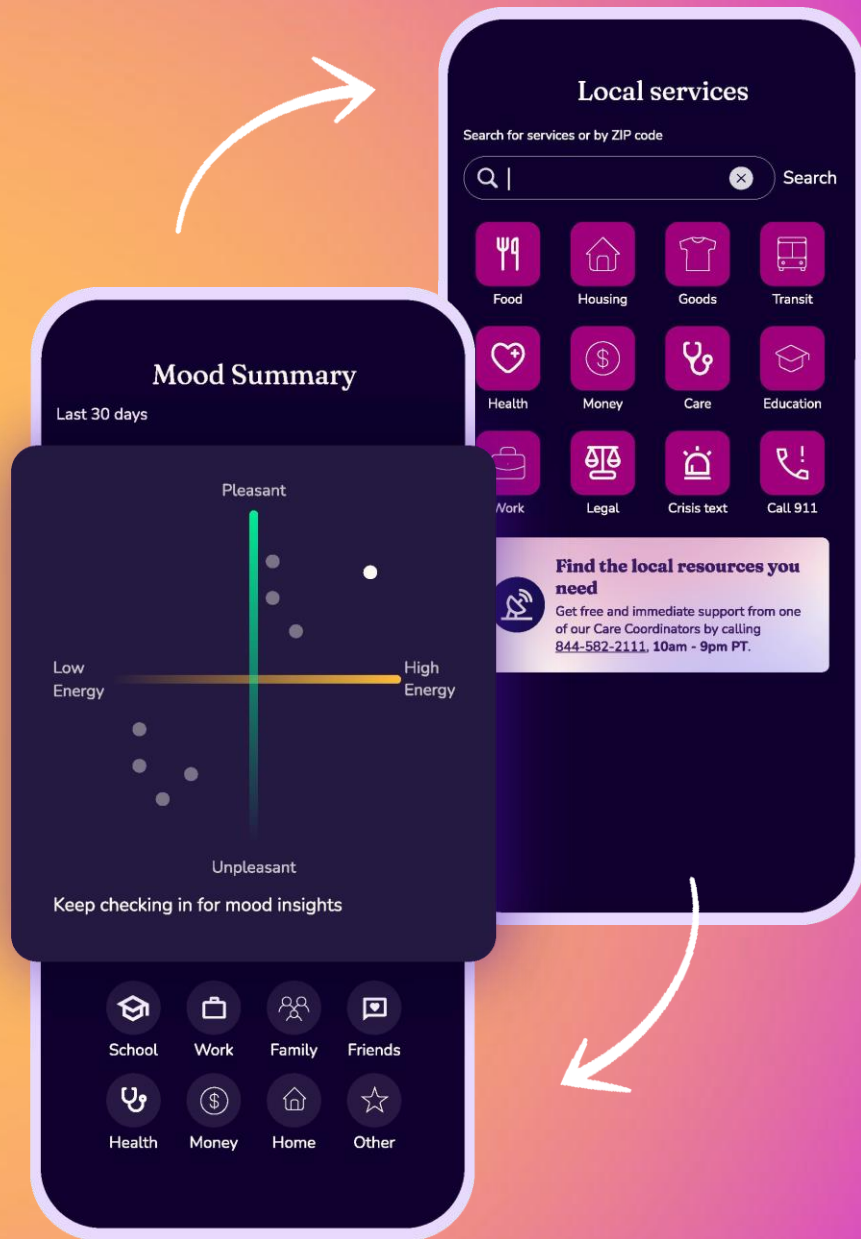
LEVEL TWO

Community support

LEVEL THREE

**Coaching support and
care coordination**

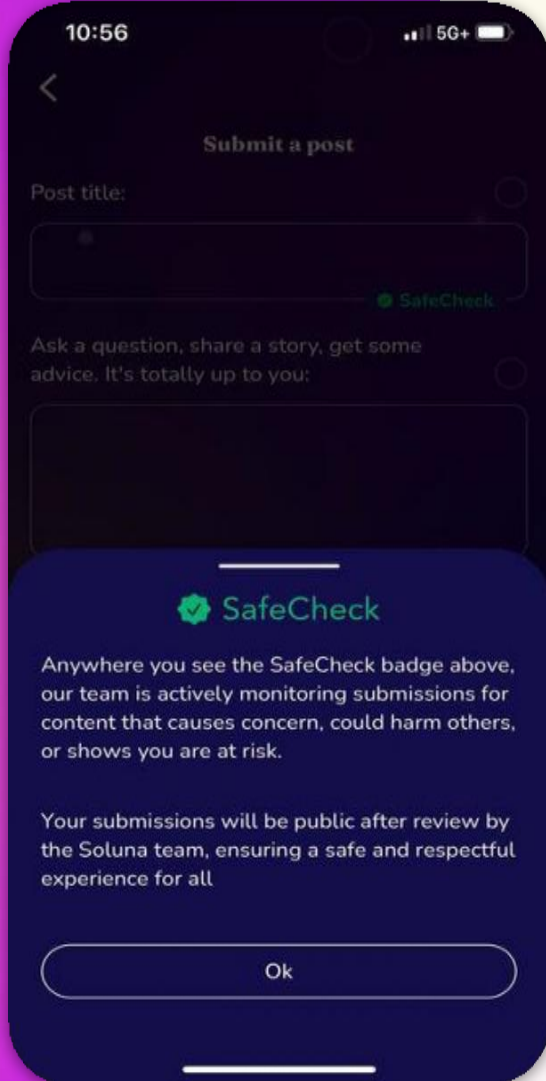
Support offered in English, Spanish, and all 17 other Medi-Cal threshold languages through an interpreter service.



Working to provide
comprehensive care

Soluna serves as a central hub connecting
people to sub-clinical support and
to California's behavioral health services

Monitoring and Enhancing Safety: Professionals – not bots



Content moderation

Approval process for all content prior to publishing

Ensures anonymity and confidentiality

Risk identification

Review of all content and flag for risk to self and others

Coaching directs users toward appropriate resources

Risk escalation

Full adherence to federal and state reporting and guidelines

Safety plan created and crisis resources provided

*There is no direct messaging between users.

Guided support from our team makes it easy to be a **part of the solution.**



Discovery and
Planning

Awareness and
Enablement

Ongoing
Engagement



SolunaApp.com



Conversation Starters

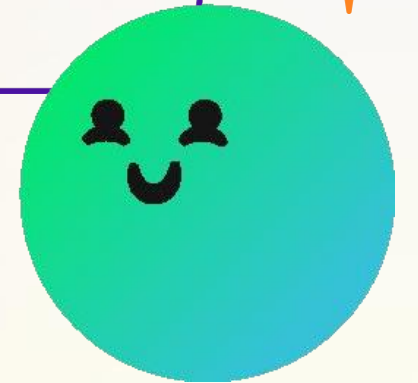


"Soluna's **peer support** helps young people connect, **fostering healing and belonging** through shared experiences."



"Soluna provides a **safe, anonymous space** where youth can seek mental health support **without fear of judgment**, empowering them to prioritize their well-being."

"Soluna offers **interactive tools and journaling**, helping high schoolers **build resilience and process emotions** anytime."



Submit a request and we'll send the following:



A free, safe, and anonymous mental health app for Californians ages 13 to 25.

Soluna is a CalHOPE program powered by Kooth and funded by the California Department of Healthcare Services.



Download on the App Store | GET IT ON Google Play

Explore anonymously
Rest assured that your app experience is completely anonymous and your data is private and secure.

Destress and reset
Use research-backed tools, like Thought Shaker, Free Write, and more to bring calm, confidence, and focus.

Chat 1:1 with a coach
Feeling stuck? Schedule a session or simply drop in. No strings or cost attached.

Close your wallet
Explore the app at no cost with no insurance required. Ever.



Download the free Soluna app on the App Store or Google Play.



Tu espacio en donde puedes ser tú mismo.

