



Betty Ford Center

Part of the Hazelden Betty Ford Foundation



Community Health Needs Assessment

2024



To provide feedback about this Community Health Needs Assessment, please email TFuller@hazeldenbettyford.org



HARC, Inc. (Health Assessment and Research for Communities) is a nonprofit research and evaluation firm located in Palm Desert, CA. For more information about HARC, please visit www.HARCdata.org.

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Acknowledgements

The Betty Ford Center Community Health Needs Assessment (CHNA) was a major undertaking, and many individuals and organizations contributed their input. Betty Ford Center and HARC would like to thank the following community partners across Los Angeles County, Orange County, Riverside County, San Bernardino County, and San Diego County for contributing to the report by sharing their perspectives.

ABC Recovery Center

HealthRIGHT 360

Adventist Health White Memorial

Jewish Family Service of the Desert

Aspire Counseling Services

Mental Health America of San Diego County
- FURS (Family Urgent Response System)

Awareness Group

Newport Healthcare
Path of Life Ministries

Behavioral Health

Being Alive – LA

Riverside County NAACP BRANCH 1059

Bienestar Human Services, Inc.

Riverside County Public Health

Bread of Life Church

Riverside University Health System

Building Resilient Communities

Riverside University Health System -
Behavioral Health

Coachella Valley Rescue Mission

San Bernardino County Department of
Behavioral Health

DAP Health

Desert Health Care District

Shelter From The Storm, Inc.

Desert Oasis Healthcare

Solid Ground Wellness in Recovery
Twin Town Treatment Centers
UC Irvine

Dignity Health St. Bernardine Medical

Fallbrook Regional Health District

Contents

Acknowledgements	4
Executive Summary	6
Section 1: Introduction	9
About Betty Ford Center.....	9
About the Community Health Needs Assessment	13
Section 2: Community Served	14
Betty Ford Center’s Community.....	14
Secondary Data Report: Executive Summary Results	15
Section 3: Process and Methods	17
Section 4: Gathering Community Input	18
Local Leader Survey	18
Primary Data Report: Executive Summary Results.....	20
Section 5: Prioritized Significant Health Needs	22
Needs Not Addressed	23
Needs to Address	23
Substance Use – Harm Reduction and Overdose Prevention	24
Substance Use and Mental Health – Increasing Awareness and Reducing Stigma	25
Substance Use – Improved Access for Underserved Populations.....	26
Substance Use – Barriers to Virtual Treatment.....	27
Section 6: Available Resources	28
Section 7: Evaluation of Impact of Prior CHNA.....	36
Substance Use – Education and Awareness	36
Mental Health – Education and Awareness	41
Substance Use – Improved Access to Care	43
Mental Health – Improved Access to Care	47
Next Steps	48

Executive Summary

Introduction

The Hazelden Betty Ford Foundation is the largest nonprofit substance abuse treatment provider in the nation, with 17 locations throughout the United States. One of these locations includes Betty Ford Center in Rancho Mirage.

Betty Ford Center, which was established in 1982 and is located at 39000 Bob Hope Drive in Rancho Mirage, California, is a nonprofit specialty hospital that provides a full continuum of inpatient and outpatient treatment services for persons with substance use disorders and mental health conditions. The Betty Ford Center merged with Hazelden in 2014 to become the Hazelden Betty Ford Foundation.

As a nonprofit chemical dependency recovery hospital, Betty Ford Center is required to conduct community health needs assessment (CHNA) every three years to maintain compliance with the Internal Revenue Service (IRS). Regulations stipulate that each organization must conduct the CHNA and adopt a corresponding implementation strategy to address the needs identified. Betty Ford Center hired HARC, Inc. (Health Assessment and Research for Communities) to conduct their CHNA. HARC is a nonprofit research and evaluation firm located in Palm Desert.

Community Served

Betty Ford Center serves people from all around the world. However, for purposes of this CHNA, Betty Ford Center chose to define their community by the geography in which most clients originate, which are five counties within Southern California: Los Angeles County, Orange County, Riverside County, San Bernardino County, and San Diego County. Therefore, throughout this report, Betty Ford Center's community will be defined as these counties and is frequently referred to as the "overall service area." This definition of community includes all residents in a defined geographic area surrounding the hospital and does not exclude low-income or underserved populations.

Process and Methods

To learn about the overall service area's community's health needs, data was collected in two phases:

1. Secondary data collection: Gathering existing data from reliable sources
2. Primary data collection: Collecting input from local leaders serving these aforementioned counties

The secondary data collection gathered data from a wide variety of reputable sources, including the California Department of Public Health, California Health Interview Survey (CHIS), Department of Health Care Access and Information (HCAI, formerly known as OSHPD), U.S. Census Bureau, and Substance Abuse and Mental Health Services Administration (SAMHSA), among others.

The next phase of data collection, primary data collection, was used to gather input from leaders/organizations working within the areas of mental health and substance use.

Gathering Community Input

To solicit input from people representing the broad interests of the community, HARC conducted an online survey that targeted leaders of local organizations in the health and human services fields.

A total of 40 respondents, representing 30 organizations, participated in the survey. Participants represented public health departments, behavioral health departments, and organizations serving people who are medically underserved, low-income, and minority populations, as well as other local substance use treatment centers and mental health treatment providers.

Prioritized Significant Health Needs

To assemble this list of significant health needs in the Coachella Valley community, Betty Ford Center and HARC utilized both the secondary data as well as the primary data collected from local community leaders. Health needs were rated by the Betty Ford Center and HARC with respect to their magnitude, severity, disparity, and feasibility. In other words, each health need was evaluated in terms of how many people are affected, the consequences of the need, the disproportionate impact, and then the potential to meaningfully address the need. The top health needs that had a high need priority, as well as a high feasibility rating, were retained.

Thus, the health needs identified through this CHNA are as follows:

1. Substance Use – Harm Reduction and Overdose Prevention
2. Substance Use and Mental Health – Increasing Awareness and Reducing Stigma
3. Substance Use – Improved Access for Underserved Populations
4. Substance Use – Barriers to Virtual Treatment

Available Resources

This portion of the report identifies local resources that are available to address substance use throughout Los Angeles County, Orange County, Riverside County, San Bernardino County, and San Diego County. These resources are presented alphabetically by organizational name. The list was tabulated using the Substance Abuse and Mental Health Services Administration (SAMHSA) treatment locator.¹ It is important to note that SAMHSA works to keep the sources of this list current, and they are updated annually. However, it is possible that not all providers are represented, and it is also possible that some providers exist in multiple locations and/or provide services in multiple locations.

¹ <https://findtreatment.samhsa.gov/locator>

Evaluation of Impact of Prior CHNA

The 2021 CHNA identified four health needs (bolded below) for the Betty Ford Center to address. To meet those needs, Betty Ford Center developed the 2021 Implementation Plan, which included each of the following strategies.

1. Substance Use – Education and Awareness

- a. Strategy 1: Continue providing education for community members focused on the prevention and treatment of substance use disorders and the long-term recovery process.
- b. Strategy 2: Continue to establish Motivational Interviewing (MI) skills as key competencies for the care we provide at Betty Ford Center.
- c. Strategy 3: Continue providing support and education for children and families affected by substance use disorder.

2. Mental Health – Education and Awareness

- a. Strategy 1: Betty Ford Center models integrated care for mental health and substance use disorders for their patients.
- b. Strategy 2: Betty Ford Center provides training on integrated treatment of mental health and substance use disorders.
- c. Strategy 3: Continue providing education for community members focused on integrated treatment of mental health and substance use disorders.

3. Substance Use – Improved Access to Care

- a. Strategy 1: Continue to expand virtual treatment options and services.
- b. Strategy 2: Continue to improve care coordination and collaboration between Betty Ford Center and community providers.
- c. Strategy 3: Remove barriers to the community accessing treatment and non-treatment resources related to substance use disorder.
- d. Strategy 4: Expand Betty Ford Center services delivered in Spanish.

4. Mental Health – Improved Access to Care

- a. Strategy 1: Continue to expand virtual treatment services for mental health disorders.
- b. Strategy 2: Continue to improve care coordination and collaboration between Betty Ford Center and community mental health and psychiatric providers.

Each of these strategies and the progress made towards them are summarized in the main section of this report based on evaluation tracking of the Betty Ford Center CHNA Implementation Plan (2021-2023).

Next Steps

This report summarizes the community health needs assessment (CHNA) process and results of the Secondary Data Report, Primary Data Report, and prioritization process between HARC and the Betty Ford Center.

Next, the Betty Ford Center will work with HARC to design an implementation strategy that will provide practical guidance on how to address the established health needs in the community and how to track progress over the next three years.

Section 1: Introduction

About Betty Ford Center

The Hazelden Betty Ford Foundation is the nation's largest nonprofit treatment provider, with a legacy that began in 1949 and includes the 1982 founding of the Betty Ford Center.² The Foundation offers prevention and recovery solutions nationwide across a variety of states, including California, Colorado, Florida, Illinois, Minnesota, New York, Oregon, and Washington. Hazelden Betty Ford Foundation (from here referred to as the Betty Ford Center) is the nation's foremost nonprofit provider of comprehensive behavioral health care and leads the way in helping society rise above stigma and overcome addiction.

