



Upstream Prevention by Addressing Social Determinants of Health

March 28, 2022

Nicola M. Winkel, MPA
Project Director
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.**

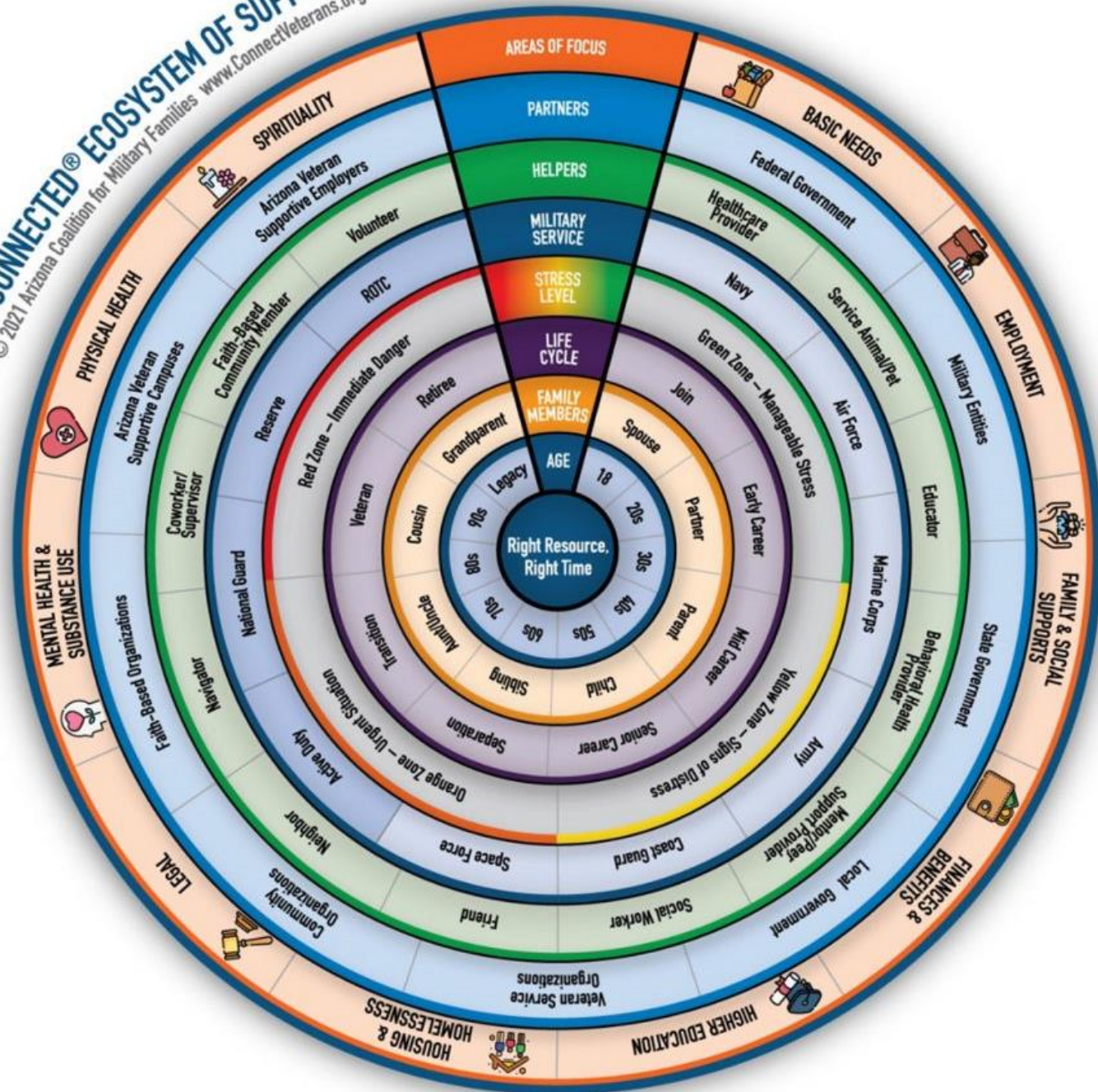


2020 – 2022+

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



BE CONNECTED® ECOSYSTEM OF SUPPORT
 © 2021 Arizona Coalition for Military Families www.ConnectVeterans.org



beconnected
 CONNECT EVERY VETERAN

www.ConnectVeterans.org

866-4AZ-VETS (429-8387)