Apoyo confidencial para tu propio recorrido hacia la salud mental. Sin costo. Sin presiones.

Habla individualmente con un mentor profesional, usa herramientas interactivas para desestresarte o explora cuestionarios, videos, foros y más. ¡Tú eliges!

Aún mejor: Es gratuito para todos los jóvenes y adultos de California de 13 a 25 años.

Busca 'Soluna' en el App Store o Google Play o visite SolunaApp.com



Consíguelo en el App Store | DISPONIBLE EN Google Play

Discover yourself at your own pace with 

Your journey. Your choice. Your wellbeing.



Features

- Digital Journaling**
Write, reflect, vent, or celebrate in a space just for you and your thoughts
- Community Support**
Connect with others on a similar journey of self-discovery
- 1:1 Coaching**
Chat with a professional when you need support, understanding, or guidance
- Interactive Tools**
Manage stress, share your story, and explore all the brilliant aspects of you

Did we mention, it's free?! No fees. No pressure.
Download the Soluna app today.



GET IT ON Google Play | Download on the App Store




Your space to be you.

What is it?
Soluna is a free mobile app with resources and tools to support your own mental health journey.

No cost. No pressure. Always anonymous.


How do I use it?
Chat 1:1 with a professional coach, use interactive tools to destress, or explore quizzes, videos, forums, and more. You choose!



How often do you practice digital detox or take breaks from social media?	Percentage
Daily	17%
Every week or so	13%
About once a month	7%
Honestly...it's pretty rare	63%

124 responses

Or scan here to get started



Download on the App Store | GET IT ON Google Play

DEMO TIME 📍

Download the demo version of Soluna

① Android Users

Scan
here



② Complete
registration to
access the app

When prompted for your
birth date, use:
December 16, 2003

① Apple Users



Download the
TestFlight App

② Swipe up to
completely **close**
out of the
TestFlight App

③ Scan here



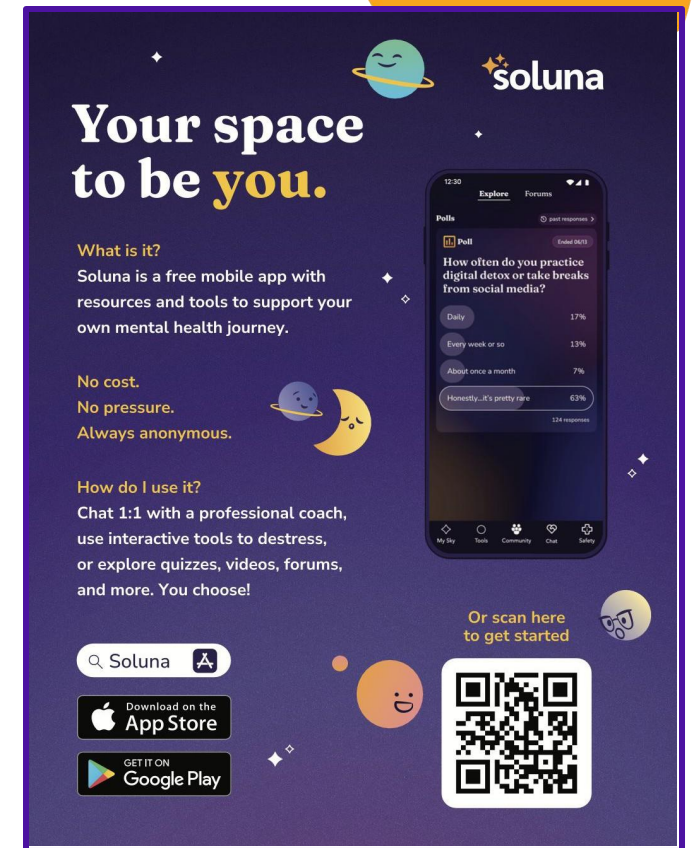
④ Complete
registration to
access the app

When prompted for your
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December 16, 2003