Betty Ford Center provides care to people struggling with substance/mental health issues, regardless of race, sexual orientation, creed, religion, gender, or origin. Since its inception, the treatment goal of Betty Ford Center has been to provide care that is accessible, effective, clinically driven, individualized, and gender specific.

Mission of Betty Ford Center

Harnessing science, love and the wisdom of lived experience, we are a force of healing and hope for individuals, families and communities affected by substance use and mental health conditions.

Programs & Services

Betty Ford Center provides a full continuum of services for adults with a substance use disorder and mental health conditions including detox, inpatient, and outpatient services. Each patient works with an interdisciplinary treatment team that includes a substance use counselor, medical and psychiatric providers (physician/nurse practitioners, psychiatrists), nurses, mental health providers (psychologist or therapist) care coordinators, patient care technicians, and spiritual care professionals. They also have access to services including wellness and alumni services. The treatment team is responsible for working with each patient to establish an individualized plan of care and recommendations for continuing care services based on evidenced-based practices.

² <https://www.hazeldenbettyford.org/about-us#>

Addiction Treatment Programs

Inpatient Alcohol and Drug Rehab

The Betty Ford Center's residential treatment is designed for individuals with severe substance use disorders or co-occurring mental health conditions. It begins with a comprehensive assessment of each patient's medical, mental health, and substance use history to create a personalized treatment plan. Services include medical detox, individual and group therapy, integrated mental health services, family therapy, wellness activities, and spiritual care. The program focuses on stabilizing patients and equipping them with tools for long-term recovery, addressing both physical and emotional aspects of addiction through evidence-based practices like Cognitive Behavioral Therapy and Twelve Step Facilitation.

Outpatient Rehab

The Betty Ford Center offers various types of outpatient treatment services and is a flexible option for those who need to maintain their daily responsibilities while receiving care for substance use disorders. This program is suitable for individuals with mild to moderate addiction who have a supportive home environment or living in recovery housing. Different levels of outpatient care include day treatment (partial hospitalization), intensive outpatient programs, and low-intensity outpatient treatment as well as virtual services in California for substance use and mental health. Services provided include individual counseling, group therapy, educational sessions, and specialized programs for specific populations. Outpatient care can help patients transition progressively from a higher level of care to managing their recovery with less clinical support. Family involvement is also a key component of outpatient services as the entire family is affected by substance use disorders; thus, family therapy, education, support and other resources are encouraged.

Virtual Services

Betty Ford Center's virtual services provide virtual treatment for substance use and mental health needs. It can be especially helpful for those who may not be able to attend in-person sessions due to geographic, mobility, or convenience issues. Utilizing telehealth technologies, the program offers services like phone-based assessments, virtual appointments, and patient portals for ongoing care management. Virtual services therapy incorporates evidence-based practices as in-person treatment, ensuring effective and accessible care. This option is particularly beneficial for patients in rural areas or those facing barriers to accessing traditional treatment facilities.

Family and Children's Programs

Center for Teens, Young Adults, and Families

Hazelden Betty Ford's Teen and Young Adult Addiction Treatment Center in Plymouth, MN, provides comprehensive care for individuals aged 12-25. The program includes a full continuum of residential and outpatient treatment options, addressing both substance use disorders and co-occurring mental health conditions. The center's multidisciplinary team includes psychiatrists, nurses, addiction counselors, and family therapists who work together to create personalized treatment plans. The services offered encompass mental health assessments, on-site schooling, family counseling, and post-treatment support, ensuring a holistic approach to recovery.

Family Services

The Betty Ford Center offers extensive family and children services to support those affected by a loved one's substance use disorder. Programs include in-person and virtual family workshops, phone or web-based family coaching, and specialized sessions in Spanish and for Native American families. The Children's Program, available for kids aged 7-12, teaches children that they are not the cause of their parent's addiction and equips them with skills for making healthy choices. These services aim to heal and strengthen family relationships, recognizing that addiction impacts the entire family unit.

Mental Health Services

The Betty Ford Center offers outpatient mental health services for those struggling with life's challenges. Whether diagnosed with a mental health disorder or just beginning to seek answers, their patient-centered, evidence-based approach is tailored to individual needs. Services include comprehensive behavioral assessments, individual and group therapy, medication coordination, crisis intervention, and family therapy. These services are available both in-person and virtually, making mental health care accessible and effective.

Graduate School

The Betty Ford Center's Graduate School educates future leaders in counseling, aiming to educate future clinicians that support those with mental health and substance use disorders. Their innovative curriculum combines academics with supervised clinical practice at leading treatment centers. Educational programs are offered in person in Center City, MN and also virtually for those across the United States. The school is accredited by the Higher Learning Commission. Graduates achieve high employment and exam pass rates, making the program a leader in counselor education.

Research

The Butler Center for Research at the Betty Ford Center focuses on clinical and institutional research to enhance addiction treatment and recovery. Established in 1977, the center supports sustained recovery by conducting scientific research, collaborating with other research centers, and communicating findings. The center's research helps improve Hazelden Betty Ford's treatment programs and informs the broader field of addiction and recovery. They track patient outcomes, conduct data-driven evaluations, and publish findings to guide best practices in addiction treatment. The center is led by Dr. Quyen Ngo, a clinical psychologist with expertise in substance use and intimate partner violence research.

Consulting and Training

The Betty Ford Center's Consulting and Training Solutions provide strategic support to organizations in developing and enhancing behavioral health services. They offer customized training and consulting services to schools, healthcare systems, and community organizations, focusing on best practices in addiction and mental health treatment. Their training covers various topics, including substance use disorders, co-occurring disorders, trauma-informed care, and motivational interviewing. The goal is to empower organizations through collaboration and innovation, ensuring they can effectively address their unique challenges and improve health outcomes.

Continuing Education

The Betty Ford Center offers continuing education opportunities for professionals to stay current with research and best practices. Through events, workshops, and webinars, professionals can earn continuing education credits and gain additional training in addiction and mental health treatment. These educational programs are designed to equip professionals with the latest tools and knowledge to better serve their clients, ensuring they remain at the forefront of their field.

About the Community Health Needs Assessment

The Betty Ford Center conducts a community health needs assessment (CHNA) every three years to identify continuous or emerging community needs with respect to mental health and substance use. Using guidance from the Internal Revenue Service (IRS), CHNAs must also include a corresponding implementation strategy to address the needs identified and meet the criteria specified below.³⁴

Specific requirements on the content of a CHNA are listed below:

- A. Definition of the community served and description of how it was determined.
- B. Description of process and methods used to conduct the CHNA.
- C. Description of how the hospital facility took into account input received from people who represent the broad interests of the community it serves.
- D. A prioritized description of the significant health needs of the community identified through the CHNA, along with a description of the process and criteria used in identifying certain health needs as significant and prioritizing those significant health needs.
- E. A description of the resources potentially available to address the significant health needs identified through the CHNA.
- F. An evaluation of the impact of any actions that were taken since the hospital facility finished conducting its immediately preceding CHNA to address the significant health needs identified in the hospital facility's prior CHNA(s).

Betty Ford Center requested the assistance of HARC (Health Assessment and Research for Communities) to conduct their CHNA for the third cycle. HARC is a nonprofit research and evaluation firm located in Palm Desert.

HARC's approach to the CHNA is very collaborative. Working in conjunction with Betty Ford Center staff, HARC first gathered existing data to learn what information already existed about substance use and mental health treatment. Next, HARC and Betty Ford Center worked together to design surveys to gather community input. The results of these efforts have informed the current report.

In conjunction with this report, Betty Ford Center and HARC will work together to develop an Implementation Strategy to address the health needs described herein. Both the CHNA and Implementation Strategy will be posted publicly online as well as filed with the IRS using the Form 990 Schedule H.

³ <https://www.federalregister.gov/documents/2014/12/31/2014-30525/additional-requirements-for-charitable-hospitals-community-health-needs-assessments-for-charitable>

⁴ https://www.irs.gov/irb/2011-30_IRB

Section 2: Community Served

Betty Ford Center's Community

Betty Ford Center serves people from all around the world. However, for purposes of this CHNA, Betty Ford Center chose to define their community by the geography in which most clients originate, which are five counties within Southern California: Los Angeles County, Orange County, Riverside County, San Bernardino County, and San Diego County. Therefore, throughout this report, Betty Ford Center's community will be defined as these counties and is frequently referred to as the "overall service area."

An executive summary of the secondary data findings is presented on the following page.

Secondary Data Report: Executive Summary Results

For more detail on the secondary data collected during the CHNA, please contact Betty Ford Center for a free copy of the extensive report produced, “Betty Ford Center Secondary Data Report.”

Section 1: Demographics

Across Betty Ford Center’s service area, there are about 21 million people. About half are male, about 45.4% are white, and nearly half (45.1%) report being Hispanic/Latino.

More than half (62.1%) of the adults in the overall service area have obtained either some college degree/associate degree or bachelor’s/higher degree. About 6.6% of the overall service area is unemployed. About 70.2% of households in the overall service area have a household income of \$50,000 or more; however, about 12.4% of the service area lives in poverty.

More than half of residents in the overall service area speak only English in the home (51.8%), whereas a third (33.2%) speak Spanish at home.

