



# Upstream Prevention by Addressing Social Determinants of Health

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Arizona Coalition for  
Military Families



The Coalition is a public/private partnership and **collective impact initiative** that engages all helpers, organizations and communities to create a coordinated ecosystem of support. Established in 2009.



Be Connected is our statewide **upstream prevention program** to support Arizona's 500,000+ service members, veterans, and their families across all social determinants of health. Established in 2017.





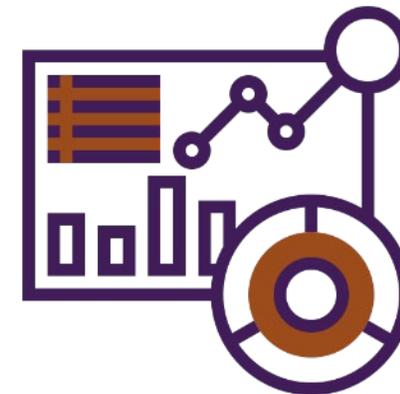
### 2011 – 2013

Took the suicide rate within the Arizona National Guard from highest ever for 3 years to **zero suicides for 3 years.**



### 2017 – Present

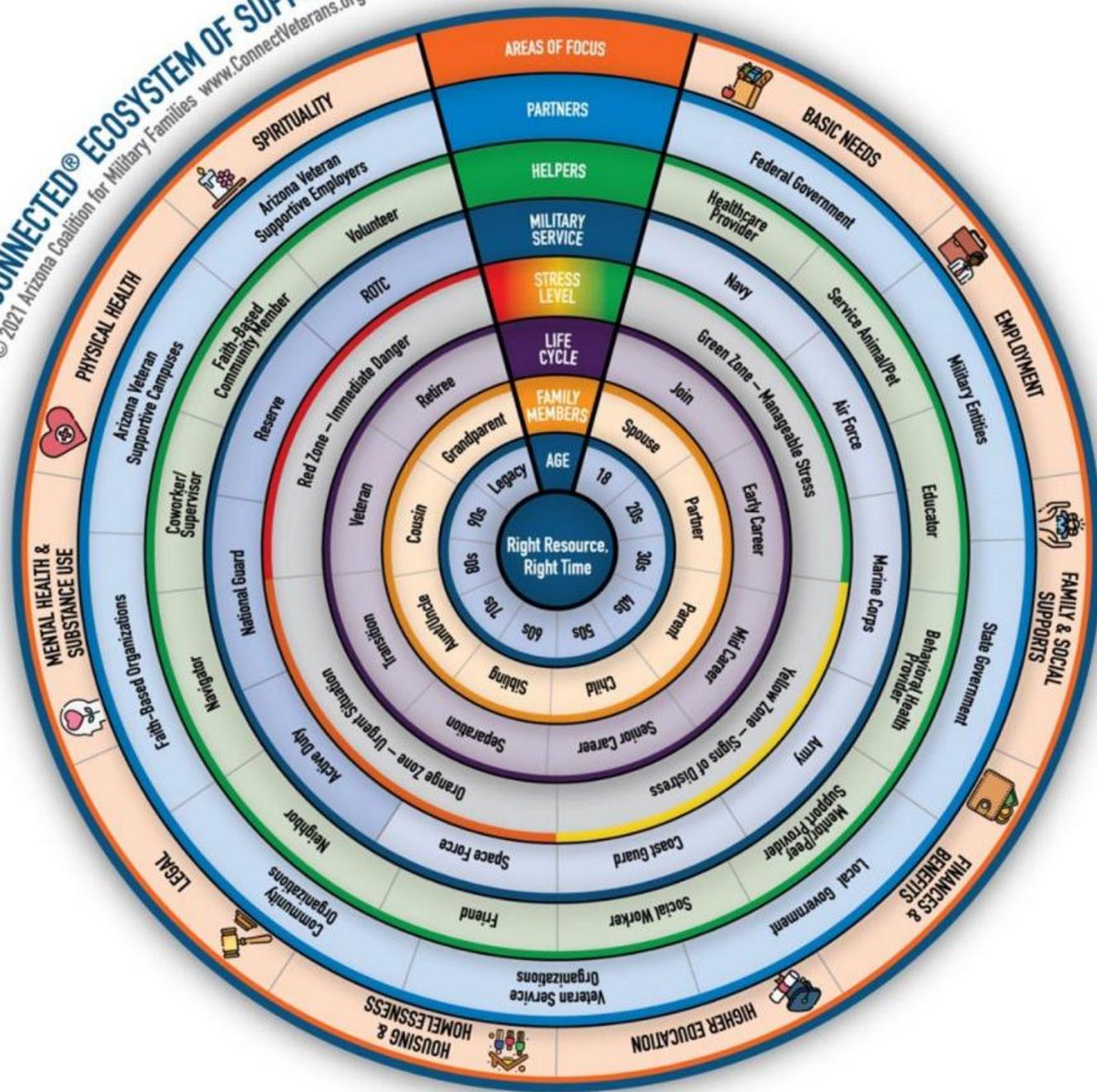
Program created after suicide rate for Arizona veterans was 3-4x higher than general population during an 18-month period. Focus is **all service members, veterans & their families.**



