

bhnTimes

ANNUAL REPORT 2021

Investing in Our People... Investing in Our Future



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Steven Winn
BHN President and CEO

This has been a year of both loss and courage as BHN, as an agency and as a community, has tackled the challenges of a second year of COVID.

I begin this year's remarks with an acknowledgment of our losses. Recently, we lost long-time Board member Michael Serafino to COVID. Though Mike is maybe the most recent loss, and one that touched many who had worked with him over the years, he is but one of many losses and hardships our community has had to withstand this year as the pandemic drags on. I think of Mike and the many staff and family members who have passed or become seriously ill as I reflect on the past year at BHN. And I pause, and give thanks as well, as our losses have been relatively few compared to those experienced across the nation and world.

In the face of loss and continued unpredictability, I want to celebrate the many ways that BHN has stepped up during this second year of COVID. When the vaccines became available but were not easy to find or obtain, BHN applied to open a vaccine clinic, a major new initiative. We at first provided vaccines for eligible staff and clients, but based on our successful approach we were soon given permission to vaccinate people at other agencies, and then the community at large. When it became clear that communities of color had less access to vaccines, consistent with our guiding emphasis on social justice, we partnered with Springfield, Holyoke, and state agencies to successfully address this health disparity. Throughout the spring and into summer our clinics were providing vaccinations to hundreds of people each week, and continue to provide this life-saving service. The BHN Vaccine Equity Team is being honored with an Esteemed Service Award at the annual meeting. I honor and thank them here.



Steve Winn
President & CEO

BHN teams across the agency have risen to the occasion. To name only a few, our 24/7 Department of Developmental Services (DDS) residential, Substance Use Disorder (SUD), Community Based Acute Treatment (CBAT), Program for Assertive Community Treatment (PACT), Adult Community Clinical Services (ACCS) and Emergency Service and Supports programs have all continued to operate, shift after shift, providing the essential services that people depended on. Our outpatient and Children's Behavioral Health Initiative (CBHI) staff provided hours and hours of services, most of them via telehealth, supporting the individuals and families who needed them. Countless other programs and teams went above and beyond despite the pandemic in general, and the renewed challenge of the delta variant this fall.

When I consider that all of this life-saving and life-changing work happened amidst what is arguably the greatest workforce crisis in several generations, I am further amazed. The "Great Resignation," as it is being referred to, has not spared BHN. Like every business, healthcare or otherwise, we have struggled to fill open positions, and have had to ask many staff to work extra hours to keep services available. We scramble to find and provide additional compensation for staff, and we are also developing other supports for our workforce. The Katherine B. Wilson Staff Excellence Fund that we started last year continues to grow, and we are now able to offer grants and loans to staff seeking to develop new skills and career paths.

It was a challenging and difficult year in many ways, but I am proud to be part of a community that consistently rises up to ensure that those in need can access our services and supports, and receive the care they need. I extend my deepest gratitude to everyone who has this year, once again, contributed to the fulfillment of our mission.

Steve Winn
President and CEO
BHN

Investing in Our Future

Katherine B. Wilson Staff Excellence Fund

In order to better support the career and professional development of our staff, BHN has established the Katherine B. Wilson *Staff Excellence Fund*. The Fund is to be utilized to meet the training, educational and professional development goals of our staff, and to assist us in achieving our Social Justice objectives. Unless specified by a donor, every dollar received will be divided equally between funding immediate staff development needs and building the Staff Excellence Fund.



Through community partnerships, valuable in-kind services, and generous donations, BHN seeks to address a variety of development opportunities for BHN staff:

Professional Development: Training, workshops, online courses, conferences, and seminars on all aspects of clinical service, nonprofit administration, mental health, behavioral health, trauma, and recovery. Many of these offerings include credits required for ongoing professional certification (CEUs) that helps our staff maintain their specialty credentials.

Education Enhancement: Scholarship funds and forgivable loans (forgiven through continuing to work at BHN for specified periods) for our staff to pursue additional educational opportunities at local colleges and universities, including degree programs, certificate programs, and other course offerings.