Section 2: Healthcare Access and Utilization

Rates of healthcare coverage vary by age group. The vast majority of seniors age 65 and older, and youth younger than age 19 are insured. About 13.1% of working-age adults (ages 19 to 64) are uninsured. More than half (61.6%) of residents have private health insurance coverage; 38.4% of residents have public health insurance in the overall service area.

Section 3: Mental Health – Adults

When looking at the past year, about 15.8% of adults in the overall service area have likely had serious psychological distress. About 18.3% of adults have seriously thought about committing suicide at some point in their lives.

There are about 1,280 emergency department visits and 257 emergency department admissions per 100,000 people in the overall service area each year due to mental illness.

About one-fifth (21.0%) of adults who have experienced psychological distress in the past year have been unable to work for more than three months due to mental problems.

Section 4: Mental Health Treatment – Adults

About 11.7% of adults in Betty Ford Center’s overall service area have taken medicine for at least two weeks for emotional/mental health in the past year.

About 8.9% of adults in Betty Ford Center’s service area report having connected with a mental health professional in the past 12 months. The percentage of adults who connected with a mental health professional online has slightly increased from 2019 (5.4%) to 2022 (8.9%).

Section 5: Mental Health – Focus on Youth

The rate of serious psychological distress during the past year (30.6%) is more than twice the rate in the past month (14.8%)

About 7.4% of youth ages 12 to 17 have connected with a mental health professional online in the past year. Almost half of teenagers aged 12 to 17 do not seek help online because they do not think they need it (54.4%). Although 18.1% of youth, ages 12 to 17, in the overall service area received counseling, more than a third (36.0%) needed help with their problems.

Section 6: Substance Use

Across Betty Ford Center's service area, approximately 10.8% of the total population received opioid prescriptions in 2021. Approximately 1.7% of the adults in Betty Ford Center's service area have misused prescription pain killers in the past 12 months. While this number seems small, 1.7% equates to about 269,000 adults misusing prescription pain killers.

Among adults who report having at least a single drink in the past month across Betty Ford Center's service area, about 19.1% report binge drinking, putting nearly a fifth of drinking adults at an increased risk for poor health outcomes.

Among those aged 12 and older, illicit drug use ranges from 10.2% (Orange County) to 13.9% (San Diego County). These rates are approximately similar to each other. However, when looking at those who engaged in illicit drug usage in the past month other than marijuana, the rates drop substantially.

When averaging these age-adjusted drug-related death rates across all counties in Betty Ford Center's service area, the average was 7.8 deaths per 100,000 in 2006; conversely, the average was 27.4 deaths per 100,000 in 2023, representing a 251% increase in drug-related death rates. These death rates are notably higher for Riverside County than other counties within Betty Ford Center's service area.

In Betty Ford Center's service area, between 22.0% and 31.0% of vehicle deaths involved alcohol. Echoing the theme from earlier sections on death and emergency department visits, Riverside County has the highest rate of alcohol-impaired driving deaths.

Section 7: Substance Use – Focus on Youth

About one-fifth, or approximately 20.4% of youth in the overall service area, have had an alcoholic drink at least once in their lives. Results from the California Healthy Kids Survey show that between 5.0% and 6.0% of 11th graders in each county report that they binge drank one or more times in the past month. This equates to approximately 13,000 or 23,000 teens.

Section 8: Mental Health and Substance Use Treatment – Adults

Among the population of 12 years and older, between 2 and 3% need treatment for illicit drugs and have not received it, between 4.8% and 5.9% need treatment for alcohol use and have not received it, and between 5.8% and 7.7% needs substance use treatment and has not received it. Approximately 24.9% of adults in the Betty Ford Center service area needed help for emotional/mental health problems or for the use of alcohol/drugs.

Conclusion

This data has painted a picture of mental health and substance use in the region. This next phase involved surveying the perspectives of local leaders in the region.

Section 3: Process and Methods

As mentioned previously, Betty Ford Center contracted with HARC, Inc., a nonprofit research firm, to collect, analyze, and interpret data for the CHNA.

HARC worked with the Betty Ford Center to determine research questions, design a survey, and identify potential respondents. A secondary data report was created to first describe what is already known/unknown about Betty Ford Center’s service area. From that report, a survey was collaboratively developed along with a recruitment list to obtain primary data on substance use and mental health.

Data was collected in two phases:

1. Secondary data collection: Gathering existing data from reliable sources
2. Primary data collection: Collecting input from local leaders

Secondary data was collected from a variety of reliable sources, as illustrated in the table below.

Table 1. Secondary Data Sources

Source
California Department of Health Care Access and Information (HCAI) (formerly known as OSHPD)
California Department of Justice, CURES Statistics.
California Department of Public Health
Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health
County Health Rankings
Substance Abuse and Mental Health Services Administration (SAMHSA)
U.S. Census Bureau
University of California, Los Angeles

For more detail on the secondary data collected during the CHNA, please contact Betty Ford Center for a free copy of the extensive report produced, “Betty Ford Center Secondary Data Report.”

The next phase of data collection, primary data collection, utilized an online survey to solicit feedback from community leaders. HARC and Betty Ford Center worked together to design this survey. For more details on the recruitment of these online surveys, please see section 4, “Gathering Community Input.”

Once data collection was complete, the data was cleaned, and descriptive statistics were compiled to allow the researchers to create tables and charts to illustrate the findings. For more details on the primary data collected during the CHNA, please contact Betty Ford Center for a free copy of the report produced, “Betty Ford Center Primary Data Report.”

Section 4: Gathering Community Input

Local Leader Survey

The first method of soliciting input from people representing the broad interests of the community was an online survey that targeted leaders of local organizations in the health and human services fields.

HARC and Betty Ford Center designed the survey for local leaders to assess local health needs and solutions pertaining to substance use and mental health, identify gaps in services being provided by the Betty Ford Center for the substance use and mental health community, prioritize the identified needs of the substance use and mental health community, and then use these findings to develop an implementation plan in which strategies are devised to best meet these needs. Finally, the 2021 implementation plan from the previous 2021 CHNA was presented to participating leaders who were asked to provide feedback on the plan and what new priorities Betty Ford Center should tackle going forward.

To recruit participants, HARC put together a recruitment list for the survey, which was provided to Betty Ford Center to revise if needed. The list was produced by obtaining active provider information from the Substance Abuse and Mental Health Services Administration (SAMHSA) as well as the California Office of Statewide Health Planning and Development (OSHPD). The list included a variety of health and human services organizations such as health clinics, hospitals, federally qualified health centers (FQHCs), nonprofits including homeless shelters, LGBT centers, senior centers, and county health departments including the Department of Health, Department of Behavioral Health, and Department of Public Health.

HARC created a list of organizations working within the areas of substance use and mental health within Betty Ford Center's 2024 defined service area of Los Angeles County, Orange County, Riverside County, San Bernardino County, and San Diego County. This list amounted to about 559 contacts across 199 agencies. This list was produced from datasets by the Substance Abuse and Mental Health Services Administration and The Office of Statewide Health Planning and Development. The recruitment list also included known partners working within substance use, as well as local public health agencies.

The survey launched on March 15, 2024, and concluded on April 17, 2024. On the launch date, the survey was sent to all contacts on the aforementioned list. Three additional reminders were sent to all contacts, with the reminders being about a week apart in time. In the final week of data collection, HARC began personalized outreach to gather participation in the survey. Despite the multiple email invitations and reminder emails, the final count of participating organizations was not as high as desired. Fortunately, the dataset still includes representation from organizations such as public health and organizations serving people who are medically underserved, low-income, and minority populations.

These recruitment efforts resulted in a total of 40 respondents. These respondents (or their respective organizations) are listed alphabetically in Table 2.

Table 2. Participating Organizations

Organization	Frequency
ABC Recovery Center	1
Adventist Health White Memorial	1
Aspire Counseling Services	1
Awareness Group	1
Behavioral Health	2
Being Alive - LA	1
Bienestar Human Services, Inc.	1
Bread of Life Church	1
Building Resilient Communities	1
Coachella Valley Rescue Mission	2
DAP Health	1
Desert Health Care District	1
Desert Oasis Healthcare	4
Dignity Health St. Bernardine Medical	1
Fallbrook Regional Health District	1
HealthRIGHT 360	1
Jewish Family Service of the Desert	1
Mental Health America of San Diego County FURS	1
Newport Healthcare	1
Path of Life Ministries	1
Riverside County NAACP BRANCH 1059	1
Riverside County Public Health	1
Riverside University Health System	2
Riverside University Health System - Behavioral Health	5
San Bernardino County Department of Behavioral Health	1
Shelter From The Storm, Inc.	1
Solid Ground Wellness in Recovery	1
Twin Town Treatment Centers	1
UC Irvine	1
Unspecified	1
Total	40

Primary Data Report: Executive Summary Results

For more details on the primary data report, please contact Betty Ford Center for a free copy of the extensive report produced, “Betty Ford Center Primary Data Report”.

Expertise and Treatment

Most respondents reported that they need special expertise in supporting low-income clients (82.5%). Other common expertise needed included people experiencing homelessness (72.5%), LGBTQIA+ (67.5%), and Hispanic/Latino (67.5%).

When asked about treatment approaches, the most commonly used treatment approaches include harm reduction strategies (75.0%), cognitive behavioral therapy (62.5%), motivational interviewing (62.5%), and trauma-informed care (62.5%).