### 2020 – 2022+

Development and implementation of a data tool with CDC to focus on **proactive engagement of those at highest risk.**





**beconnected**  
 CONNECT EVERY VETERAN

[www.ConnectVeterans.org](http://www.ConnectVeterans.org)

866-4AZ-VETS (429-8387)

*Public/Private  
Partnership*

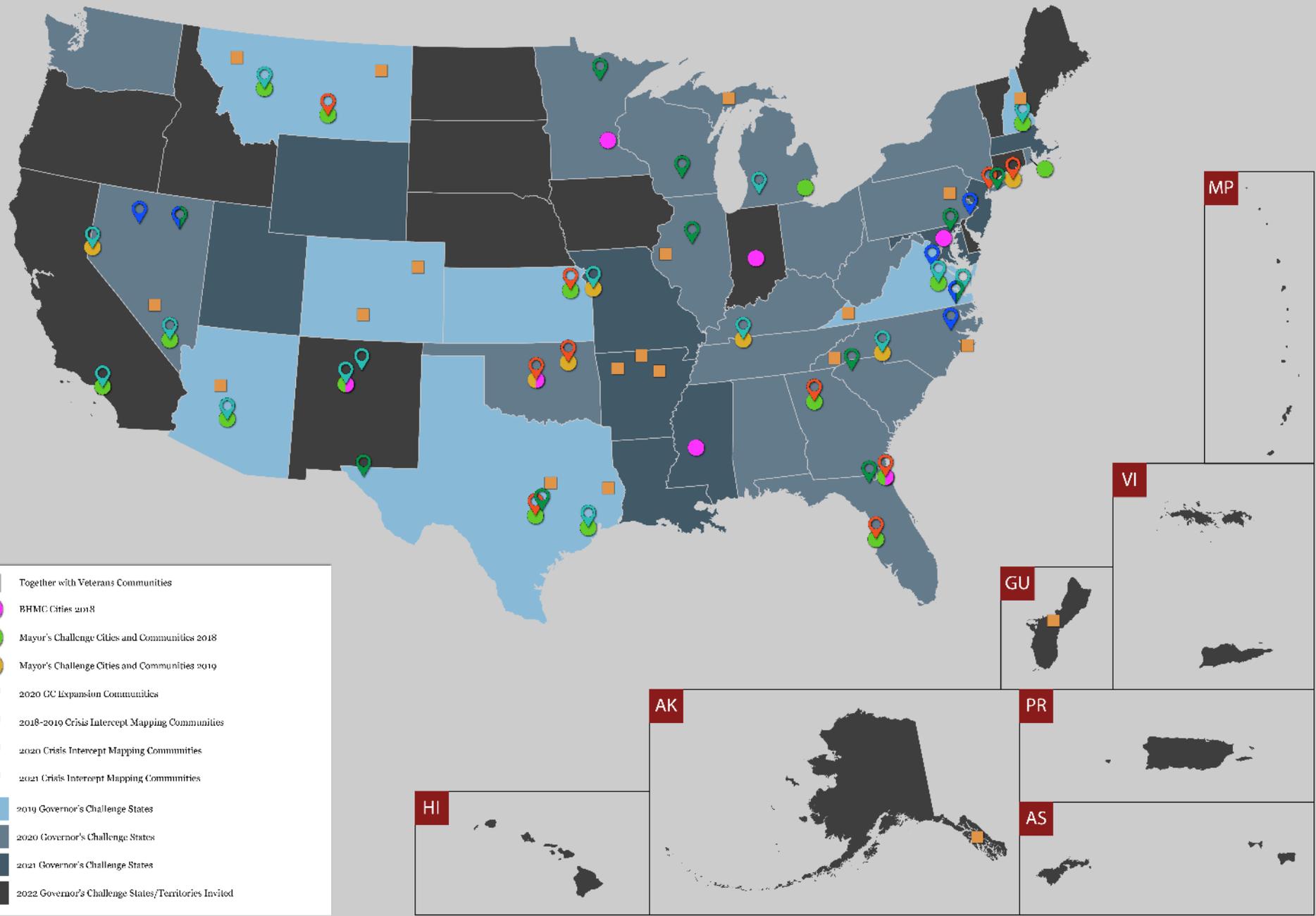
*Cross-Sector  
Collaboration*



• Phoenix • Tucson • Prescott  
• Phoenix Regional Office



Arizona Office of the Governor | Governor's Office of Youth, Faith and Family  
Arizona National Guard | Davis-Monthan Air Force Base | Ft. Huachuca | Luke Air Force Base  
Marine Corps Air Station Yuma | Yuma Proving Ground



- Together with Veterans Communities
- BHMC Cities 2018
- Mayor's Challenge Cities and Communities 2018