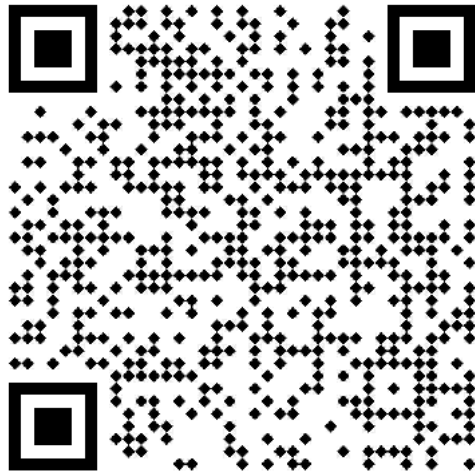
Promotional Opportunities

- ★ **Digital Toolkits**
 - Social Assets
 - Websites
 - Email Templates
- ★ **Printed Materials (as needed)**
 - Flyers
 - Posters
 - Postcards / QR Cards
- ★ **Partnership Support**
 - Strategic Meetings
 - Ongoing conversations on how to collaborate



Thank you!

BrightLife Kids
A CalHOPE program by Brightline



brightlife.kids/edu



(888) 275-5357



aboyd@hellobrightline.com

 **soluna**
a CalHOPE Program



solunaapp.com



(844) 582-2111



ce@solunaapp.com



Public Health Updates

Dr. Beatty

RESPIRATORY VIRUS UPDATE



COVID-19

Cases
24,785

Deaths
240

Outbreaks*
212

6/30/2024 – 3/15/2025

March 20, 2025

Influenza

Cases
36,251

Deaths
192

Outbreaks*
88

6/30/2024 – 3/15/2025

RSV

Cases
5,125

Deaths
8

Outbreaks*
6

6/30/2024 – 3/15/2025

*In residential congregate settings

[Respiratory Virus Surveillance Report](#)

Figure 1.1. San Diego County **COVID-19** Confirmed and Probable Cases
(N=24,785)

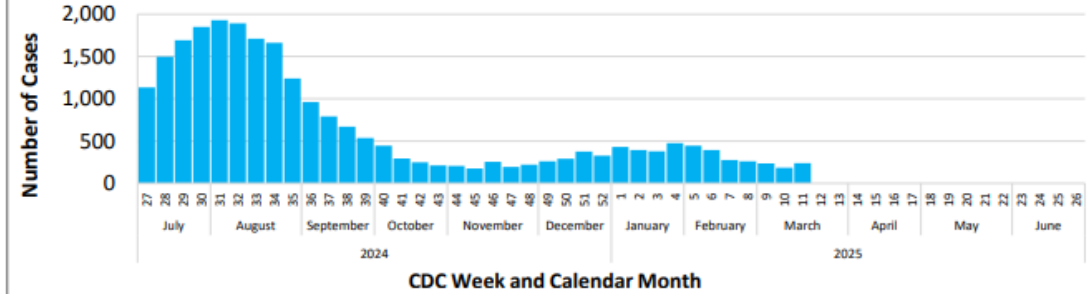


Figure 1.2. San Diego County **Influenza** Cases
(N=36,251)

