

BrightLife Kids

A CalHOPE program by Brightline

Building a brighter future for California families



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Sr. Manager, Community Engagement
She/Her/Hers



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

BrightLife Kids

A CalHOPE program by Brightline

- ✓ CA Children and Youth Behavioral Health Initiative (CYBHI)
- ✓ Funded by California Department of Health Care Services (DHCS)
- ✓ Selected from over 450 vendors
- ✓ Behavioral Health Services Virtual Platform:
 - Brightline/BrightLife Kids (0 to 12 years of age)
 - Kooth/Soluna (13 to 25 years of age)



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

Mien

Ukrainian

Laotian



How BrightLife Kids fits in the care delivery model

Therapists, physicians
Diagnosis & Clinical Intervention

Includes managing higher acuity presenting concerns, symptoms, and risk (e.g. suicidal ideation)

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Prevention & Early Intervention

Includes building skills to manage:

Separation anxiety

Worry

Sadness

Loneliness

Self-confidence

Relationship stress and conflict

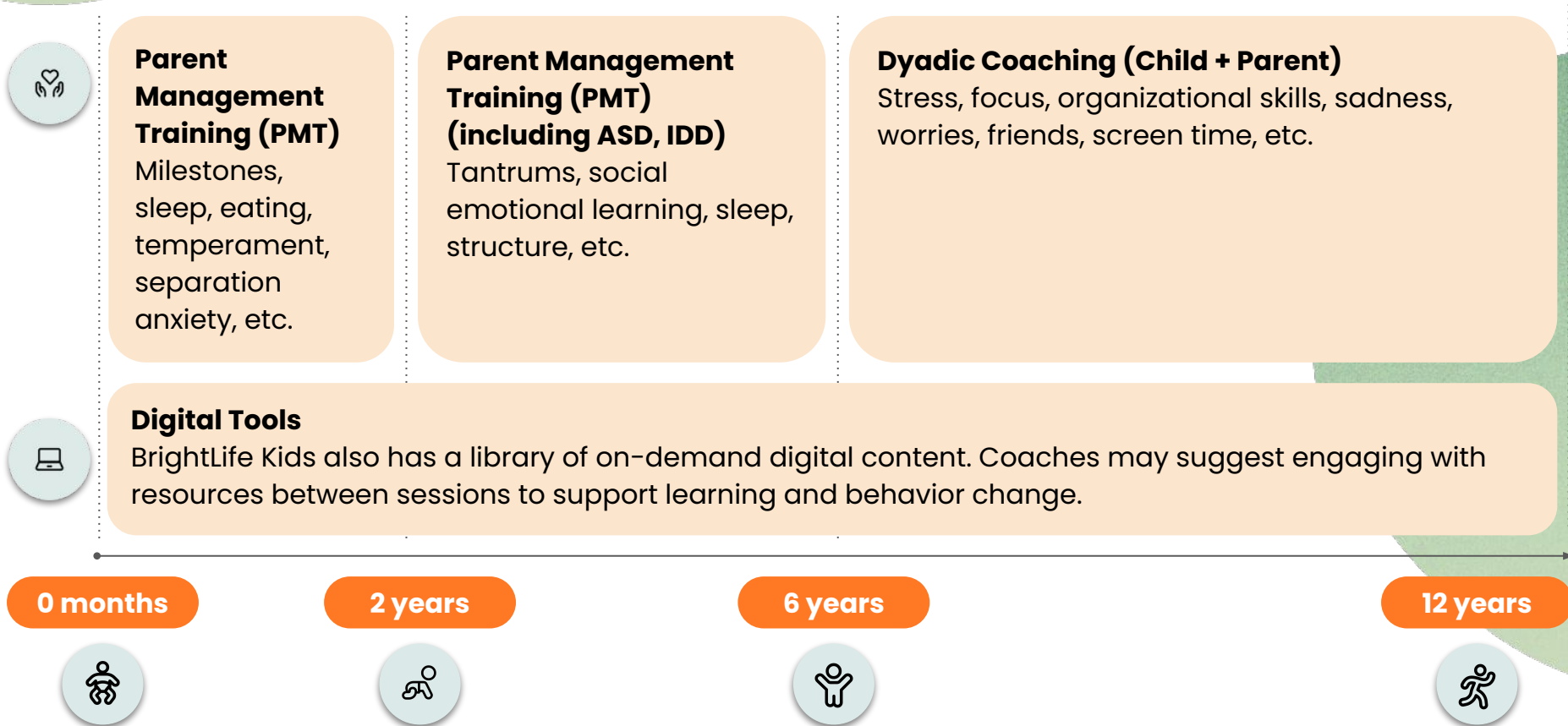
Sleep concerns

Tantrums

Communication skills

and more

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

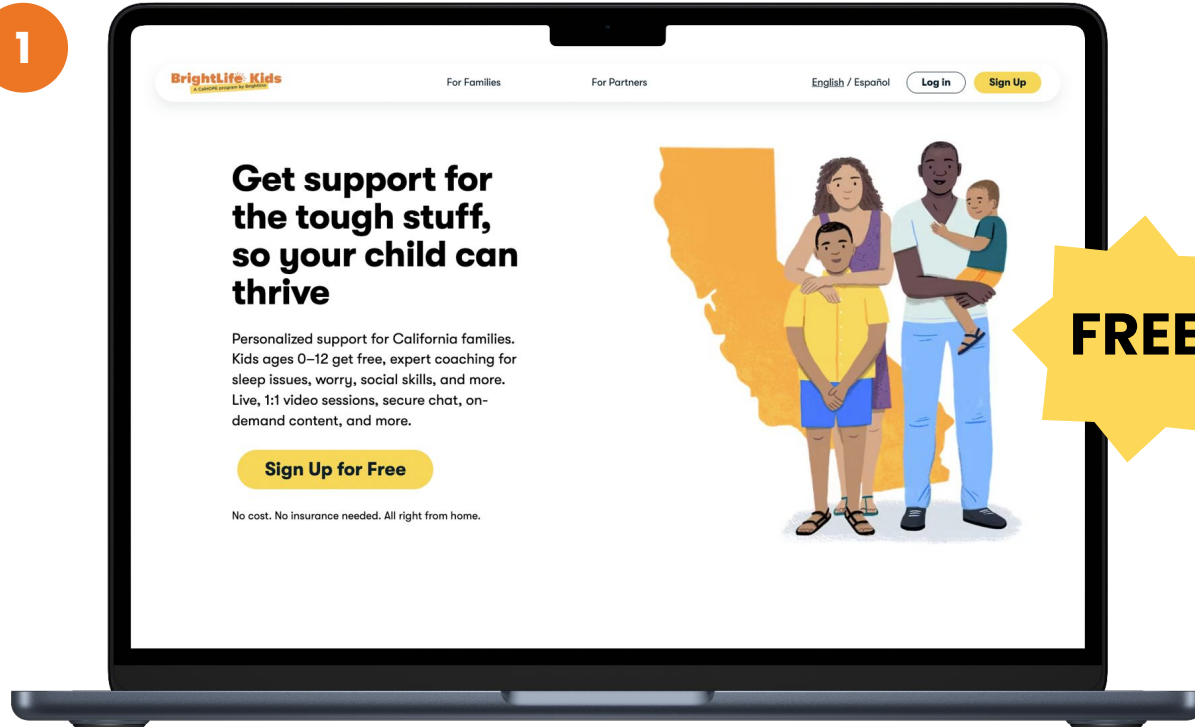


Care Coordination

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

Getting started is simple

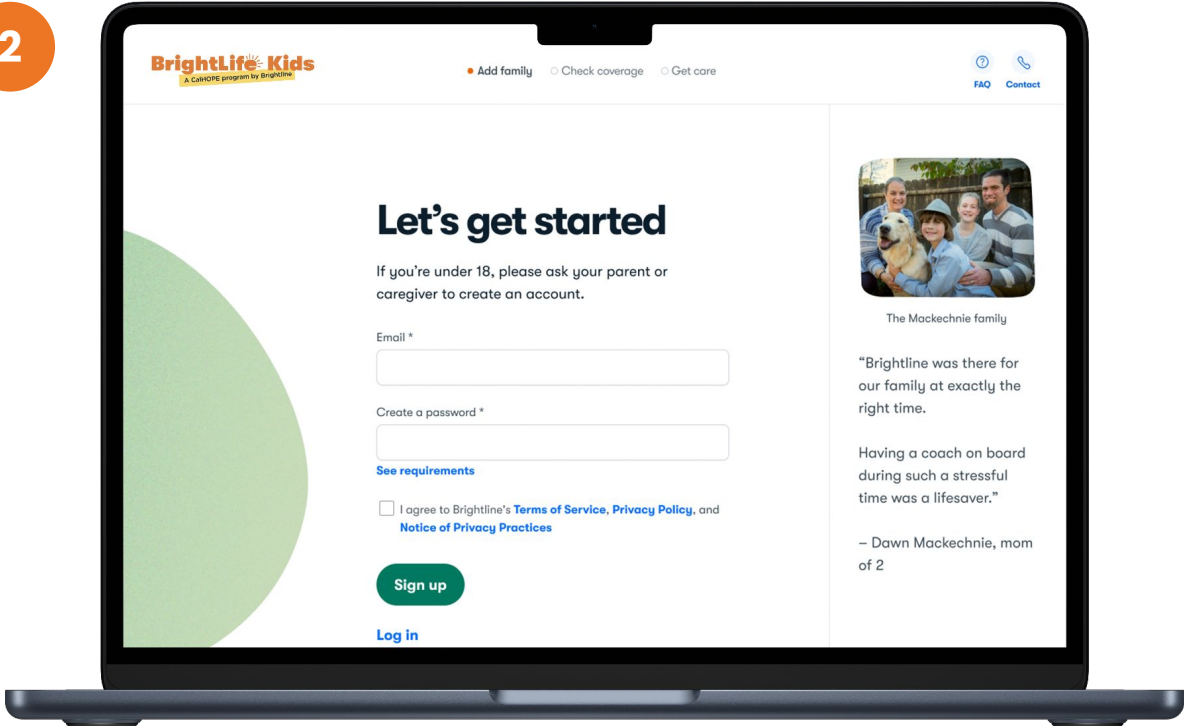
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Sign up at brightlife.kids/ca