- Mayor's Challenge Cities and Communities 2019
- 📍 2020 GC Expansion Communities
- 📍 2018-2019 Crisis Intercept Mapping Communities
- 📍 2020 Crisis Intercept Mapping Communities
- 📍 2021 Crisis Intercept Mapping Communities
- 2019 Governor's Challenge States
- 2020 Governor's Challenge States
- 2021 Governor's Challenge States
- 2022 Governor's Challenge States/Territories Invited



Partnered with the VA on the **Governor's & Mayor's Challenges to Prevent Suicide Among Service Members, Veterans, and their Families**

# A PUBLIC HEALTH APPROACH

We can't use the **SAME** approach for every service member, veteran and family member.

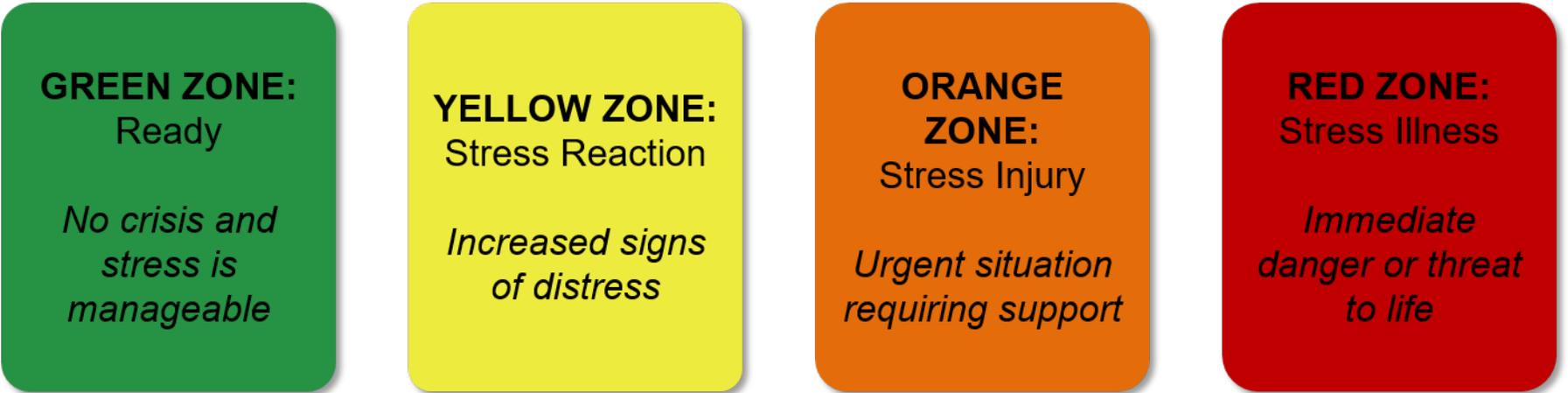
We need crisis response, treatment AND proactive prevention.