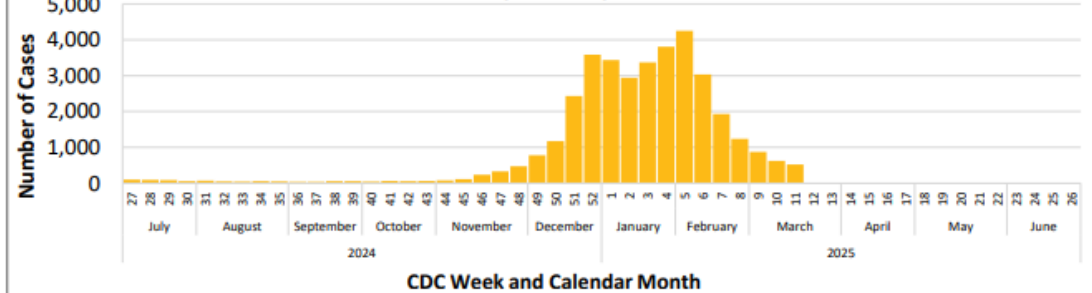
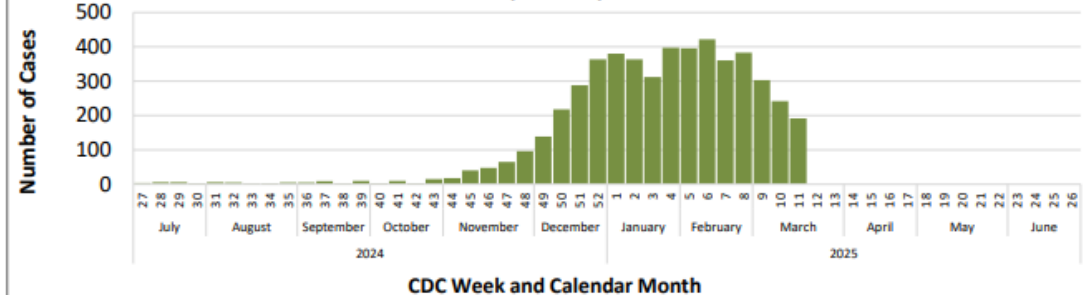


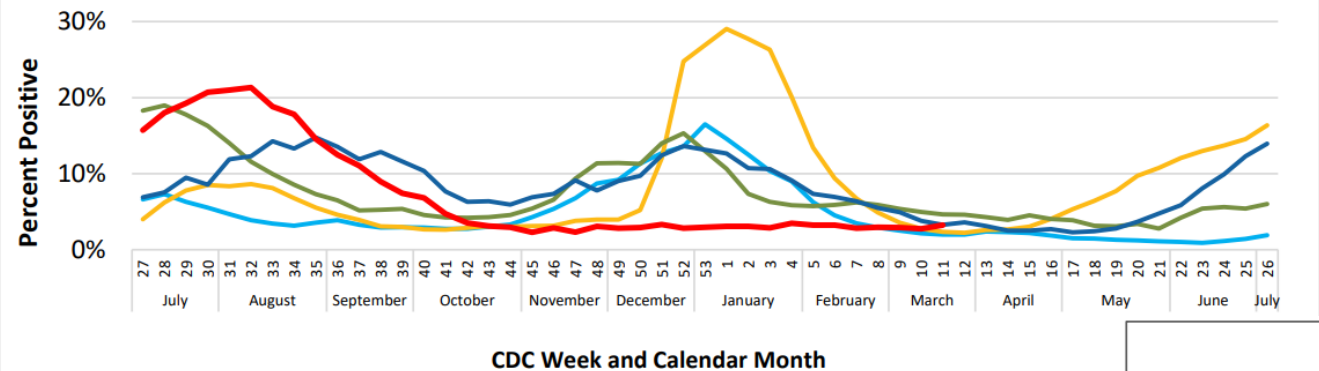
Figure 1.3. San Diego County **RSV** Cases
(N=5,125)