Getting started is simple

2

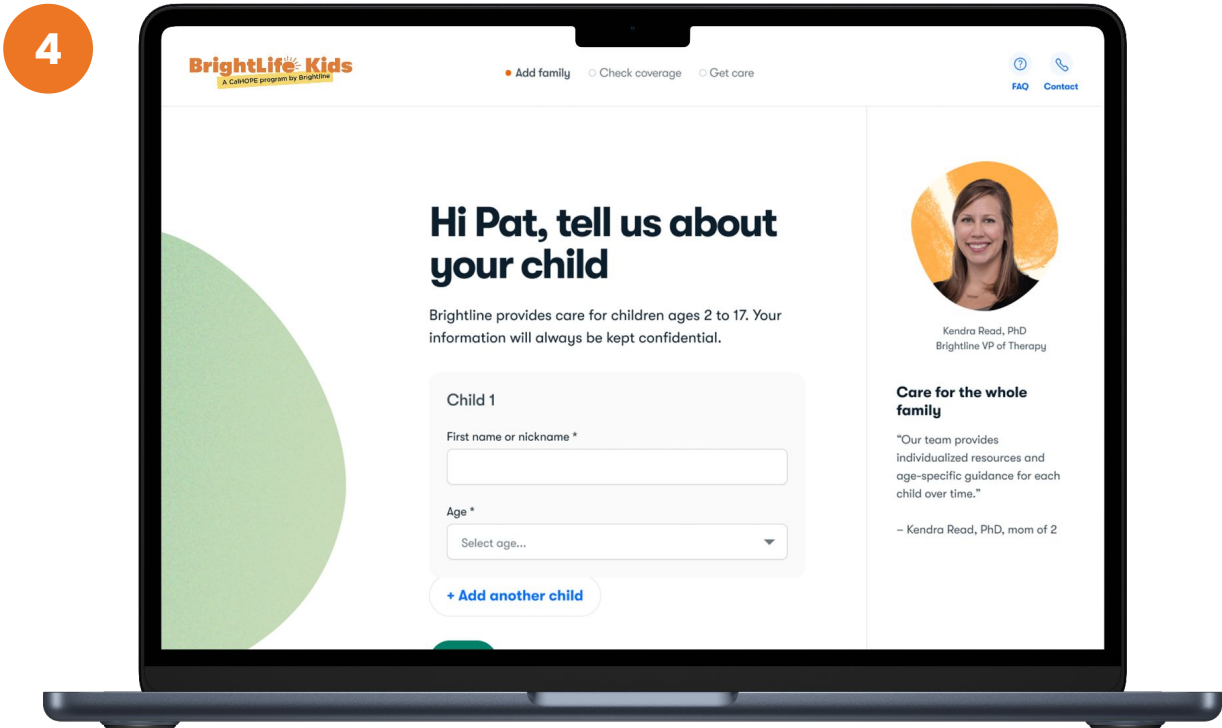


Add an email and password



[Create your account](#)

Getting started is simple



Add your child/kids

BrightLife Kids Sign-up Video (EN)



Conversation Starters

"As parents, sometimes we raise our voices and lose our patience, but what if I told you there's an alternative that works just as effectively without the frustration? BLK is here to help."

"Parenting is hard. We want to normalize reaching out for help at any point in your parenting journey."

Just like a sports coach guiding players by teaching them the necessary tools and skills to improve their game, BLK coaches provide similar support for parenting. They are there to assist and meet you wherever you are in your parenting journey."

"Our kids don't come with a manual, BLK is here to help."

"BrightLife Kids can be part of 'the village' it takes to raise a child."

"It's 1:1 support for all things childhood and parenthood."

"There's no playbook for parenting. BrightLife Kids can help support you in the goals you have for yourself and your family."

"Every child is unique, and as they grow, new challenges can emerge. Coaching offers personalized support to parents as they navigate the journey of parenthood."

"Coaching looks to empower you and your child in discovering unique ways in supporting their growth and development."

Member Testimonial



"Dad, I had an anxious moment this morning and I remembered what Coach Jordan told me and I said it to myself 3 times and the day was great."

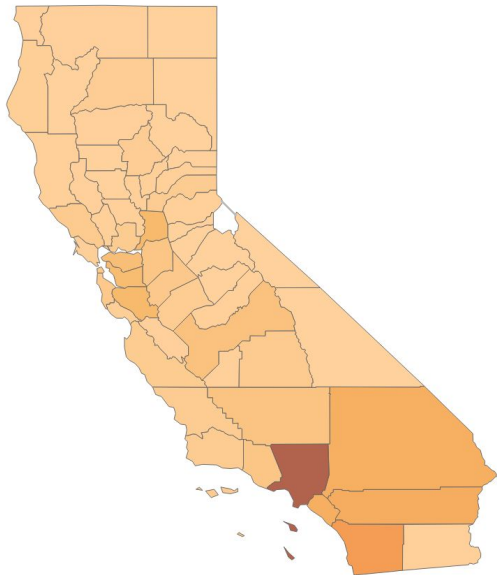
Talula, 8 year old, BrightLife Kids. Talula shares a strong bond with her coach Jordan.

"We are no longer facing the mountain of trying to figure out how to find help for my child. I am in great debt to Brightline and my child is doing wonderfully."

Jared



BrightLife Kids has attained meaningful reach since our January 2024 launch



**BrightLife Kids registrations
in 98% of California counties**



Statewide community engagement

- Community engagement leads located throughout the state
- 400+ deep partnerships with schools/CBOs/providers
- 1K meetings and events conducted with community partners



Wide net of enrollment

- 40K children registered in 98% of California counties, with registration rates increasing month over month
- 3K+ sessions conducted with behavioral health experts



Demonstrated expansion of access

- 50%+ of registrations are from under-resourced communities*
- 80% of children in coaching programs are from BIPOC families
- Disproportionate representation of rural communities (7% BLK vs 5% in CA)

*Defined by Healthy Places index as those with limited access to healthcare, education, job opportunities, etc.

