



# IMPACT REPORT 2021

# ABOUT 5 BRIDGES

## OUR ORGANIZATION

5 Bridges is holistic and practical wellness presented in a systematic structure. This isn't a prescription, it's a self-care roadmap customized by the individual with the support of a certified Coach.

Created by Jacob Moore, Founder of NoStigmas mental health nonprofit, this evidence-informed system is the result of two decades of research, clinical opinion, lived expertise, and experimentation.

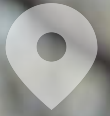
More than 10,000 individuals have been served to date— over 5,000 in Virginia. From inpatient and outpatient facilities, private and public schools, for-profit and non-profit organizations, we empower your staff and clients to build resilience and learn to thrive in life.

## OUR APPROACH

- One system for all
- Individually customized
- Unify staff and clients
- Continuity of care
- Ongoing support

## THE 5 BRIDGES

1. BOND – How you connect
2. FUEL – What goes in
3. MOVE – What you do
4. REST – When you recover
5. GIVE – Your positive output



BOND



FUEL



MOVE



REST



GIVE

## OUR TEAM



Jacob Moore  
CEO/Chief Coach



Lena Aboulhoda  
Operations Coordinator



Lance Bordelon  
Marketing Coordinator



Lisa Bellia  
Integrative Coach



# 2021 IMPACT

## GROWTH & ENGAGEMENT REPORT



### NEW AGENCY PARTNERS

- BLUE RIDGE BEHAVIORAL HEALTHCARE
- FRONTIER HEALTH / PLANNING DISTRICT ONE
- HANOVER COUNTY

### LEADERSHIP

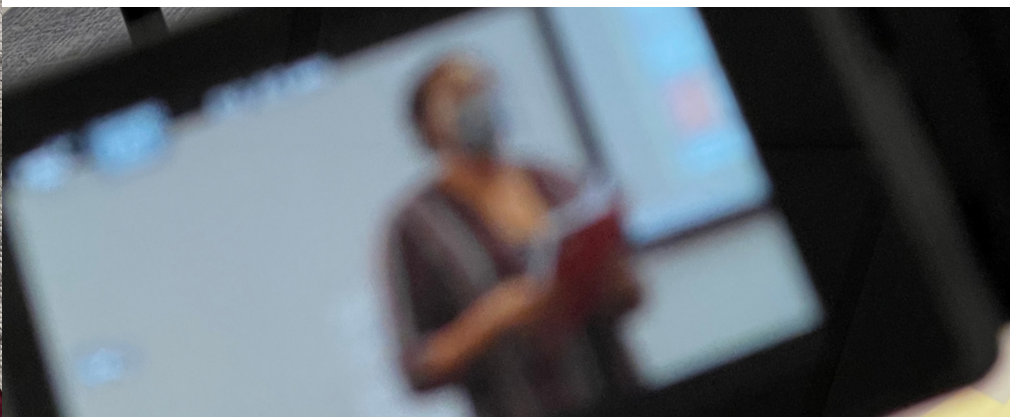
- WELCOMED 33 NEW COACHES
- WELCOMED NEW MARKETING COORDINATOR & OPERATIONS COORDINATOR

### 2021 COACHING IMPACT

- 2,419 INDIVIDUAL PROGRAM PARTICIPANTS
- 1,810 VIRGINIA CLIENTS SERVED
- 872 EVENT ATTENDEES
- 831 WORKSHOP ATTENDEES
- 528 CLARITY SESSION ATTENDEES
- 168 COACHING CLIENTS
- 20 ONLINE COURSE PARTICIPANTS

### IMPACT TO-DATE

- 10,884 INDIVIDUALS SERVED
- 5,186 VIRGINIANS SERVED
- 77 COACHES TRAINED



## 5 BRIDGES TO WELLNESS

# VIRGINIA REACH

### **DBHDS REGION 2**

#### **Prince William County**

Prevention Coalition of Greater Prince William  
Prince William Health Department  
Northern Virginia Community College

