

331-022024

**RESOLUTION: Approving \$75,000 from the Spirit Fund's Government Identified Community Projects Category to NEW Mental Health Connection to Implement Innovative Features in the Service Directory and Update Technology and Website Content**

**TO THE WINNEBAGO COUNTY BOARD OF SUPERVISORS:**

**WHEREAS**, 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; and

**WHEREAS**, NEW Mental Health Connection has seen usage and need skyrocket during and in the wake of the pandemic; and

**WHEREAS**, 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; and

**WHEREAS**, the Crisis Services page was accessed over 1500 times in 2020 and the number was doubled in 2023.

**NOW, THEREFORE, BE IT RESOLVED** by the Winnebago County Board of Supervisors that \$75,000 from the Spirit Fund's Government Identified Community Project category be approved to NEW Mental Health Connection to implement innovative features in the Service Directory and update technology and website content for NEW Mental Health Connection.

**BE IT FURTHER RESOLVED** by the Winnebago County Board of Supervisors that upon completion of the project, NEW Mental Health Connection will submit supporting documentation to the Winnebago County Finance Director outlining the expenditures. The documentation will be submitted within 6 months of the completion of the project but not to exceed 5 years from date of disbursement.

**BE IT FURTHER RESOLVED** by the Winnebago County Board of Supervisors that NEW Mental Health Connection shall be responsible for reimbursement to Winnebago County for any disbursed funds which are determined by Winnebago County to have been misused or misappropriated. Any reimbursement of funds which is required by Winnebago County shall be due within 45 days after giving written notice to recipient of such misuse or misappropriation.

*Fiscal Note: This resolution will not amend the County Budget. \$75,000 will be authorized for use from the Spirit Fund.*

Respectfully submitted by:

**ARPA STRATEGY AND OUTCOMES COMMISSION**

Commission Vote: **8-0**

Vote Required for Passage: **Two-Thirds of Membership**

Approved by the Winnebago County Executive this \_\_\_\_ day of \_\_\_\_\_, 2024.

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Jonathan D. Doemel  
Winnebago County Executive

# Agenda Item Report



**Winnebago County**  
*The Wave of the Future*

DATE: February 27, 2024

FROM: County Executive

RE: Resolution 331-022024: Approving \$75,000 from the Spirit Fund's Government Identified Community Projects Category to NEW Mental Health Connection 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](http://www.MyConnectionNEW.org).

## **Action Requested:**

Recommend Passage

## **Procedural Steps:**

Committee of Jurisdiction: ARPA Commission Meeting Date: 01/31/2024

Action taken: Recommend Passage Vote: 8-0

County Board: \_\_\_\_\_ Meeting Date: \_\_\_\_\_

## **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) \$75,000 Spirit Fund Grant would provide Winnebago County residents with access to immediate resources and links to county programs

**Attachments:**

1. NEW Mental Health Connection application

**Name of Organization leading the project/looking for funding:** NEW Mental Health Connection  
**Assigned Application Number:** 5

**Project Information as Sorted by Citizen Panel as of 9/5/2023**

**R/Y/G and original Application number:** 5

**Request from:** NEW Mental Health Connection

**Type of project:** Updates to technology and website content updates?

**General Scope of Project:** New, innovative features to Service Directory

**Project Lead:** Organization

**Primary location:** N/A

**# of individuals served by project:** We anticipate over 100,000 visits to the website in 2023.

**Areas served:** City of Oshkosh and Winnebago County are our biggest users (72%) in 2023, as identified by IP address.

**Lasting impact:** Locally, we have been able to see the increase in community need reflected in the usage of our web-based, mental health and substance use service navigation tool, called [www.MyConnectionNEW.org](http://www.MyConnectionNEW.org). This is not a new service in the community, but its usage and need have skyrocketed during and in the wake of the pandemic. There are an average of 48 visits per day to the Men's Self-Care Toolkit, and over 560 people have watched stories related to mental health issues among men. The crisis services page was accessed over 1500 times in 2020, and that has been steadily increasing to double that in 2023.

**Completion Date:** N/A

**Project Stage:** Ready to implement

**Project Cost:** \$180,000.00

**Requested Amount:** 90,000

**Other Funding:** 2023 – This project is currently jointly funded by ARPA funding through the City of Appleton and Outagamie County, two separate project grants through the Advancing a Healthier Wisconsin Endowment at the Medical College of Wisconsin, and ThedaCare Communi

**Is full Amt Required:** We will be unable to make the quality, content and user improvements without this funding. We will be able to fund the maintenance fee and keep the website functioning as is.

**Other Govt. Funding:** Only ARPA - City of Appleton  
We received ARPA funds to support website quality improvement efforts and the development of the We Heart You App from Outagamie County in 2021 and City of Appleton in 2022.

**Portion funded by local, state or federal government funding:**  
none other than City of Appleton ARPA funding.

**Name of Organization leading the project/looking for funding:** NEW Mental Health Connection  
**Assigned Application Number:** 5

Winnebago County Health Department serves as a passthrough for grant funding on behalf of the NEW Mental Health Connection, but we have never received funding from Winnebago County.

**Other ARPA Funds:** Our first government funding in our history was COVID Recovery Funds (ARPA) accessed through the City of Appleton and Outagamie County's ARPA funding processes in the last two years.

**Ongoing Maint:** N/A

**Increase to Operational budget:** No

**Legacy:** Long-term impact

**One-time funding:** Undetermined?

Some funds are for maintenance fees-does this qualify?

**Geographic service area:** Winn. Co.

**Other funding:** 2023 – This project is currently jointly funded by ARPA funding through the City of Appleton and Outagamie County, two separate project grants through the Advancing a Healthier Wisconsin Endowment at the Medical College of Wisconsin, and ThedaCare Communi

**Notes:** Need clarification: what is the specific project within the organization that NEW MH is requesting to fund with Spirit funds? Is this to cover the costs of identified updates that are needed for a specific purpose/to add a specific function that is missin

**GOVT: Debt Avoidance:** N/A

**Sustainability focused:** N/A

**ER Response:** N/A

**Water Quality:** N/A

**Quality of Life:** N/A

**Funding to assist private investor:** N/A