## ARIZONA'S UPSTREAM PREVENTION MODEL

**UNIVERSAL | SELECTIVE | INDICATED**

# THE STRESS CONTINUUM



← Goal = earlier intervention to positively impact social determinants of health



# SOCIAL DETERMINANTS OF HEALTH



**BASIC NEEDS**



**EMPLOYMENT**



**FAMILY & SOCIAL  
SUPPORTS**



**FINANCES &  
BENEFITS**



**HIGHER  
EDUCATION**



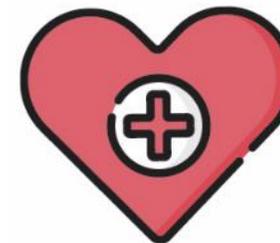
**HOUSING &  
HOMELESSNESS**



**LEGAL**



**MENTAL HEALTH &  
SUBSTANCE USE**

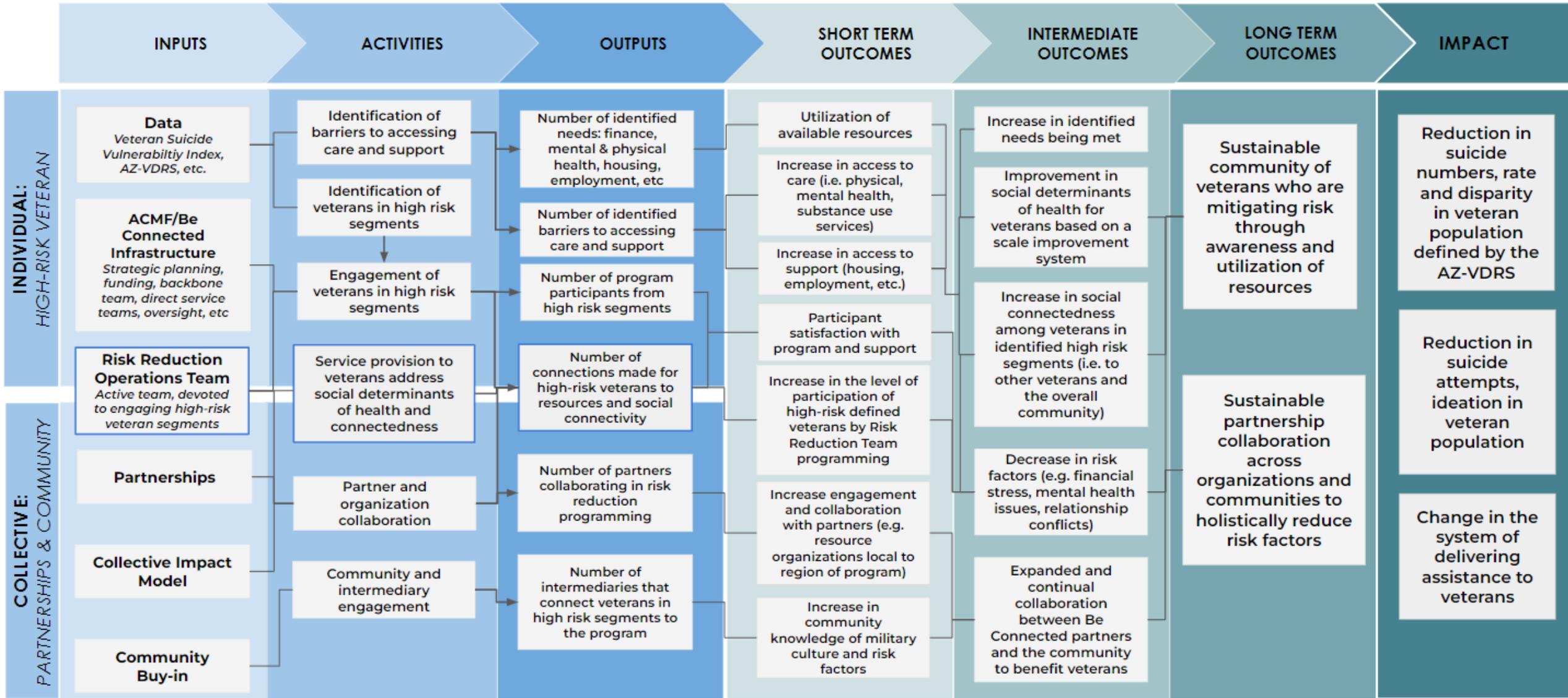


**PHYSICAL  
HEALTH**



**SPIRITUALITY**

# OUTCOME GOALS



# UNIVERSAL = Everyone



# EXAMPLES OF UNIVERSAL STRATEGIES



**Inclusive messaging** focused on all service members, veterans, family members & helpers. Broadening message beyond crisis. Encouraging connection at all times.



**Public service campaign** with our state broadcasting association. TV and radio PSAs run statewide, with both general Be Connected messages and initiative specific information.

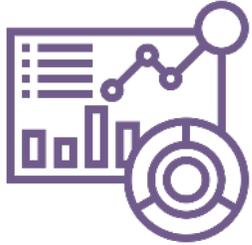