*Public/Private
Partnership*

*Cross-Sector
Collaboration*



VA



• Phoenix • Tucson • Prescott
• Phoenix Regional Office



ASU
College of
Health Solutions
Arizona State
University



ARIZONA DEPARTMENT
OF HEALTH SERVICES



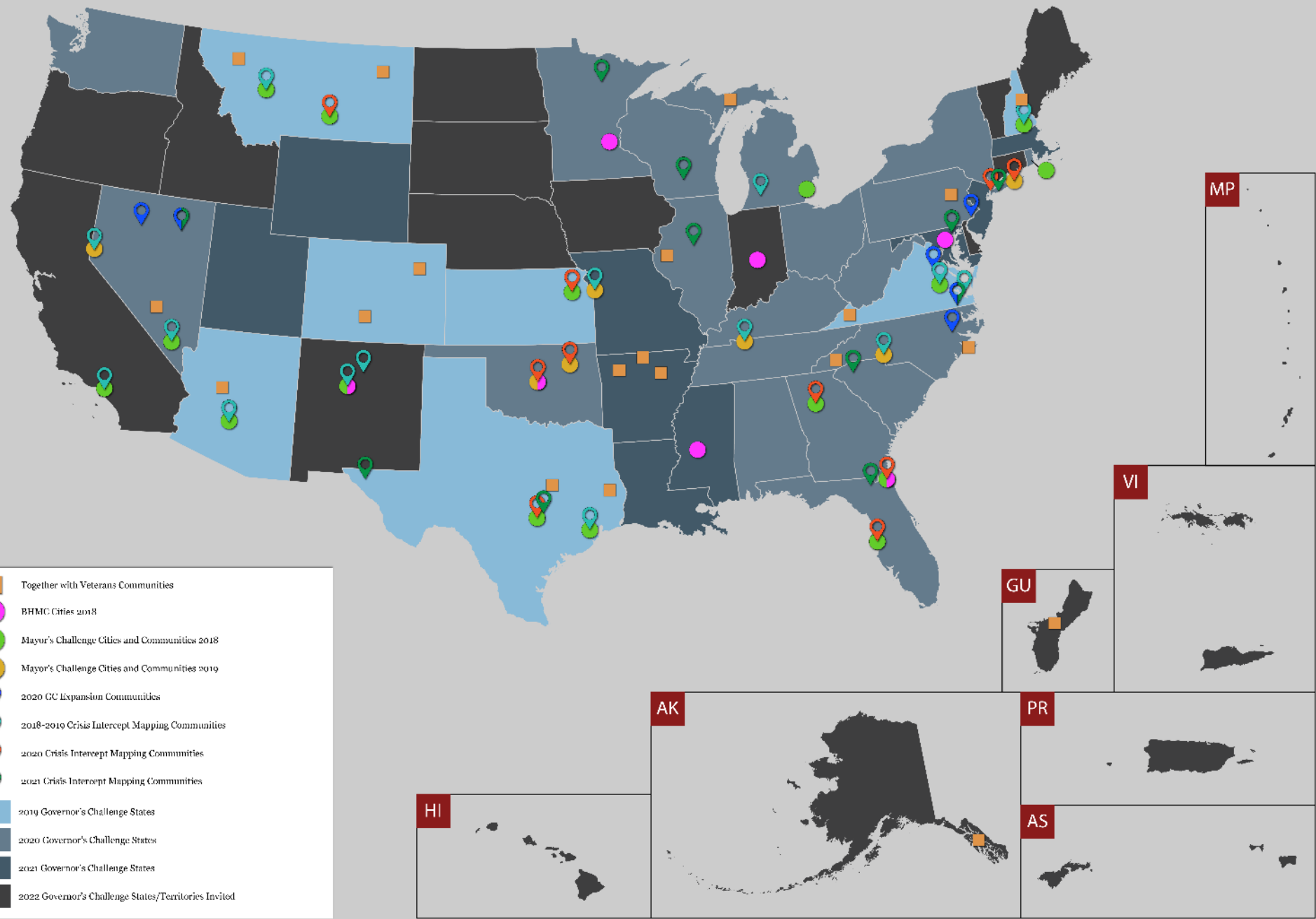
**POPULATION
COUNCIL**
Ideas. Evidence. Impact.



ASU Center for
Violence Prevention
and Community Safety
Arizona State University



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



SAMHSA ★ SMVF TA CENTER
 Service Members, Veterans, and their
 Families Technical Assistance Center

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.