When making referrals, most organizations prioritize factors such as the location of the provider (75.0%) and insurance acceptance (67.5%). Others also mentioned the price of the provider (47.5%) and specialty expertise (42.5%). Organizations frequently look for programs that address both substance use and mental health concurrently.

Virtual Services

A plurality of respondents (40.0%) reported that “Yes,” they offer virtual services for substance use treatment. The most reported barriers to virtual substance use treatment include a lack of privacy at home (81.3%) and limited access to technology (62.5%). When asked how respondents handle these barriers, they typically reported attempts to help create privacy on the client’s end ($n = 3$) and then also offer in-person or push for in-person services ($n = 3$).

There were somewhat varied levels of support for virtual services, with half somewhat supporting (50.0%) these services. Another 18.8% strongly supported, 18.8% were neutral, and 12.5% were somewhat opposed to these services. When asked to explain their rating, the most common theme was that the effectiveness of virtual services varies ($n = 6$).

Barriers and Facilitators

The greatest barrier to treatment is the lack of awareness of available resources (67.0%). Other common barriers included patients believing that they don’t have a problem (65.0%) and stigma associated with seeking treatment (62.0%). The lack of affordability (55.0%) was also a barrier mentioned often.

Slightly less than half (47.5%) stated that “Yes,” they’ve seen practices/programs especially effective at helping patients overcome barriers. When asked to specify these practices/programs, respondents most often referenced specific programs/existing agencies ($n = 6$), such as Alcoholics Anonymous/Narcotics Anonymous, Cares Line, Inland Empire Health Plan (IEHP), Los Angeles County Substance Abuse Prevention and Control, MFI Recovery Center, Molina Healthcare, RUHS Behavioral Health, and Sunny Dunes Club House.

Other effective practices/programs to overcome barriers include various existing treatments ($n = 3$), such as recovery programs, group therapy, individual therapy, and art and performance. Other respondents also mentioned “meeting the client where they are at” approaches ($n = 3$).

When asked about important practices to make substance use treatment accessible, the most common theme from respondents was to improve access to services ($n = 6$). Others emphasized agencies accepting people with no insurance or accepting Medi-Cal ($n = 4$), and others mentioned providing lower-cost services ($n = 4$).

Knowledge of Hazelden Betty Ford Center

About two-thirds (65.0%) knew that the Betty Ford Center is a nonprofit, and even more (70.0%) knew that the Betty Ford Center accepts medical insurance to pay for services. When asked what the Betty Ford Center could do to better serve the community, the most common theme among respondents was to have affordable services/accept the uninsured ($n = 5$). Others mentioned conducting more community outreach ($n = 3$), general statements of publicizing more information ($n = 3$), and then advertising Betty Ford Center resources more ($n = 3$).

Input on Prior CHNA

As a final question on the survey, participants were provided with a list of priorities from the 2021 Betty Ford Center CHNA, along with its respective strategies, and asked for feedback. Overall, the most response among respondents was praise on the previous priorities ($n = 5$). For instance, one respondent mentioned, “The above looks to be on point,” whereas another mentioned, “I think it is an awesome thing that Betty Ford is extending services and locations.” That said, some also stated that “all” of these priorities should be focused on ($n = 2$).

Conclusion

The next step in the CHNA process was to use the data collected in this report, along with the secondary data collected in the prior report, to inform the identification of health issues to prioritize for Betty Ford Center’s new 2024 CHNA and Implementation Strategy.

Section 5: Prioritized Significant Health Needs

To compile this list of significant health needs for the overall service area of Los Angeles County, Orange County, Riverside County, San Bernardino County, and San Diego County, Betty Ford Center and HARC utilized both secondary data as well as the primary data collected from local community leaders. Health needs were prioritized based on the criteria in the tables below.

Specifically, health needs were rated by HARC and the Betty Ford Center with respect to their magnitude, severity, disparity, and feasibility. In other words, each health need was evaluated in terms of how many people are affected, the consequences of the need, the disproportionate impact, and then the potential to meaningfully address the need. The top health needs that had a high need priority, as well as a high feasibility rating, were retained for further discussion.

Table 3. Prioritizing Needs

Type	Criteria	Definition
Need	Magnitude	The health need affects a large number of people within the community.
	Severity	The health need has serious consequences (morbidity, mortality, and/or economic burden) for those affected.
	Disparities	The health need disproportionately impacts the health status of one or more vulnerable population groups.
Feasibility	Contribution	BFC can make a meaningful contribution to addressing the health need because of its relevant expertise and/or unique assets as an integrated health system and because of an organizational commitment to addressing the health need.

Table 4. Need Rating Scale: What priority level is this health need?

1	2	3	4	5
Very low priority	Low priority	Neither low nor high priority	High priority	Very high priority

Table 5. Feasibility Rating Scale: Can Betty Ford Center meaningfully contribute to addressing this need?

1	2	3	4	5
Not at all	Slightly	Somewhat	Very much	Extremely

Needs Not Addressed

Secondary data collection and primary data collection focused on themes related to substance use and mental health, as Betty Ford Center is a chemical dependency hospital, unlike a traditional acute care hospital. Thus, general health conditions (heart disease, diabetes, immunodeficiency, etc.) are not included anywhere in the prioritization process. Furthermore, a few critical areas noted below surfaced in the secondary and primary data reports. These needs are noted below; given that these needs are socially based, they are not prioritized for the Betty Ford Center.

Economic Opportunity and Employment

Although general health conditions were not included, the demographic findings did provide some insight into the community being served by Betty Ford Center. For example, there is a significant community health need to improve economic opportunities and employment rates, as 6.6% of the overall service area is unemployed and 12.4% live in poverty. Economic stability is a critical social determinant of health, influencing overall well-being and access to healthcare services.

Educational Attainment

There is a significant need to improve education rates within the Betty Ford Center's service area. Approximately 37.4% of residents (ages 25+) in the service area have only a high school education or less, and educational attainment is closely linked to health outcomes.

Housing Stability and Homelessness

Housing stability is a major concern, with 72.5% of respondents indicating a need for special expertise in supporting people experiencing homelessness. This issue disproportionately affects low-income individuals, exacerbating other health disparities.

Needs to Address

Each "need" profile on the following pages includes the following:

- A. **Description of need:** What is the actual need?
- B. **What is the data saying:** What were some of the high-level data points regarding the need? Note that the sources in this document are from both the Secondary Data Report and the Primary Data Report.
- C. **What are some possible strategies to addressing this need?**

Thus, the health needs identified through this CHNA are as follows:

1. Substance Use – Harm Reduction and Overdose Prevention
2. Substance Use and Mental Health – Increasing Awareness and Reducing Stigma
3. Substance Use – Improved Access for Underserved Populations
4. Substance Use – Barriers to Virtual Treatment

Note that Betty Ford Center is actively engaged in meeting each of these needs. Thus, based on community input, these areas will remain the primary focus areas for Betty Ford Center over the next three years.

Substance Use – Harm Reduction and Overdose Prevention

Description of Need

Implementing harm reduction strategies and overdose prevention measures, such as Naloxone distribution and safe consumption sites, is vital to reduce the rising number of drug-related deaths. Additionally, overdose prevention strategies are needed to prevent both fatal and non-fatal overdoses.

What does the Data Say?

According to the secondary data report, drug-related death rates in the service area have escalated to 27.4 deaths per 100,000, which represents a 251% increase since 2006. The increase in drug-related death rates is primarily due to substances like fentanyl.

What Are Strategies for Addressing this Need?

- Implement community training sessions on the use of Naloxone and other harm-reduction tools.
- Increased education on overdose prevention

Substance Use and Mental Health – Increasing Awareness and Reducing Stigma

Description of Need

Raising awareness and reducing stigma through comprehensive media campaigns and community engagement can encourage more individuals to seek help for substance use and mental health issues.

What does the Data Say?

According to the primary data report, barriers to treatment include a lack of awareness of resources (67.0%) and stigma associated with seeking treatment (62.0%).

What Are Strategies for Addressing this Need?

- Engage in media opportunities actively to promote increased awareness and reduce stigma.

Substance Use – Improved Access for Underserved Populations

Description of Need

Expanding access to substance use treatment for low-income populations can help address significant health disparities and improve treatment outcomes. Thus improving access within Betty Ford Center's insured population, providing clinical programs tailored to underserved populations, and continuing to advance health equity.

What does the Data Say?

According to the primary data report, special expertise in supporting low-income clients is highly needed (82.5%), emphasizing the disparity in accessing substance use treatment. Professionals within Betty Ford Center's service area also listed other expertise needed, including people experiencing homelessness (72.5%), LGBTQIA+ (67.5%), and Hispanic/Latino (67.5%).

What Are Strategies for Addressing this Need?

- Expand mobile and virtual treatment services to reach underserved areas.
- Review special populations and ways to serve underserved populations
- Continue to assess and respond to patient outcomes data

Substance Use – Barriers to Virtual Treatment

Description of Need

While virtual services may not be the ideal approach for all populations, they do appear to work for some and can improve access to care overall. However, technology and privacy barriers remain. Thus, minimizing virtual barriers and expanding the capacity for virtual services can make virtual substance use treatment more effective and accessible.

