

Agenda Item Report



Winnebago County

The Wave of the Future

DATE: 01/31/24
FROM: Winnebago County Executive's Office
RE: NEW Mental Health Connection request for \$90,000 in Spirit Funds to implement innovative features in the Service Directory and update technology and website content.

General Description:

NEW Mental Health Connection resources including Men's Self-Care Toolkit and crisis services pages have seen an increase in community need reflected in the usage of our web-based, mental health and substance use service navigation tool, called www.MyConnectionNEW.org.

Action Requested:

NEW Mental Health Connection request for \$90,000 in Spirit Funds to update to technology and website content updates that provide web-based, mental health and substance use services.

Procedural Steps:

Committee of Jurisdiction: ARPA Strategy & Outcomes Commission Meeting date: 01/31/2024

Background:

Currently jointly funded by ARPA money from the City of Appleton and Outagamie County, as well as grants through the Advancing a Healthier Wisconsin Endowment at the Medical College of Wisconsin and ThedaCare Community funds, NEW Mental Health Connection has seen usage and need skyrocket during and in the wake of the pandemic. With an average of 48 visits per day to the Men's Self-Care Toolkit, over 560 people have watched stories related to mental health issues among men in the previous reporting period. The Crisis Services page was accessed over 1500 times in 2020, and that has been steadily increasing to double that in 2023. The widely used, and successful development of the We Heart You App, resource for mobile phones, used ARPA funds from the City of Appleton and Outagamie County

Policy Discussion:

This money would be used for costs of creating a better website.

The commission has recognized Government Identified Community Projects that support or enhance county services:

- 1) NEW Mental Health Connection provides online and easily accessible resources that enhance and work to direct community members to county services including Public Health, Human Services, Sheriff's Office, and others.
- 2) \$90,000 Spirit Fund Grant would provide Winnebago County residents with access to immediate resources and links to county programs