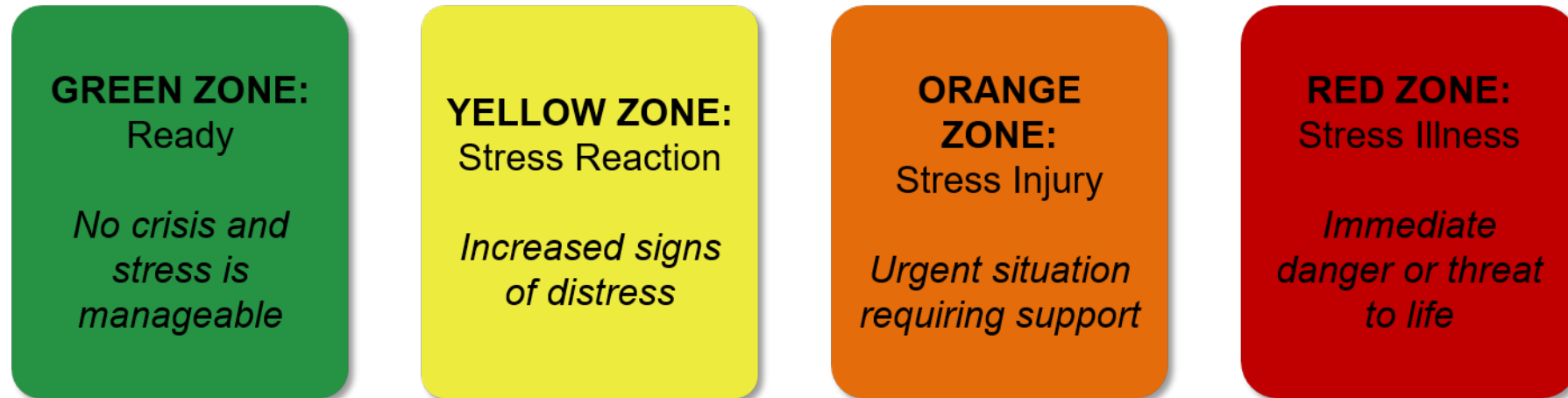
We need crisis response, treatment AND proactive prevention.