What does the Data Say?

According to the primary data report, among organizations offering virtual services, a significant barrier noted was a lack of privacy at home (81.3%) and limited access to technology (62.5%).

What Are Strategies for Addressing this Need?

- Implement privacy solutions and online safe spaces to enhance the virtual treatment experience.
- Expand virtual services to support more Californians accessing care.

Section 6: Available Resources

The tables on the following pages list local resources that are available to address substance use throughout Los Angeles County, Orange County, Riverside County, San Bernardino County, and San Diego County. These resources are presented alphabetically by organizational name. The list was tabulated using the Substance Abuse and Mental Health Services Administration (SAMHSA) treatment locator.⁵ It is important to note that SAMHSA works to keep the sources of this list current, and it is updated annually. However, it is possible that not all providers are represented, and it is also possible that some providers exist in multiple locations and/or provide services in multiple locations.

Furthermore, organizations frequently change their services or eligibility standards. Thus, being listed in this document does not guarantee that these services are available from the providers listed here. It also does not indicate an endorsement of the quality of services provided.

It is worth noting that while there are many substance use treatment programs, not all are affordable or offer financial assistance/sliding scales. Additionally, it is possible that not all offered services are in Spanish, which limits their usefulness for those who are not fluent English speakers. Finally, it is unclear how many of these resources provide integrated mental health care and substance use treatment and may have limited utility based on what the community desires.

Altogether, while there are many existing resources, there is still a great need for Betty Ford Center to provide services to meet the needs as described in Section 5 of this report.

⁵ <https://findtreatment.gov/locator>

Los Angeles County

1 Method LLC
6390 Meadows Court LLC
Absolute Control
Transitional
Access Malibu
Action Family Counseling
ADAPT Aware Zone Inc
Adapt Programs
Addiction Research and
Treatment Inc
Aegis Treatment Centers
LLC
Alcoholism Center for
Women
Alpha Recovery Center
ALT Recovery Group 2
Alta Centers Inc
Altadena Recovery Center
Altus Rehab
AM/PM Culver City Budget
DUI School
AM/PM VanNuys Driver
Safety DUI School
AM/PM West LA
Convenient Driver Safety
AMAAD Institute
American Health Services
LLC
American Indian Changing
Spirits
Amity Foundation
Ascend Healthcare
Asian American Drug
Abuse Program
Aurora Charter Oak
Hospital
Aurora Las Encinas
Hospital
Avalon Malibu
BAART Behavioral Health
Services Inc
BAART Programs
Southeast
Back to Life Transitional
Living

Beacon House Association
of San Pedro
Behavioral Health Services
Beit T Shuvah
Betty Ford Center
BHS High Gain Program
Westchester
Bienestar Human Services
BNI Treatment Centers
California Diversion
Programs Inc
California Mental Health
Connection
Cambodian Association of
America
Canon Human Services
Centers Inc
Casa Treatment Center
CAST Centers
Center for Integrated
Family/Health
Chabad of California
Chabad Residential
Change Lanes
Child and Family Center
Childrens Hospital Los
Angeles
Choice and Change
CLARE Matrix
Clear Behavioral Health
Cliffside Malibu
Cliffside Malibu 2
Cliffside Malibu 3
Clinica Monsenor Oscar A
Romero
Clinical Services
Department
CNV Detox Inc
Coastal Comprehensive
Treatment Center
Coastwise Recovery Center
Compatior Inc
County of Los Angeles
Cri Help Inc
Crosspointe Recovery
Crossroad Transitional Inc

Dare U to Care Outreach
Ministry
Dedicato Treatment Center
Department of Veterans
Affairs
Detour Behavioral Health
Inc
Didi Hirsch Mental Health
Services
Divine Healthcare Services
Inc
Dolorosa Operations LLC
Driver Benefits Inc
El Dorado Community
Service Center
El Proyecto del Barrio Inc
Elijahs House Treatment
Center
Escuela Latina
Exodus Recovery Inc
Faith Recovery Center Inc
Federal Recovery Systems
LLC
FOY Wellness and
Recovery
Fred Brown Recovery
Services Inc
Fred Browns Recovery
Services Inc
Fred Kennedy Associates
Inc
Gloria Detox and Rehab
Center
Golden Road Recovery LLC
Gooden Center
GPS Treatment
Grandview Foundation Inc
Grasshopper House LLC
Gratitude Lodge
Harmony Place
Haven House Addiction
Treatment
HealthRIGHT 360
Healthy Living Residential
Program
Healthy Paradigms LLC

Heights Treatment
Helpline Youth Counseling
Inc
HiFi Recovery Corps
High Road Program
Hillcrest Adolescent
Treatment Center
Hollywood and Vine
Recovery Center
Hollywood Medical
Rehabilitation Care
Homeless Healthcare Los
Angeles
House of Hope Foundation
Inc
IADARP
Innovate Recovery
Insight Treatment
Programs
Inspire Malibu
Iris Healing Center
Iris Healing Retreat
James and Bentz Inc
Jewel City Treatment
Center
Journey Hillside Tarzana
LLC
Kaiser Permanente
Kaiser Permanente
Bellflower Med Ctr
Koreatown Youth and
Community Center
LA Centers for Alcohol and
Drug Abuse
La Fuente Hollywood
Treatment Ctr LLC
LA Valley Recovery
LAT Intensive Outpatient
Programs
Lifesync Recovery and
Detox LLC
Lion Recovery
Little House Inc
Luxe Recovery
Malibu Balance Day
Treatment
Malibu Detox LLC
Malibu Recovery Center

MBI Health Services Inc
McIntyre House
Meadows Malibu
MedMark Treatment
Centers
Mela Counseling Services
Center Inc
Melrose Recovery LLC
Mermaids Cove Malibu Inc
Milestones Ranch Malibu
Miracles in Action
Addiction Treatment
Motivational Recovery
Services Inc
Narcotic Addiction Trt
Agency (NATA)
Narcotics Prevention
Association
National Council on Alc
and Drug Dep
Ness Counseling Center Inc
New Day Rehab Center Inc
New Directions
New Directions Alcohol
and
New Found Life
New Hope Drug and
Alcohol Treatment Prgrm
New Road Recovery
Services
Newport Academy
Nuview Treatment Center
One Touch Recovery
Center
Options for Recovery
Oro House
Palm House Inc
Pasadena Council on
Alcoholism and
Passages Malibu
Pax House
Peggy Albrecht Friendly
House
Penny Lane Centers
People Coord Servs of
Southern CA
Phoenix House

Phoenix House of Los
Angeles Inc
Positive Steps Inc
Providence Little Company
of
Pulse Treatment Center Inc
Quest 2 Recovery
Rancho San Antonio Boys
Home Inc
Recovery Corps Health
Group LLC
Refine Recovery
Restore Health and
Wellness Center LLC
Revive Detox
Rise Luxury Rehab LLC
Roots Through Recovery
R.S. Recovery Services Inc
Safe Refuge
Safety Consultant Services
Inc
Safety Education Center
Salvation Army
San Fernando Recovery
Center
San Fernando Valley
Saving My Tomorrow
Sea Change Santa Monica
Seasons Recovery Centers
LLC
Shields for Families
Silicon Beach Treatment
Center
Sobermind Inc
Social Model Recovery
Systems
Southern CA Alcohol and
Drug Prog Inc
Special Services for Groups
Inc
Spencer Recovery Centers
Inc
SPIRITT Family Services
Stairway Resource Center
Stepping Stones Home
Sunrise Community
Counseling Center
Sunset Malibu

Support for Harbor Area
S.V. Recovery Inc
Tarzana Treatment Centers
Inc
Tavarua Health Services
Tavarua Medical
Rehabilitation Service
Teen Project Inc
Tessie Cleveland
Community Servs Corp
Thelma McMillen Recovery
Center
Thrive Treatment
Transformations Care Inc
Turning Point Alcohol and

Twin Town Treatment
Centers
U Turn Drug Education
Program Inc
Union Rescue Mission
United American Indian
Involvement
VA Greater LA Healthcare
System
VA Greater LA Healthcare
Systems
VA Los Angeles
Ambulatory Care Center
Valley Recovery Center
Valley Recovery Center of
Agua Dulce

Valley Restoration Center
Inc
Vogue Recovery Center
Volunteers of America
Warner Park Recovery
Center
Watts Healthcare Corp Inc
West County Medical
Clinic
West Valley Detox
Treatment
Western Health
Community Clinics
Western Pacific Rehab
Westwind Recovery
You Can Health Services