### **DBHDS REGION 3 EAST**

#### **Blue Ridge Behavioral Health**

Intercept Health  
Roanoke City Department of Social Services

### **DBHDS REGION 3 WEST**

#### **Frontier Health/Planning District One**

Abingdon Regional Jail Facility  
Appalachian Substance Abuse Coalition (ASAC)  
City of Norton Police Department  
Hands and Feet Ministries  
The Opportunity Program (TOP)  
University of Virginia at Wise  
Wise County Sheriff Department  
**Mount Rogers Community Services**  
Southwest Virginia Mental Health Institute  
Twin County Prevention Coalition  
Mount Rogers Health District (Virginia Department of Health)  
Carroll County Wellness Center  
Smyth County Community Hospital  
Twin County Community Hospital  
Galax Department of Social Services  
Grayson County Department of Social Services  
Carroll County Department of Social Services  
Cliffview Church of God  
Wythe County Public Schools  
Smyth County Public Schools  
Wytheville Community College

### **DBHDS REGION 4**

#### **Chesterfield County**

Chesterfield Sheriff's Office (Jail)  
Chesterfield Juvenile Detention Center  
C-FIT (Chesterfield Employee Wellness Initiative)  
Chesterfield County Public Library  
Chesterfield Suicide Awareness and Prevention Coalition  
Substance Abuse Free Environment Inc (SAFE)  
Family Advocacy Creating Education and Services (SAFE)  
**Goochland/Powhatan Community Service Board**  
Rural Substance Abuse Awareness Coalition of Goochland/Powhatan  
BE WELL VA  
**Hanover County**





# PROGRAM OUTCOMES

5 Bridges is an evidence-informed program. We are currently working with the Virginia Tech Public Health Department, in conjunction with the program pilot site, Mount Rogers Community Services to evaluate the link between several health disparities and increased risk for developing a behavioral health disorder:

- Cardiovascular disease
- Diabetes
- Respiratory diseases
- Smoking
- Obesity
- Lack of Primary Care Physician

By targeting these shared risk factors of chronic diseases, we can improve overall wellness, which can reduce the risk of health disparities.

## PARTICIPANT FEEDBACK


95.68% of program participants found the overall 5 Bridges to be "Impactful" to "Very Impactful". The individual bridges break down as such:

BOND: 91.9%  
FUEL: 100%  
MOVE: 91.9%  
REST: 98.6%  
GIVE: 96%

## ANECDOTAL OUTCOMES (30 DAYS POST-PROGRAM)

- 60% of participants reported obtaining a Primary Care Physician
- 93% interacted positively with a social support system
- 100% of participants reported finding ways to upgrade their FUEL
- 57% increased their physical activity
- 9.75 average low energy days, down from 15.3
- 65% volunteered within their community

*\*Pre- and post-survey data collected from 30 participants of MRCSB 6-week coaching program between 1/1/20 - 7/31/20*



# ONLINE IMPACT & ENGAGEMENT



## FACEBOOK

REACH INCREASED TO 6,433 USERS  
ENGAGEMENT OF 365 INTERACTIONS  
GREW FOLLOWING TO 629

END OF 2021 SHOWED INCREASED

- REACH +169%
- ENGAGEMENT +586%



## INSTAGRAM

GREW FOLLOWING TO 416

LAST QUARTER OF 2021 SHOWED INCREASED:

- REACH +292%
- NON-FOLLOWER REACH +780%
- FOLLOWER ENGAGEMENT +84%
- NON-FOLLOWER ENGAGEMENT +2,700%
- INTERACTIONS +182%
- IMPRESSIONS +99.9%
- PROFILE VISITS +33.3%
- WEBSITE CLICK-THRU'S +66.6%

FIRST MONTH OF 2022 SHOWS INCREASED:

- ACCOUNT ENGAGEMENT +175%
- CONTENT INTERACTIONS +336%



## LINKEDIN

INCREASED LINKEDIN FOLLOWERS +190%  
AVERAGE IMPRESSIONS STEADILY INCREASE BY  
APPROXIMATELY 50% MONTHLY



## EMAIL ENGAGEMENT TO-DATE

2,029 TOTAL SUBSCRIBERS  
32.73% AVG OPEN RATE (INDUSTRY AVG 29%)  
11.74% AVG CLICK RATE (INDUSTRY AVG 2-5%)





# ABOUT THE PROGRAM



## 5 Bridges Goals

- Meet individuals where they are and grow from there
- Create a culture of wellness within organizations and communities
- Strengthen existing networks through program integration
- Bring added value and revenue opportunities to providers
- Show measurable program outcomes

## Objectives & Outcomes

- Empower individuals to take ownership of their wellness
- Help build sustainable wellness practices
- Introduce modalities that build resilience
- Utilize wellness as prevention
- Increase one's capacity to thrive in life

We envision an expansive culture of wellness where everyone has access to the knowledge and tools necessary to thrive in life. By empowering organizations, wellness practitioners, and clients with the 5 Bridges system, we can create a worldwide community of total wellness.