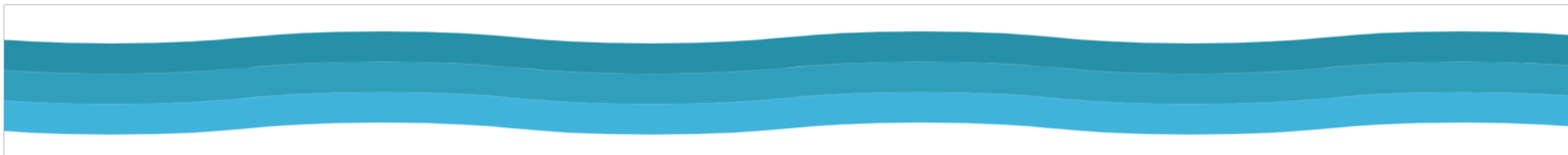
ARIZONA'S UPSTREAM PREVENTION MODEL

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**

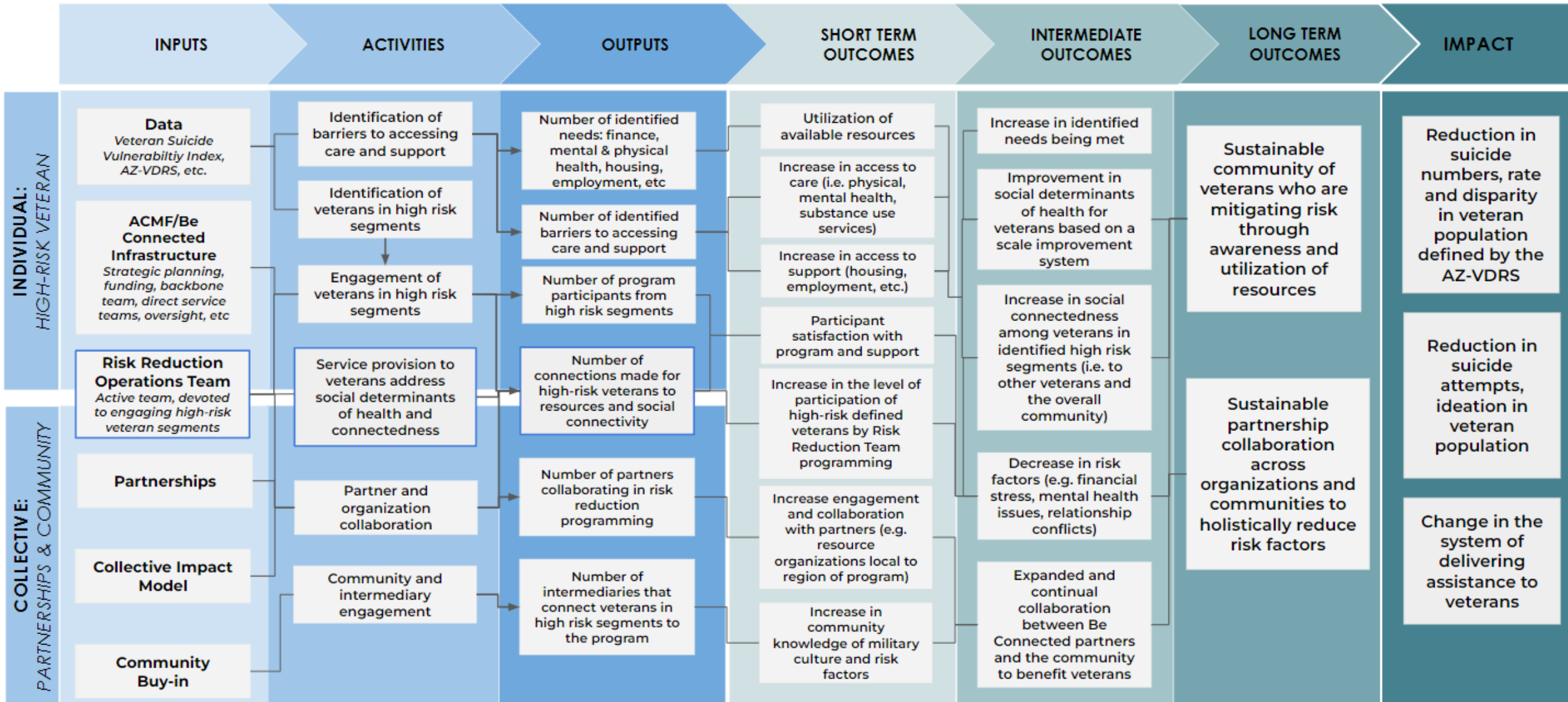


**PHYSICAL
HEALTH**



SPIRITUALITY

OUTCOME GOALS



UNIVERSAL = Everyone



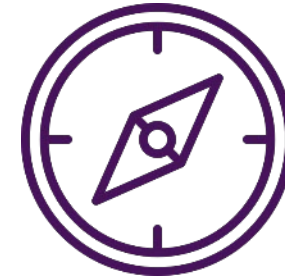
EXAMPLES OF UNIVERSAL STRATEGIES



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



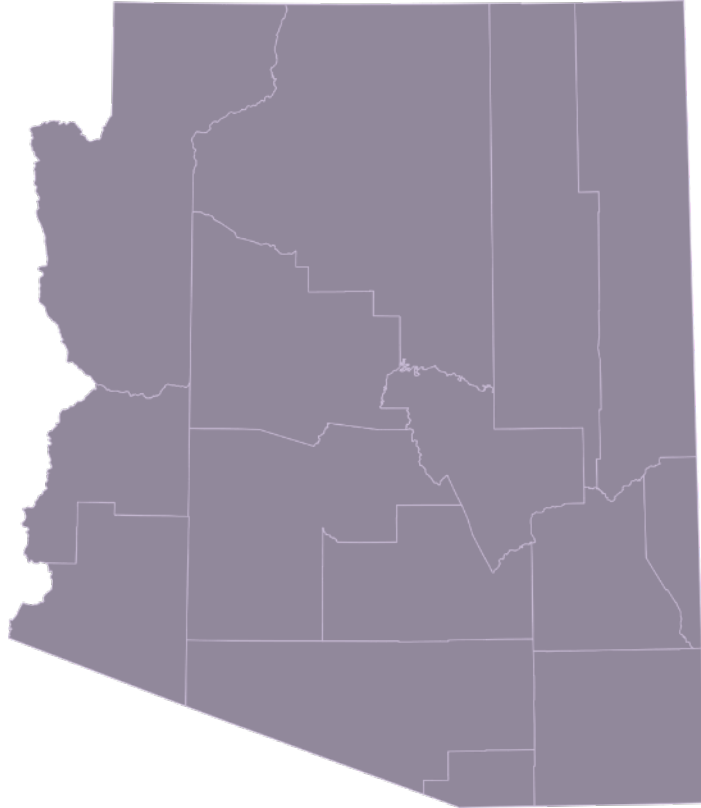
Iterate and evolve approaches and projects based on outcomes and lessons learned

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**



Nicola M. Winkel, MPA
Project Director
Arizona Coalition for
Military Families
nicola@arizonacoalition.org