Orange County

12 South Recovery
449 Recovery
Able to Change Recovery Inc
Action Consultants Therapy
Akua Behavioral Health
Akua Behavioral Health Inc
Anaheim Lighthouse
Anchored Tides Recovery
ARI Recovery
Asana Recovery
Asana Recovery Center
Beachside Recovery LLC
Beachview Treatment LLC
Breakaway Health
Corporation
Buckeye Recovery Network
California Care Detox and
Treatment
California Prime Recovery
California Rehab Campus
LLC
Capo Canyon Recovery
Casa Recovery
Center for Treatment of
Addiction Inc
Chapman House Inc
Chapters Capistrano
Clear Detox Center
Cooper Fellowship Inc
Cornerstone Adult
Outpatient
Cornerstone of Southern
California
Covenant Hills Treatment
Center
Crescent Moon Recovery
Divine Bliss
Elite Care Inc
Encompass Treatment
Services LLC
Forward Wellness Family
Therapy Inc
Gratitude Lodge
Hatch Behavioral Health
Hope by the Sea
Hope House Corporation
Hotel California by the Sea
Inspire Health
JBW Associates Inc
Korean Community Services
Inc
Laguna Shores Behavioral
Health LLC
Laguna View Detox
Lead Recovery Center
Life Vessel Treatment and
Lighthouse Treatment
Center
Mariposa Women and
Family Center
Monarch Shores
Nancy Clark and Associates
Inc
New Beginning Fellowship
Center
New Directions for Women
New Directions for Women
Inc
New Life Treatment Center
Inc
New Method Wellness
Newport Academy
Newport Beach Recovery
Center
Newport Institute
Nsight Mental Health and
Wellness
Ocean Hills Recovery
Ocean Recovery
Ocean Ridge Treatment and
Recovery
Oceanfront Recovery at
Laguna Beach
Opus Health LLC
Orange County Healthcare
Agency
Pacific Sands Recovery
Center
Pacific Solstice
Partners Project Inc
PES/EBS Inc
Phoenix House
R and R Recovery
Rebel New Life Treatment
Center LLC
Recovery Beach
Recovery Homes of America
Inc
Renaissance Recovery
Resurgence California
Alcohol and
Road to Recovery Treatment
Services
Roque Center
Safe Harbor Treatment
Center
Safe Harbor Treatment
Center for
Safe Harbors Capella Inc
Santa Ana Comprehensive
Treatment Ctr
Sheer Recovery
Sheer Recovery LLC
Sober First Recovery LLC
South Coast Behavioral
Health
South Coast Counseling Inc
Spencer Recovery Centers
Inc
Straight Talk Clinics Inc
Surf City Solutions
Teen Project Inc
Teen Project Outpatient
Tree House Recovery
True Life Recovery Inc
Twin Town Treatment
Centers
Villa Center Inc
Wavelengths Recovery LLC
Wel Mor Psychology Group
Inc
Western Pacific Med Corp
Western Pacific Re Hab
Woodglen Recovery
Junction Inc
Yellowstone Recovery
Yellowstone Womens First
Step House

Riverside County

ABC Recovery Center Inc
Addiction Therapeutic Services
Affinity Recovery
Awareness Program
Banyan Palm Springs
Banyan Palm Springs LLC
Bella Monte Recovery Center
California Behavioral Health LLC
Caring Hands Recovery LLC
Coachella Valley Recovery Center
Coachella Valley Treatment Center
County of Riverside
Desert Comprehensive Treatment Center
Desert Sage Youth Wellness Center
Everlast Recovery Center
Evexia Health Services
Hazelden Betty Ford Foundation
Hemet Valley Recovery Center and
High Road Program
Hill Alcohol and Drug Treatment
Indio Substance Abuse
Intervention911
Ken Seeley Communities
LaVista Alcohol/Drug Recovery Center

Living Longer Recovery
Living Stones Recovery LLC
MFI Recovery Center
Michaels House
Newport Institute
Pacific Grove Hospital
Pacifica Recovery Inc
Ranch Creek Recovery Inc
Ranch Recovery Centers Inc
Rancho Milagro Recovery Inc
Riverside County Latino Commission on
Riverside County Substance Use Program
Riverside San Bernardino County
Riverside University Health System
Rose of Sharon 7
RUHS/Behavioral Health
RUHS/BH/SAPT/MCMT Lake Elsinore
SBT Health
Solid Ground Wellness in Recovery LLC
Sorooptimist House of Hope Inc
Valley Wide Counseling
Veterans Alcoholic Rehab Prog (VARP)
We Level Up Treatment Center
Whiteside Manor

San Bernardino County

Aegis Treatment Centers LLC	His House Palm Recovery His House Treatment Center	New Creation Corporate Headquarters Rancho Recovery Redlands Center for Change
Amazonite Treatment Center	Inland Behavioral and Health Services	Riverside San Bernardino County
Aspire Counseling Services	Inland Valley Drug and Alcohol	Saint John of God Healthcare Services
Benchmark Transitions	Inland Valley Recovery Services	San Bernardino County Dept Behavioral Health
Benchmark Young Adult School Inc	Jerry L Pettis Memorial VA Med Center	San Bernardino County S.B. County Dept of Behavioral Health
CLARE Matrix	Kaiser Permanente Hospital	Social Science Services Inc
Colton Comprehensive Treatment Center	Liberty House Recovery	Veterans Alcohol Rehabilitation Prog
County of San Bernardino	Loma Linda University Mental Health Systems Inc	Veterans Alcoholic Rehab Prog (VARP)
Desert Bloom Recovery LLC	Mental Health Systems Inc/PRIDE	W and G Enterprises Inc
Destiny Recovery Center LLC	Merito House Addiction Treatment Center	
Embrace Life Change	New Creation	
Foothill AIDS Project		
Grace Hope Treatment and Hathaway Recovery		
High Desert Child Adolescent and		

San Diego County

ABC Sober Living LLC
Alvarado Parkway Institute
ARISE Treatment Center
ARMT Medical Specialists
Inc
AToN Center
Betty Ford Center
Boardwalk Recovery
Center
Bridges of San Diego
Capalina Comprehensive
Treatment Ctr
Casa Palmera
Choices in Recovery Center
Chula Vista
Comprehensive Trt Center
Community Research
Foundation
Confidential Recovery
CRASH Inc
Crossroads Foundation
Deaf Community Services
of San Diego
Detox Center of San Diego
LLC
Downtown Family Health
Center at
El Cajon Comprehensive
Treatment\]\ Center
El Dorado Community
Service Center
Epidaurus
Episcopal Community
Services
Escondido Comprehensive
Treatment Ctr

Family Health Centers of
San Diego Inc
Fellowship Center
Genesis Recovery Inc
Golden Hill House I
Harmony Grove Recovery
Hope Canyon
House of Metamorphosis
Inc
Immersive Recovery
Interfaith Community
Services
Kali West LLC
La Jolla Healing Center
La Jolla Recovery
MAAC Project
McAlister Institute for
Treatment and Education
Mental Health Systems Inc
Mindful Rejuvenation Inc
Mission Treatment
Services Inc
New Connections
North Central Women's
Recovery Center
North County Lifeline Inc
North County Serenity
House
Oceanside Comprehensive
Treatment Ctr
Pacific Bay Recovery
Paragon Recovery LLC
Parent Care Family
Recovery Center
Park Mental Health
Practical Recovery
Psychology Group

Present Moments Recovery
Recover
Rejuvenations Outpatient
Facility Inc
San Diego American Indian
Health Ctr
San Diego Freedom Ranch
Inc
Sharp Mesa Vista Hospital
Shoreline Recovery Center
SOAP MAT LLC
Sober Life Recovery
Solutions
Southern Indian Health
Council Inc
Stepping Stone of San
Diego Inc
Substance Abuse
Counseling Center
Substance Abuse
Evaluation
Teen Challenge
Tradition One
Twelfth Step House of San
Diego
Union of Pan Asian
Communities (UPAC)
Veterans Affairs Medical
Center
Veterans Village of San
Diego
Vista Hill Foundation
Volunteers of America
Southwest CA Inc
Way Back

Section 7: Evaluation of Impact of Prior CHNA

The 2021 CHNA identified four health needs for Betty Ford Center to address. To meet those needs, the Betty Ford Center developed the 2021 Implementation Plan. These priorities and specific strategies are listed below, along with narrative summaries of the evaluation tracking of the Betty Ford Center CHNA Implementation Plan (2021-2023). It is important to note that while these health needs are separated as “substance use” and “mental health,” the activities aimed at addressing these needs are often overlapping with each other.

Substance Use – Education and Awareness

Long-Term Goal: Betty Ford Center continues as an expert resource for community members about the latest in prevention and treatment of substance use disorders, the impact of substance use disorders for families and children, and existing treatment and recovery resources for individuals, families, and communities.

Strategy 1: Continue providing education for community members focused on prevention and treatment of substance use disorders and the long-term recovery process.

To continue providing education for community members focused on the prevention and treatment of substance use disorders and the long-term recovery process, many initiatives and activities have been undertaken.

- In August 2021, the Betty Ford Center contracted with Palo Verde College in Blythe, CA to initiate nursing student collaboration and training at BFC starting in 2022. This allows BFC to provide education to nursing students on addiction treatment during their rotation.
- In October 2021, Betty Ford Center staff distributed thank-you notes to local fire, police, and other services that support the organization.
- The following month, Betty Ford Center outreach had an informational booth at the 35th Annual Palm Springs Pride Festival.
- Betty Ford Center participated in the January 2022 7th Annual LGBTQIA+ Finding Freedom Conference in Palm Springs, CA.
- In both 2021 and 2022, Betty Ford Center partnered with Coachella Valley Pharmacy to provide COVID vaccinations at no cost to patients, staff, family, and friends.
- In 2022, the Hazelden Betty Ford Risk Reduction Education Program, initially offered to adults, was anticipated to expand to youth. From January to April 2022, Donna Branch, Manager of the Addiction Program, led a graduate student internship at Betty Ford Center.
- The Hazelden Betty Ford Connection Recovery Coaching and Monitoring program was introduced, offering an intensive combination of recovery support and monitoring for those with complex needs, such as repeat treatment attendees and those facing legal or professional challenges.
- Several Betty Ford Center clinical staff attended the West Coast Symposium in La Quinta, CA, in June 2022, focusing on training and networking for treating Substance Use Disorders.