**Resource and care navigation** provided to service members, veterans, family members and helpers. The team has provided **70,000+ encounters** in the past five years.

# SELECTIVE = Segments based on higher risk



# FROM DATA TO ACTION: MODEL



**Identify** high risk segments through combining data, analysis and mapping



**Develop** approaches and projects for proactively reaching and engaging service members, veterans and family members in focus segment



**Implement** projects, collect data and monitor outcomes and effectiveness



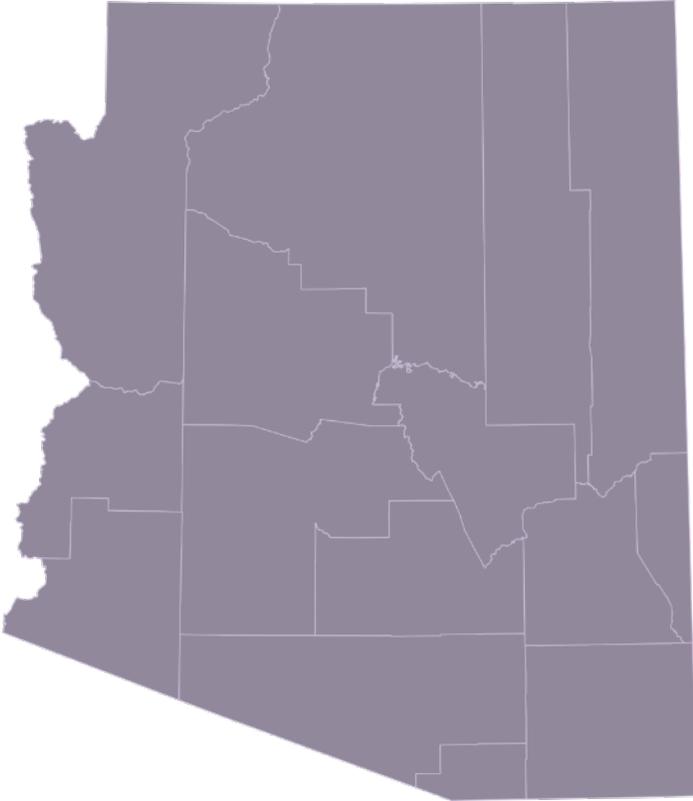
**Iterate and evolve** approaches and projects based on outcomes and lessons learned

**EXAMPLES:** Veterans who have a known or potential disability | Transitioning service members  
Veterans experiencing food insecurity

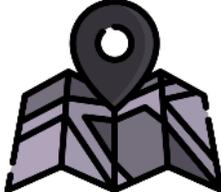
# INDICATED = Individuals



# BE CONNECTED TEAM OF TEAMS



**SUPPORT  
LINE**



**CARE  
NAVIGATORS**



**CAREER  
NAVIGATORS**



**RISK REDUCTION  
OPERATIONS  
TEAM**



**COMMUNITY  
OUTREACH  
NAVIGATORS**



**COMMUNITY  
ENGAGEMENT**



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