Licensure Support: Funds to purchase license exam study materials, and to pay the various fees required to take exams and obtain a license in social work, psychology, family therapy, alcohol and drug treatment, and other disciplines.

BHN's Department of Professional Development

The Department of Professional Development (DPD) is the primary source of learning and training at BHN; the team works as guides, researchers, developers and consultants. With the ever-expanding services provided by BHN, the team has seen increased demands for training provision, tracking and reporting to both support service to our clients and the health and safety of our staff. These opportunities include new

trainings in Evidence-Based Practices, Wellness and Mental Health resources for staff, CEU options for clinical licensure as well as entry-level job readiness trainings and supports. With the continued growth of BHN, the DPD has strategically evolved in its provision of professional development opportunities in an infrastructure positioned to serve our employees so that they may continue to serve the community.

College Partnerships Provide Additional Opportunities for Staff

BHN employees enrolled in undergraduate, graduate and doctoral programs at Springfield College are now eligible to receive a \$5,000 or \$10,000 partner grant. This grant was established by Springfield College to support BHN employees being educated for leadership in service to others.

Regis College has also collaborated with BHN to bring affordable, educational opportunities to employees through its educational partnership program. This agreement provides BHN employees with a 10% to 25% tuition discount on all campus, hybrid, onsite and online certificates and graduate and doctoral degree programs.

bhn Invested in Me



Keith

"I personally have experienced a lot of loss since this pandemic has started. I've lost friends, I've lost family...it's been a very difficult year and a half."

CLICK ON MY PHOTO
to watch my BHN story!