- In March/April 2022, Tessa Voss, VP of the C.A. Region/Administrator of BFC, was interviewed for the Desert Health newsletter, discussing increased alcohol consumption.
- On April 7, 2022, Betty Ford Center held "The First Lady of Recovery: A Very Special Lunch and Learn Event," featuring BFC staff and former employees speaking about Betty Ford's legacy. Betty Ford Center also participated in the Transgender Wellness Fair in Palm Springs, CA, on March 27, 2022.
- In May 2022, Betty Ford Center hosted the first live broadcast of The Recovery and Mental Health Awareness Hour, featuring interviews with notable figures such as NHL Hall of Famer Grant Fuhr.
- On May 20, 2022, Betty Ford Center hosted Leadership Coachella Valley, providing presentations on the history of Betty Ford Center and its services.
- The Rancho Mirage Children's Program participated in the Dia del Nino event in Coachella, CA, on April 30, 2022, organized by Alicia Mora, a Betty Ford Center Spanish-speaking Children's Counselor.
- Joe Umbrino, a nurse practitioner, joined the Zoom Great MAT Symposium on August 13, 2022, as a panelist.
- In November 2022, Betty Ford Center sponsored and participated in the NAMI Walks Your Way Coachella Valley event, promoting mental health awareness and raising funds for NAMI's programs.
- In August/September 2022, the City of Rancho Mirage featured the Betty Ford Center in its YouTube video series, highlighting its services and featuring an interview with an alum.
- On December 2, 2022, Betty Ford Center hosted the first public screening of the film "Attention Must Be Paid: Women Lost to the Opioid Crisis," followed by a discussion with the filmmaker.
- Betty Ford Center staff and family participated in the McAlister Recovery Walk on September 25, 2022. In September 2022, Betty Ford Center also launched a Spanish Virtual Intensive Outpatient Program for California residents, addressing the specific needs of the Spanish-speaking population.
- Tessa Voss was recognized in Palm Springs Life's 40 Under Forty and featured in Desert Charities as one of the Women in Philanthropy. The Betty Ford Center celebrated 40 years of service with a two-page article in the Desert Charities.
- In June 2023, Joanne Hawes participated in Leadership Coachella Valley, and the group visited the Betty Ford Center for education on substance use disorders. In July 2023, media coverage in Desert Sun and KESQ highlighted Narcan nursing stories and harm reduction efforts.
- Joseph Skrajewski, Hazelden Betty Ford Foundation National Director of Healthcare Solutions, presented at Stanford University School of Medicine on addiction medicine advancements in 2021, 2022, and 2023. Bridget Rogala, Hazelden Betty Ford Program Specialist, presented on "Overdose Awareness and Naloxone Rescue" in May 2023.
- From 2021 to 2023, the Summer Institute for Medical Students (SIMS) training sessions were held at Betty Ford Center, offering an immersive experience in addiction and recovery for medical students. Additionally, the Medical Education Partnership (MEP) training sessions provided targeted education for professionals in addiction medicine.

- Family Medicine Residents from Eisenhower Health rotated at Betty Ford Center annually from 2021 to 2023, gaining firsthand experience in addiction treatment and recovery.

Strategy 2: Continue to establish Motivational Interviewing (MI) skills as key competencies for the care we provide at Betty Ford Center.

To continue establishing Motivational Interviewing (MI) skills as key competencies for the care provided at the Betty Ford Center, the following areas of progress have been made:

- A monthly MI Steering Committee meeting has been established, and MI Champions have been designated on site to promote and sustain these practices. MI supervision groups have been formed, and external training sessions are led by Betty Ford Center staff to share expertise with broader audiences.
- In October 2022, Tessa Voss, VP of the C.A. Region/Administrator, and Donna Branch, IOP Addiction Program Manager, attended the Motivational Interviewing Network of Trainers (MINT) training in Chicago. This training further enhanced their skills and prepared them to train others effectively.
- On January 18, 2023, Tessa Voss facilitated an on-demand Hazelden Betty Ford Webinar titled "The Spirit of Motivational Interviewing: Creating a Therapeutic Environment for Change." This webinar attracted 2,000 registrants and 1,500 live attendees, with additional viewers watching the recording. Following this, on January 25, 2023, Donna Branch facilitated another webinar, "Motivational Interviewing: How Strengthening Change Talk Improves Motivation for Change," which also saw similar engagement.
- In 2023, Tessa Voss presented an MI workshop at The National Council for Well-Being conference, further promoting MI competencies. Donna Branch has provided two presentations on Motivational Interviewing to teams in North Dakota, extending BFC's influence and expertise.
- Rigo Brueck, MH Manager, has reinstated his membership with MINT, ensuring ongoing access to the latest developments and training in Motivational Interviewing.
- Internally, Betty Ford Center offers a Professional Education MI webinar series to staff, providing Continuing Medical Education (CME) credits. Topics include "Adopt the Spirit of MI" and "Change Talk: A Motivational Interviewing Key." Clinical supervision connects new-hire counselors with an MI Champion for dedicated training, ensuring new staff are well-versed in MI techniques from the start.
- On August 1, 2023, the Women's and Men's Association for Addiction Treatment (WAAT-MAAT) meeting featured a presentation by Sarita Da Silva-McGowan, BFC Outreach Manager, on "Cultural Awareness: Delivering Care to Native American Populations," held at St. Margaret's Church in Palm Desert, CA.

Strategy 3: Continue providing support and education for children and families affected by substance use disorder.

To continue providing support and education for children and families affected by substance use disorder, several key initiatives and activities have been undertaken.

- In November 2021, Alumni Services held the 39th annual Alumni Anniversary event virtually due to the pandemic. The Children's Program offered drive-through participation for its alumni, providing goodie bags with candy, toys, masks, and Beamer T-shirts. Beamer, the program's mascot and ambassador, helps reinforce the skills taught to children regarding addiction.
- In December 2021, the Children's Program partnered with Hope Collaborative to provide holiday gifts for foster children, infants, and teens across the Coachella Valley. Additionally, the Betty Ford Center organized a food drive to support community members facing food insecurity during the holiday season.
- Beginning in 2022, the Children's Program resumed in-person sessions at school sites in California, offering one or two programs per month. The program also received a grant from the Anderson Children's Foundation to work with Spanish-speaking professionals, caregivers, and children in Coachella's East Family through June 2022.
- The Children's Program participated in the first Youth Prevention Conference hosted by Hazelden Betty Ford Foundation FCD Prevention Works. Additionally, the program co-sponsored the inaugural Be a Hero 5K run/walk with the Barbara Sinatra Children's Center in Rancho Mirage on February 19, 2022. This event aimed to raise awareness for children affected by a loved one's addiction and those hurt by abuse, attracting over 300 participants.
- In July 2022, Analia Hoyt, Manager of Children's Programming, and Sarita McGowan, Addiction Counselor II, presented at the Labor Assistance Professionals Conference in Las Vegas, NV. Their two-part presentation addressed cultural barriers to treatment and recovery and family dynamics in treatment and recovery.
- At the March 2022 Governance Committee meeting, it was reported that the Children's Program collaborates with various organizations, including ABC Recovery Center in Indio, Barbara Sinatra Children's Program in Rancho Mirage, Oasis Mental Health in Coachella Valley, local school districts, and the Coachella Valley Rescue Mission.
- The program maintained a presence at major industry conferences, including the National Association of Addiction Treatment Providers (NAATP) annual conference in San Diego in May 2022 and the CCAPP's 2022 CAC conference in San Diego in October 2022.
- In August 2022, a Spanish-speaking counselor was onboarded in West LA, enhancing the program's ability to serve diverse populations. On September 14, 2022, the Virtual Family Program for Native American Families was launched.
- To increase community awareness, the Hazelden Betty Ford Foundation Marketing team placed a full-page advertisement in the Rancho Mirage High School Fall 2022 Sports Media Guide, promoting the services offered at the Betty Ford Center.
- The Rancho Mirage Children's Program also had an educational booth at the Palm Springs Unified School District's 2nd Annual Diversity and Racial Equity Conference on September 30, 2023. This event focused on "Racial Healing and Resilience."

Mental Health – Education and Awareness

Long-Term Goal: Betty Ford Center is an expert resource for community members about the inter-connected nature of mental health and substance use, including resources for when/how to seek help and empowering the community to seek resources proactively.

Strategy 1: Betty Ford Center models integrated care for mental health and substance use disorders for their patients.

The Betty Ford Center models integrated care for mental health and substance use disorders for their patients through a variety of activities:

- As reported in the March 7, 2022, Governance Committee meeting, mental health is moving towards an integrated treatment model and integrated providers.