COVID-19, INFLUENZA, & RSV POSITIVITY



Figure 14. COVID-19 Positivity by Week of Specimen Collection and Fiscal Year



— 2024-25 — 2023-24 — 2022-23 — 2021-22 — 2020-21

Figure 15. Influenza Positivity by Week of Specimen Collection and Fiscal Year

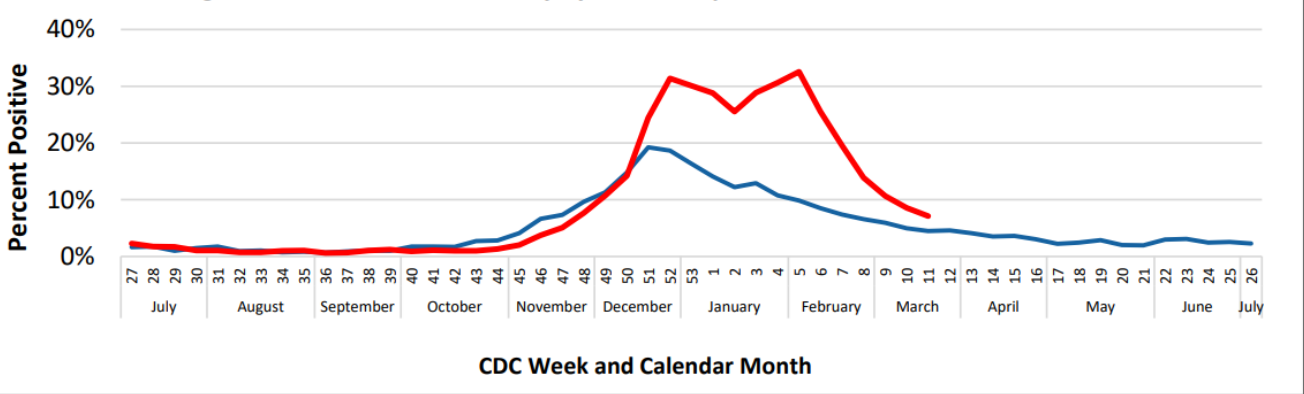
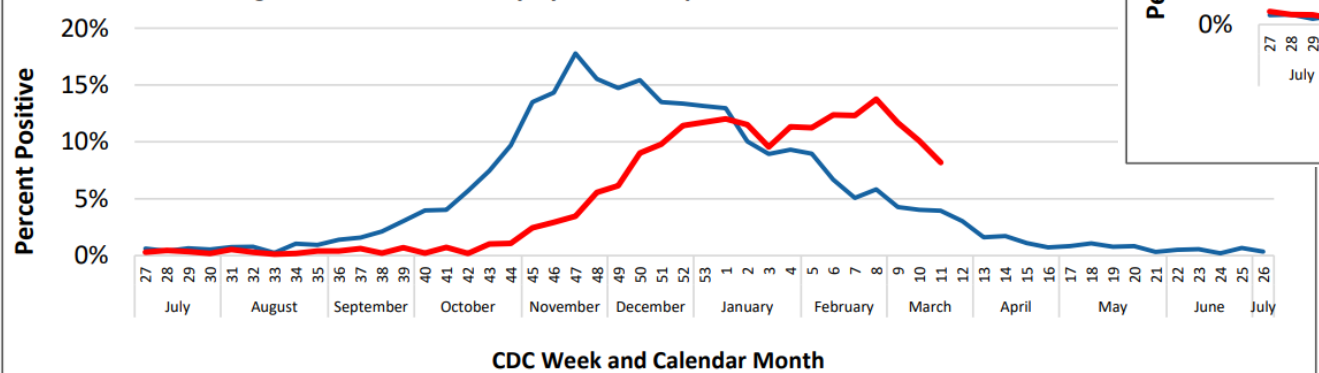
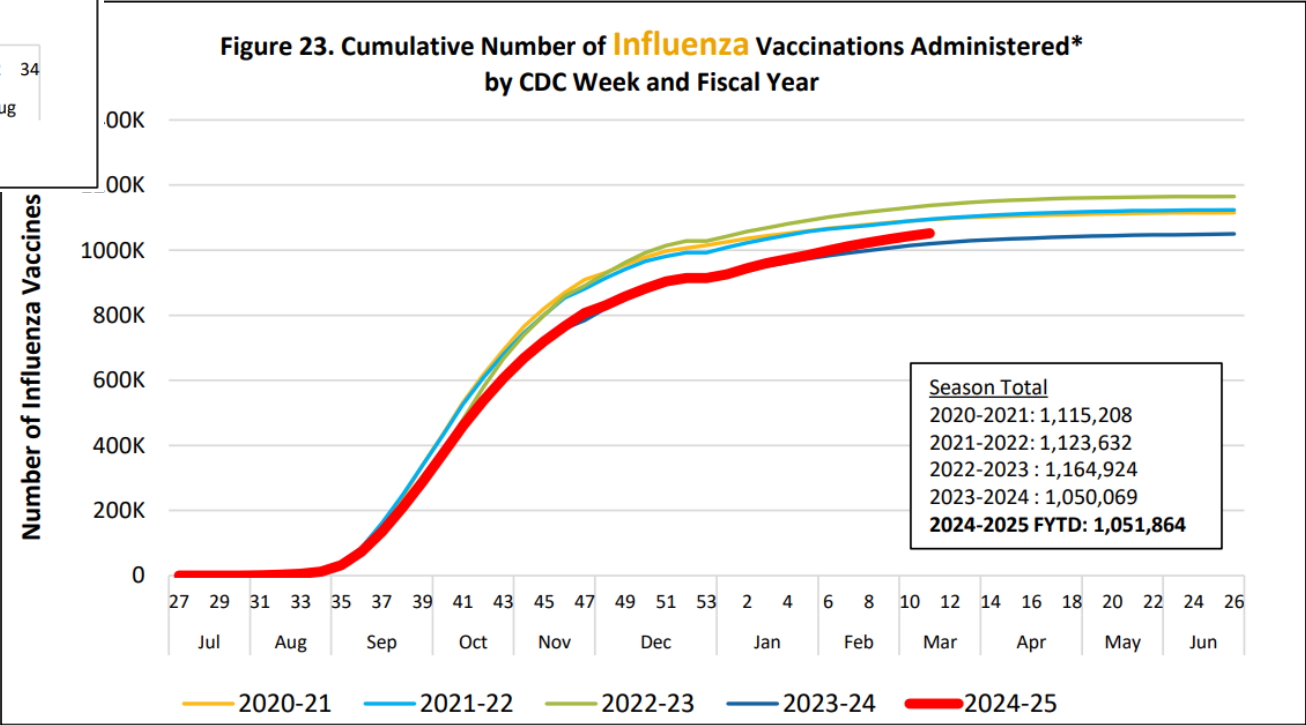
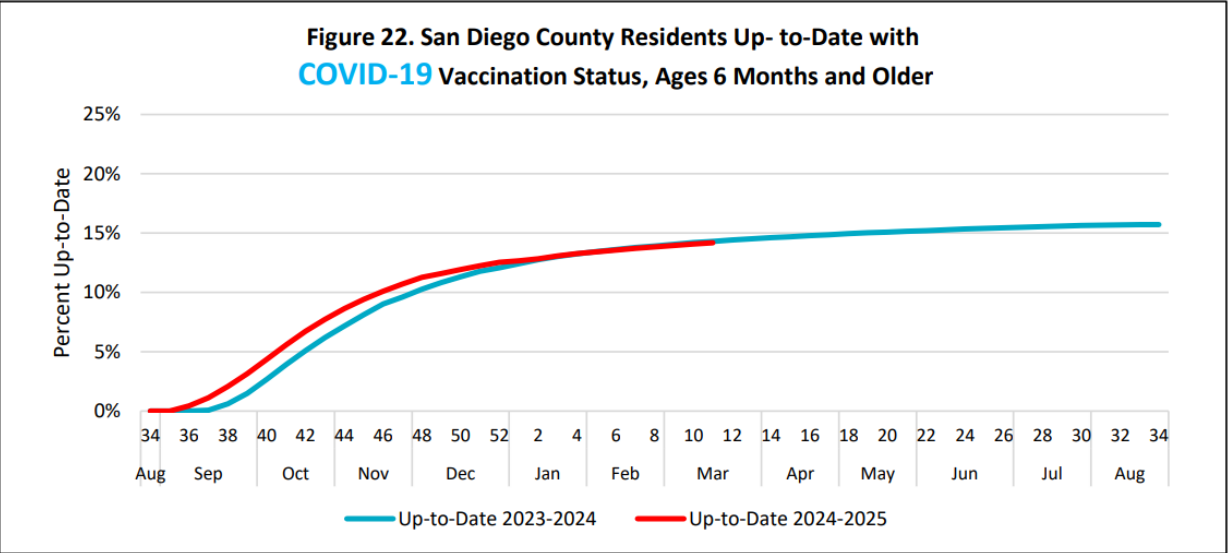