Conquering COVID-19

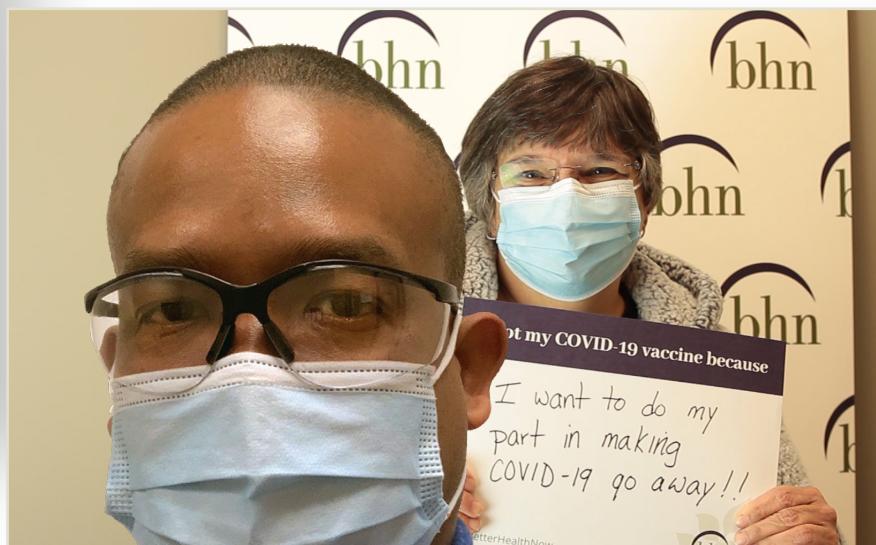
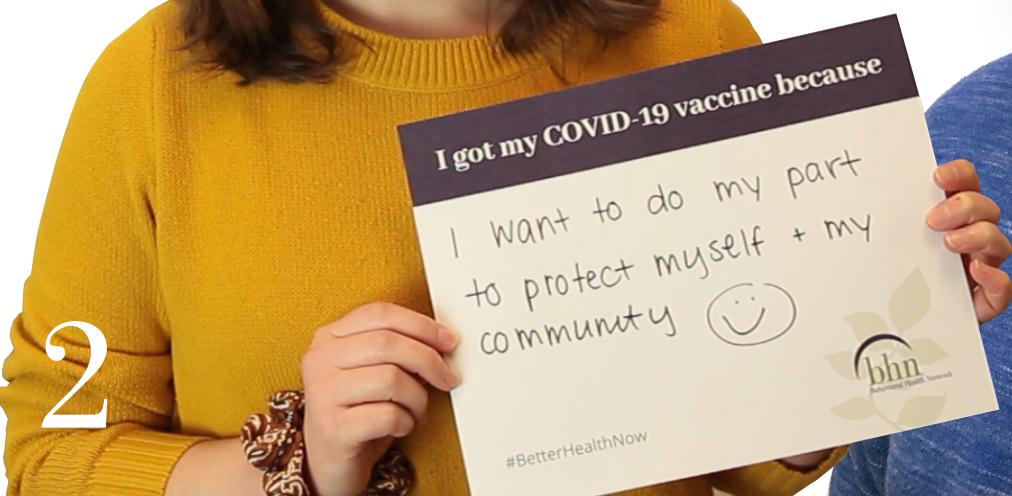
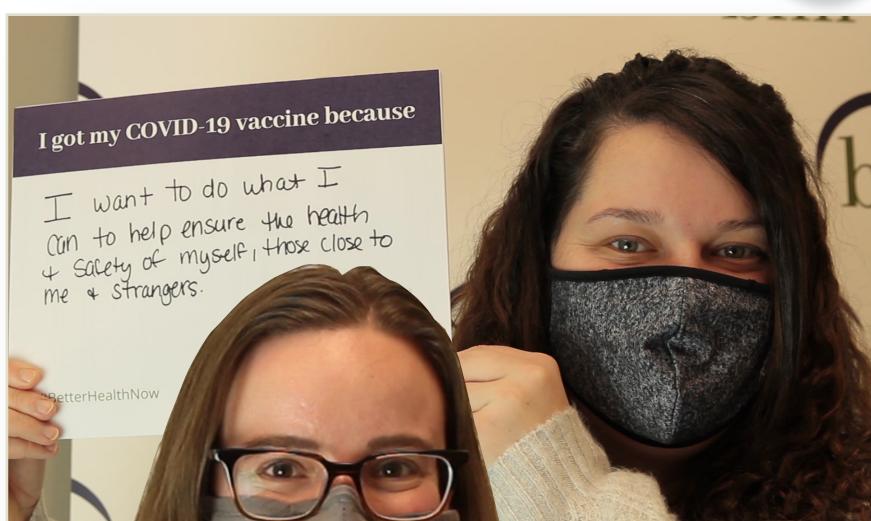
BHN's determination to overcome COVID-19 has been a major initiative over the past year. In January, BHN applied to become a vaccine provider and once approved, held twice weekly clinics for eligible employees and congregate care clients. In April, BHN was incredibly pleased to partner with the Springfield Department of Health, Holyoke Health Department and other local organizations to provide ongoing vaccine clinics under the state's Vaccine Equity Initiative. The initiative aligns with BHN's mission to serve our community and works with populations hardest hit by COVID-19 to increase awareness and acceptance of the vaccine, access to vaccination locations, and improve vaccine administration rates.