How We Can Partner



Community Lead Presence

Attend events and lead trainings for both staff and community members



Promotional Materials

Digital Plug & Play Toolkit
& Posters/Flyers

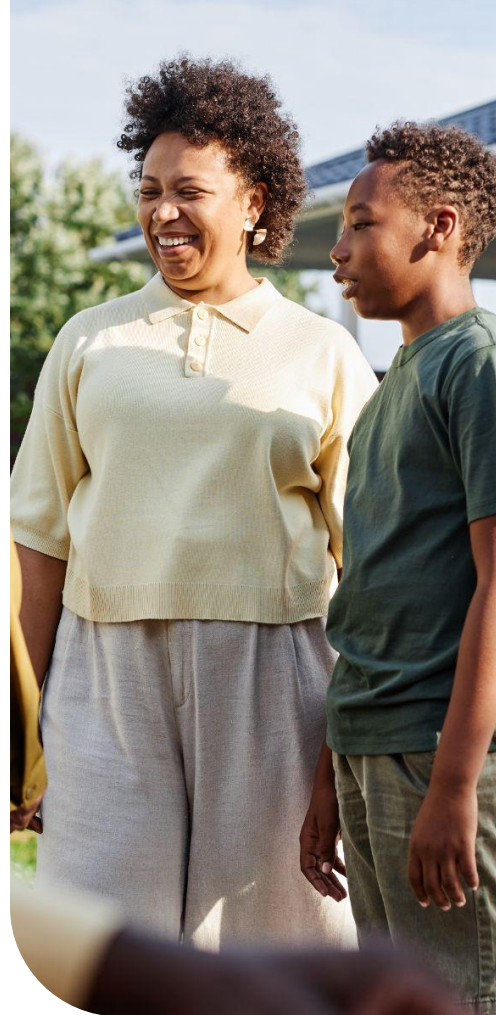


Digital Engagement

Monthly topical webinars and helpful resources for both parents and partners

How to spread the word about BrightLife Kids

- ✓ Leverage our **Digital Toolkit** to get the word out
 - Share BrightLife Kids in your school/organization's **newsletter**
 - List BrightLife Kids on your **website**
 - Include our one-pager in your resource packet
- ✓ Invite the community engagement team to table/participate in your **in-person events** (ie. Back to School, Coalition Meetings, Health/Wellness Fairs)
- ✓ Invite **community engagement leads** to present at your existing staff/organization meetings
- ✓ Have a **1:1 follow-up meeting** with our community engagement team



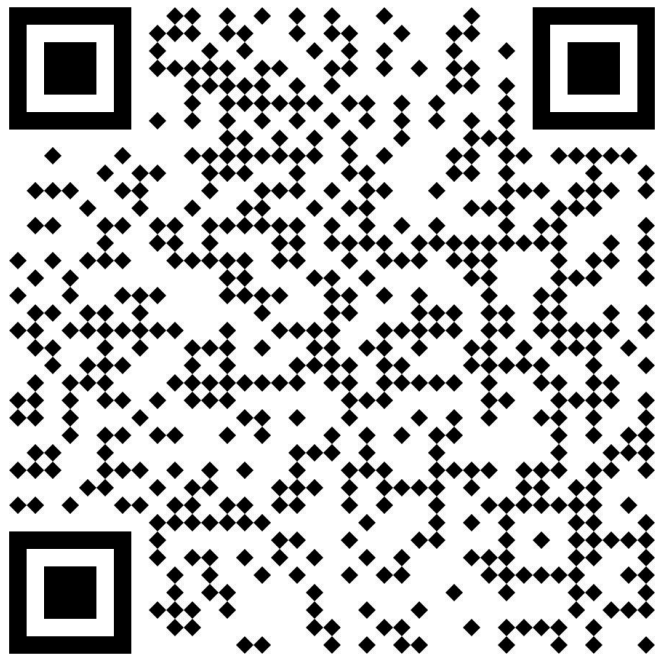
brightlife.kids/referrals



Refer a child

In partnership with the state of California, BrightLife Kids is a free virtual behavioral health program designed to empower CA parents to support and strengthen their kids' emotional well-being.

[Refer a child](#)



**Get a Sneak Peek
today!**

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brightlife.kids/ca



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