Lifelong wellness begins by meeting people where they are and growing from there. Through 5 Bridges coaching and workshops, anyone can discover opportunities to improve their wellness through strategies and tools that are simple to implement and build resilience.

We aim to be the go-to standard for holistic wellness programming. To accomplish this, we've created opportunities for engagement on three levels:

1. **Organizational leaders**
2. **Staff and volunteers**
3. **Clients and community**

“EFFECTIVE  
RESULTS IN  
INTEGRATED  
HEALTHCARE

— Samantha Crockett  
Mount Rogers CSB

# PROGRAM ELEMENTS

## ONE SYSTEM FOR ALL

We all have health and wellness challenges, staff and clients alike. 5 Bridges provides the opportunity for everyone to address these concerns using modalities that anyone can understand. Using one system helps to break down useless hierarchies within treatment.

## ENDLESSLY CUSTOMIZABLE

There's no one-size-fits-all for wellness. That's why 5 Bridges has been designed as a framework to explore and build customized strategies. Every body is different and each path to wellness should be as unique as the individual.

## WORKSHOPS

This strategic mix of lived-expertise, focused discussion and activities provides the tools to begin the wellness journey in a low-pressure environment.

## COACHING

This progressive multi-session deep-dive guides individuals through our evidence-informed curriculum using motivational interviewing in a group dynamic or one-on-one.

# PROGRAM PROCESS

01

### ROADMAP

The strategy & tools for success

02

### IMPLEMENT

Supported program rollout

03

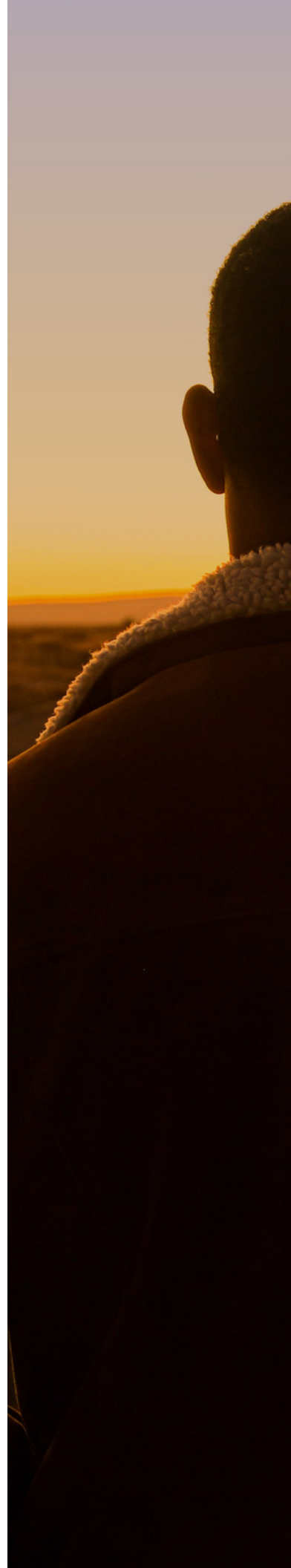
### ASSESS

Measure program success and growth

04

### REFINE

Ensuring an optimized program





# PROGRAM IMPLEMENTATION

## ROADMAP, RESOURCES & TIMELINE



### ROADMAP

Our comprehensive Agency Roadmap provides a straightforward plan for each organizational level from leadership to operations, service providers to clients. Of course, the 5 Bridges team will be with you every step of the way.

### RESOURCES

- Agency & Coach Portals
- Coaching & Client Guides
- Supplemental activities
- Reporting & assessment tools
- Marketing & outreach materials
- Online community & content

### IMPLEMENTATION

We facilitate program rollout with a clear timeline so that you can continue business as usual with minimal disruption to operations.