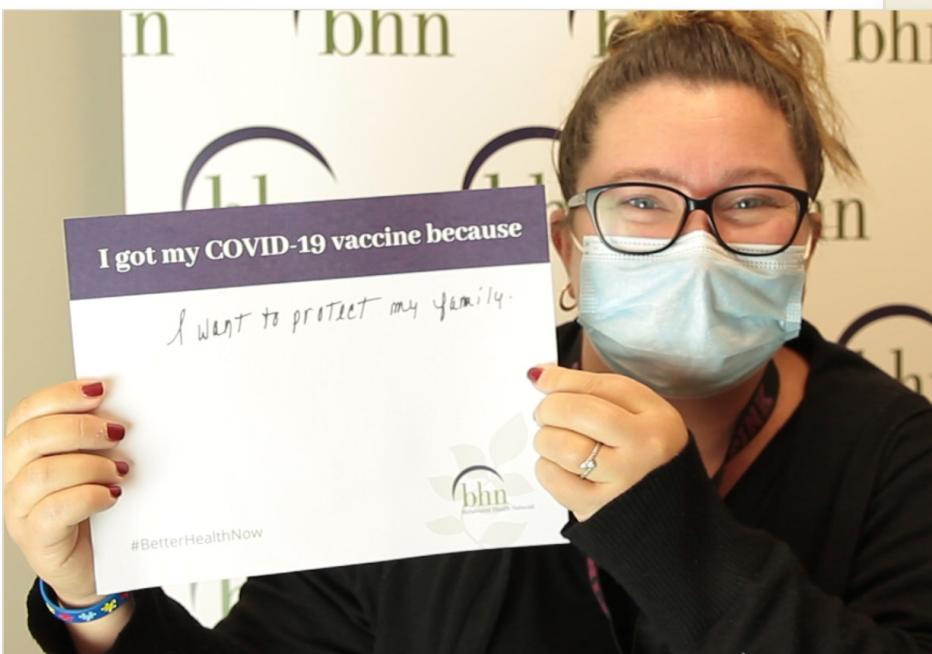


Click to watch videos from our staff vaccine clinics

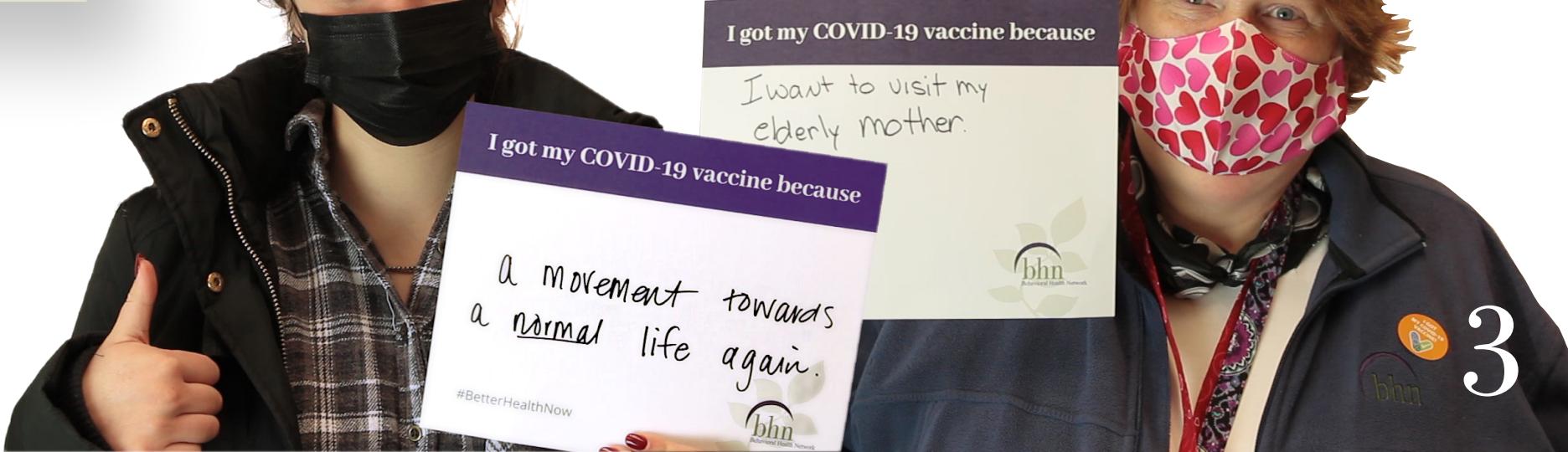
To date, BHN's vaccine clinic team has vaccinated over 5,000 individuals in Western Massachusetts communities most impacted by COVID.

BHN's vaccine clinic team has organized both large-scale clinics, providing thousands of vaccines to both staff and community members, as well as small-scale but high-touch mobile efforts in our communities. Our community clinics have provided the opportunity to talk one-on-one with community members about their vaccine hesitancy, provide critical health education, and sometimes a vaccine, if the time is right for them.





Vaccinating Our Staff



Q&A

with Kristy Santos, Director of Vaccine Equity and Jessica DeFlumer-Trapp, Executive Vice President

What were the main challenges in launching and operating the on-site BHN vaccine clinics?



Kristy Santos

Space and staffing. We are working out a long range plan for space. It has been difficult to operate out of shared spaces and to be unable to secure the space needed. We also experienced some issues with not having consistent staffing. Utilizing staff from other areas or per diems did not allow us to have the level of standard and compliance we needed. We have worked hard to recruit and obtain full-time staff who have the commitment and interest to invest in our program.