Strategy 2: Betty Ford Center provides training on integrated treatment of mental health and substance use disorders

The Betty Ford Center is committed to providing training on the integrated treatment of mental health and substance use disorders, reflecting their dedication to comprehensive care through the following activities:

- In May 2023, the Hazelden Betty Ford Foundation, led by Dr. Rigo Brueck, Mental Health Manager, initiated an internal integrated mental health internship program. This program saw immediate engagement, with seven substance use disorder (SUD) clinicians and leaders enrolling.
- Tessa Voss, VP of the C.A. Region/Administrator, discussed the challenges of isolation and mental health struggles on L.A. radio.

Strategy 3: Continue providing education for community members focused on integrated treatment of mental health and substance use disorders

To continue providing education for community members focused on the integrated treatment of mental health and substance use disorders, the Betty Ford Center has accomplished the following:

- Jeff Schlund coordinates a monthly meeting for the Men's Association for Addiction Treatment (MAAT), which serves as a networking platform for professionals in the addiction, behavioral, and mental health fields. Typically attended by 10-20 participants each month, these meetings are currently held virtually due to the pandemic, with plans to return to in-person sessions at the Betty Ford Center when it is safe.
- On March 27, 2022, the Betty Ford Center participated in the Transgender Wellness Fair in Palm Springs, CA, furthering their outreach and support for diverse communities.
- The Recovery and Mental Health Awareness Hour, a free recovery speaker series hosted at the Eisenhower Health Annenberg Center, was launched in 2022. This series, broadcast live across the United States and globally, began on May 7, 2022, with a session titled "The Greatest Victory of All," featuring interviews with NHL Hall of Famer Grant Fuhr and three-time Olympic gold medalist Carries Bates.
- On May 20, 2022, the Betty Ford Center hosted Leadership Coachella Valley on its campus. Presentations by Tessa Voss, Melissa Hawkins (MHS), and Helene Photias (C.P.) covered the history of BFC, campus transformation, the disease of substance use disorders, and interdisciplinary care, including family and children's services and recovery programs.
- In November 2022, the Betty Ford Center sponsored and participated in the NAMI Walks Your Way Coachella Valley annual event. This nationwide movement brings together supporters of mental health to promote public awareness, reduce stigma, and raise funds for NAMI's free, top-rated mental health programs while also building community awareness.

Substance Use – Improved Access to Care

Long-Term Goal: Betty Ford Center will be a bridge to help community members reach high-quality, accessible resources for effective treatment and non-treatment support for individuals, children, and families.

Strategy 1: Continue to expand virtual treatment options and services.

To continue expanding virtual treatment options and services, the Betty Ford Center has made progress across various programs, including the following:

- Betty Ford Center continued offering the Virtual IOP Program, Virtual Family Program, and Virtual Children’s Program.
- Hazelden Betty Ford Foundation Website: An extensive informational resource.
- Spanish Virtual Intensive Outpatient Program (VIOP): Launched in September 2022 for California residents, this program is tailored for Spanish-speaking individuals. It integrates family programming and mental health services, addressing specific issues such as stigma, acculturation, and generational trauma.
- May 2023: official launch of in-person BFC RM IOP; Increased Level 1 Outpatient at the WLA site & established the on-counselor model for patient engagement; Implemented Day Treatment only treatment; return to supporting day treatment patients from our local community, living locally at their primary residences
- PHP Only Patients: Effective May 20, 2023, began taking Partial Hospitalization Program (PHP) only patients at the Betty Ford Center.
- Virtual IOP Services in California: As of June 2023, about half of all patients in California’s Intensive Outpatient Program (IOP) are served virtually, highlighting the widespread adoption and success of virtual treatment options.
- Virtual Outpatient Mental Health Services: Offers outpatient mental health services virtually in California.
- In-Person Day Treatment in West LA: In July 2023, Betty Ford Center launched an in-person day treatment program in West Los Angeles.

Strategy 2: Continue to improve care coordination and collaboration between Betty Ford Center and community providers.

To continue improving care coordination and collaboration between the Betty Ford Center and community providers, several initiatives have been undertaken:

- November 2021: Tessa Voss, Executive Director of Recovery Services, presented at the Patient Care Network on "Behind the Mask: Our COVID Response and Continuing to Provide Access to Care During the Pandemic." This presentation highlighted the center's efforts to maintain and adapt care provision during the pandemic, fostering better collaboration and understanding with community providers.
- The Hazelden Betty Ford Foundation website serves as a comprehensive resource for information on how to access care and the services provided.
- RecoveryTrek, an alcohol and drug screening program for those requiring Urine Drug Screening (UDS) and other monitoring while attending virtual programs.
- Labor Assistance Professionals Conference: Analia Hoyt, Manager of Children's Programming, and Sarita McGowan, Addiction Counselor II, presented at the Labor Assistance Professionals Conference in Las Vegas, NV, from July 17-21, 2011. Their two-part presentation addressed cultural barriers to treatment and recovery and family dynamics in treatment and recovery.

Strategy 3: Remove barriers to community accessing treatment and non-treatment resources related to substance use disorder

To remove barriers to community access to treatment and non-treatment resources related to substance use disorder, the Betty Ford Center has accomplished the following:

- Relationship with Eisenhower Health Behavioral Services: Leaders from both organizations meet periodically to discuss the services offered.
- Engagement with American Airlines EAP: On February 18, 2022, key clinical team members met with representatives from American Airlines EAP at the Betty Ford Center. The visit, arranged by John Sakacs, Outreach Manager, included a tour of the facility.
- Collaboration with Soboba Tribe Family Services: On March 8, 2022, key clinical team members met with representatives from Soboba Tribe Family Services at the Betty Ford Center. The visit, arranged by Jeff Schlund, Outreach Manager, included a tour of the facility.
- Engagement with LAPD: On March 8, 2022, key clinical team members met with representatives from the Los Angeles Police Department (LAPD) at the Betty Ford Center. The visit was arranged by John Sakacs, Outreach Manager, and included a tour of the facility.
- Position for Integrated Provider at West LA Site: On March 15, 2022, the West LA site posted a position for an Integrated Provider proficient in the Spanish language, enhancing access for Spanish-speaking community members.

Strategy 4: Expand Betty Ford Center services delivered in Spanish

To expand on the Better Ford Center's services delivered in Spanish, the following activities have been accomplished:

- Spanish Speaking Virtual Programs: Betty Ford Center offers Spanish-speaking virtual Family Program and Children's Program, ensuring accessibility for Spanish-speaking communities.
- Public Service Announcements and Radio Campaigns:
 - In August 2021, the Spanish-speaking Children's Program counselor and Family Program counselor created a Spanish-speaking PSA along with a 30-second radio PSA for Univision. These announcements, broadcast on Spanish T.V. and radio across California, reached over 99% of Spanish-speaking households.
- Podcasts and Media Engagement:
 - In August 2021, the Spanish-speaking Family Program counselor participated in a "Let's Talk" podcast with William Moyer, discussing the Spanish-speaking Family Program.
 - The same counselor also gave an interview to Together Magazine, along with a member and patient of the Spanish-speaking Family Program, highlighting the program's positive impact.
- Community Engagement:
 - In March 2023, Esdras Gonzales represented BFC/HBFF at the Health Fair + 5K Walk/Run at East Los Angeles College on March 11, 2023. The focus was on Behavioral Health and the current situation with opioids, supporting Spanish-bilingual services.

Mental Health – Improved Access to Care

Long-Term Goal: Betty Ford Center to be a bridge to help community members reach high-quality, accessible resources for effective treatment and non-treatment support for mental health disorders.

Strategy 1: Continue to expand virtual treatment services for mental health disorders

To continue expanding virtual treatment services for mental health, the following activities were accomplished:

- Spanish Virtual Intensive Outpatient Program (VIOP): Launched in September 2022 for California residents, this program is tailored for Spanish-speaking individuals. It integrates family programming and mental health services, addressing specific issues such as stigma, acculturation, and generational trauma.
- Jeff Schlund coordinates a monthly meeting for the Men’s Association for Addiction Treatment (MAAT), which serves as a networking platform for professionals in the addiction, behavioral, and mental health fields. Typically attended by 10-20 participants each month, these meetings are currently held virtually due to the pandemic, with plans to return to in-person sessions at the Betty Ford Center when it is safe.

Strategy 2: Continue to improve care coordination and collaboration between Betty Ford Center and community mental health and psychiatric providers

To continue improving care coordination and collaboration between the Betty Ford Center and community mental health and psychiatric providers, the following activities have been accomplished:

- Hazelden Betty Ford Foundation Website: The website serves as an extensive informational resource, including detailed information on the mental health services provided by the foundation, such as telehealth mental health services.
- Staff Presence at National Conferences:
 - National Association of Addiction Treatment Providers (NAATP) Annual Conference: Betty Ford Center staff participated in the NAATP annual conference held in San Diego, CA, from May 7-9, 2022.
 - California Consortium of Addiction Programs and Professionals (CCAPP) Conference: Betty Ford Center staff also planned to attend the CCAPP’s 2022 CAC conference.

Next Steps

This report summarizes the community health needs assessment (CHNA) process and results of the Secondary Data Report, Primary Data Report, and prioritization process between HARC and the Betty Ford Center.

Next, the Betty Ford Center will work with HARC to design an Implementation Strategy that will provide practical guidance for how to address the established health needs in the community, as well as how to track progress over the next three years.