- Together, we'll build a custom roadmap for your organization
- Next, we'll assist you with organizational readiness
- Then, we'll prepare your Coaches for program rollout
- After that, you'll be ready for the team and client-facing launch
- We'll continue to refine program and operational strategies for optimized growth on an ongoing basis

# OUR CLIENTS & PARTNERS



## A few of our collaborations...

- Esurance by Allstate
- Bayer Healthcare
- Mount Rogers Community Services
- Frontier Health
- Chesterfield County, VA
- Personal Counseling Services
- Southwest Virginia Mental Health Institute (DBHDS)
- Virginia Tech Public Health Dept.
- University of Virginia at Wise
- View Heights Convalescent Hospital
- Abingdon Regional Jail Facility
- City of Norton Police Department
- Wise County Sheriff Department
- Hands to Feet Ministries
- Twin Counties Prevention Coalition
- Mesa County School District
- Blue Ridge Behavioral Health
- Prince William County, VA
- Goochland Powhatan CSB

## Who do we serve?



Anyone within your service area can use 5 Bridges: clients, staff, and community— even for billable hours.

5 Bridges is currently being utilized for youth programs, employee wellness, mental health patients, substance use rehab, post-incarceration support, law enforcement and first responders, suicide and substance use prevention, community education, paired with crisis intervention programs, and for anyone who could use support in their wellness journey!

“TRANS-FOR-  
MA-TION-AL

— Amy Bledsoe  
Frontier Health



# PROGRAM FEEDBACK

**Ginny Moorer, Southwest Virginia Mental Health Institute** — "Unlike other wellness programs, 5 Bridges is not intimidating or overwhelming. It is a program that sets you up for success, instead of failure. It is designed to work with/for every person's preferences and needs, and to easily change over time with an individual's growth. I highly recommend this as a tool for all humans who are trying to live their best life and embrace their best self."

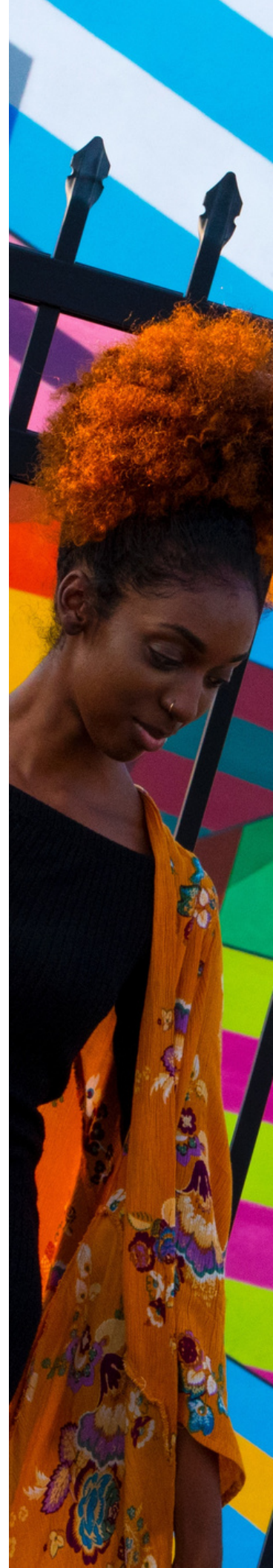
**Trish Byerly, Rappahannock CSB** — "Our Director, Jane Yaun, put this training out in her weekly email to our agency (RACSB). Jane is very vocal about helping ourselves, so we can help others. I appreciate that she sent out the information. I thoroughly enjoyed this training. I plan on encouraging my staff to sign up. I think it would be helpful and insightful for them."

**Stephanie Ricker, Ballad Health** — "Great training and definitely what I needed during this time of uncertainty. It also reassured me that setting a routine might help solve a few stressors."

**Leslie Beasley, New River Valley CSB** — "I thought this training not only came at a time when I really needed it, but also is great information to share to the families in our parenting groups."

**Jodie Jameson, Loudon CSB** — "I like the model that 5 Bridges uses, I work in psychosocial rehabilitation and our focus is Wellness and Recovery through activities, engagement and community reintegration. We see a great amount of information from SAMHSA, but this is presented in a holistic manner with "real" activities that everyone is familiar with and can use or access."

**Sharon Dalton, Dept. of Veteran Services** — "Thoroughly impressed with the representative and the program. The 5 Bridges has something that could be utilized by all walks of life."





BOND



FUEL



MOVE



REST



GIVE



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