Figure 16. RSV Positivity by Week of Specimen Collection and Fiscal Year



COVID-19 & INFLUENZA VACCINATIONS

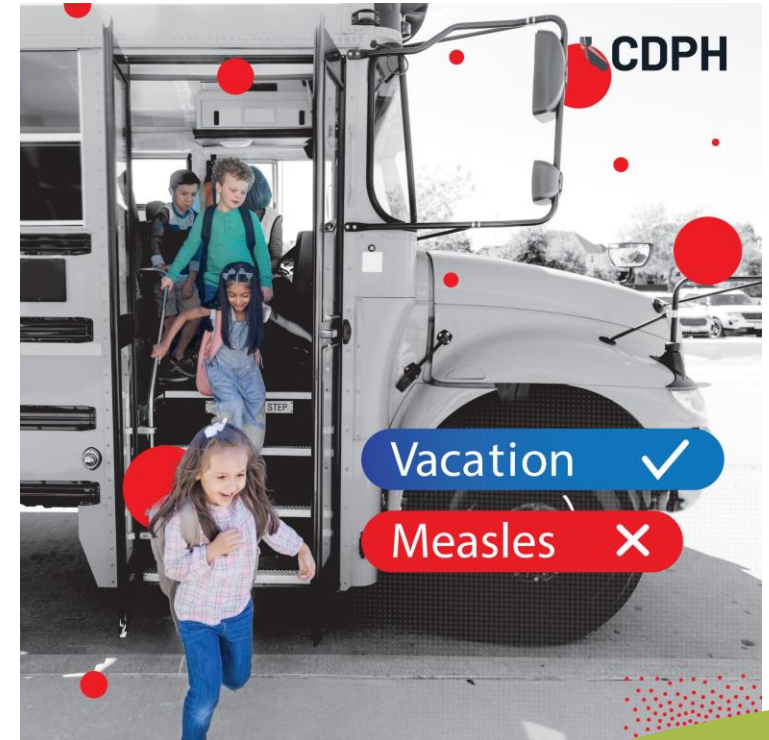


KINDERGARTEN IMMUNIZATION RATES



CDPH: California Kindergarten Immunization Rates Remain Higher Than National Average

- The [2023–24 CDPH Kindergarten Immunization Assessment report](#) shows California immunization rates for kindergarten students remain higher than the national average.
- MMR vaccination rates have remained stable, exceeding 95% since at least 2016–17. 95% is an approximate threshold needed to prevent the transmission of measles.



MEASLES



- There have been [5 measles outbreaks](#) in 2025, including in Texas, New Mexico, and Kansas. 93% of confirmed cases (447 of 483) are outbreak-associated.
- There have been 2 deaths in 2025, one in an unvaccinated school-aged child.
- [False claims that vitamin A can prevent and cure measles](#) have been circulating around the internet amid growing outbreaks. Vitamin A is not a substitute for the measles vaccine.
- There have been [8 measles cases in California](#). So far, no cases have been reported in San Diego County in 2025.

MEASLES



Video: Leave Measles Out of Spring Break



- During spring break, the potential for new infections could rise, and travelers should be aware.
- If planning to travel with a child aged 6-12 months, get an extra MMR dose.
- The second MMR dose can be given earlier than 5 years old, as long as it is administered at least 28 days after the first dose.
- Parents and staff should verify their vaccination status and ensure they have documentation of it.
- Visit the [County of San Diego Measles Website](#) for more information and resources.
- There has also been a notable increase in whooping cough (pertussis) cases in Mexico in 2025 ([Aviso Epidemiológico](#)).



Thank You!



Q&A



THANK YOU FOR ATTENDING!

For more information, please visit our website: LiveWellSD.org/Education

You can also email us at: LiveWellEducation@sdcounty.ca.gov

Next Telebriefing: Tuesday, May 6, 2025