How did you address any reluctance by staff to take the vaccine?

We addressed reluctance through education and communication. Clinic staff had one-on-one conversations with employees to make sure their questions and concerns were heard, so they felt more comfortable receiving the vaccine. When possible, we provided mobile clinics on-site at BHN locations to make it easier for employees to access the vaccine.

How did staff support the vaccine clinic—what was the role of staff and volunteers?

Staff and volunteers were used as vaccinators, patient navigators and for registration and billing support. We additionally utilized quality analysts to interpret data so that we could monitor our progress.

What were the best moments you and the team experienced?

Our best moments have been the relationships we have built in the community. When we educate someone and make them feel comfortable enough to receive the vaccine, it is a huge win. It is even better when we visit locations for second doses and that same individual brings someone they love to also get vaccinated. It is a moment where we feel trusted and know the community appreciates the work we are performing.



Jessica DeFlumer-Trapp

Do you feel your efforts and those of all staff made a difference in the health and safety of the BHN and larger communities?

Our efforts have helped to push Springfield and other surrounding communities over the 50% vaccinated mark.

Perks for BHN Employees

BHN received funding to support our effort to encourage staff vaccination. Every business day from June 21 - July 23, BHN gave away a \$250 Visa gift card to a vaccinated employee, and each week, BHN announced a Big Shot lottery winner - a vaccinated employee who received a \$1,000 Visa gift card!

Additionally, vaccinated employees received \$250 for providing proof of their vaccine status.



July 2, \$1,000 Winner!

Walter Leiper, Jr.
Cole's Place



June 28, \$250 Winner!

Tiffany Parks-Rosemond
Crisis Services

Chelan's Story:

It has been a very hard journey dealing with COVID-19 for my family, friends and social network. My family and I have lost people to COVID-19, and have had hospitalizations as well. Even with that dynamic, we still were “hesitant” to get vaccinated. I say hesitant, but really it was more of a fear. I am happy to say that two weeks ago, after attending a COVID-19 Vaccination Hesitancy Dialogue Session, I decided to get vaccinated and feel it was the best choice for my family. In fact, my husband went to our clinic to get vaccinated as well. [Watch the video to learn more about my experience getting vaccinated.](#)



bhn Invested in Me



Katie

“I got to BHN through a friend, he knew that I had gone through tough times myself, and that I wanted to help other people.”

CLICK ON MY PHOTO
to watch my BHN story!

Vaccinating Our Community

In March 2021 when the vaccine rollout was in full swing, [BHN partnered with the Springfield Department of Health](#) to vaccinate eligible Springfield residents, especially those who have been historically underserved, through the state's Vaccine Equity Initiative.

Springfield Health and Human Services (HHS) Commissioner Caulton-Harris stated, "To continue to



Mayor Domenic J. Sarno and Health and Human Services (HHS) Commissioner Helen Caulton-Harris joined with BHN's President and CEO Steve Winn, Executive Vice President Jessica DeFlumer-Trapp and Social Justice Director Chelan Brown to announce the partnership between BHN and the City of Springfield.

successfully mitigate the community spread of COVID-19 it is critical that we work collaboratively to meet the public health needs of our residents, especially those who historically have been underserved. I am thankful to Behavioral Health Network for partnering with the City of Springfield in helping to make the vaccine available to our residents."

BHN President and CEO Steve Winn stated at the time, "BHN is incredibly pleased to be partnering with the City of Springfield to bring much-needed vaccines to underserved residents. We thank the Mayor and Commissioner Caulton-Harris, and look forward to fighting the pandemic in this way with them."

Of those vaccinated by BHN:

47% Springfield Residents

19% Holyoke Residents

Clinic Data

Number of shots administered

Johnson & Johnson	1,917 (1,917 unique individuals)
Moderna	5,798 (2,999 unique individuals)
Pfizer	258 (205 unique individuals)
Total Number of Shots Administered	7,973

Springfield Department of Health and Human Services
&
Behavioral Health Network
COVID Vaccine Clinic



Oh, The Places We've Gone!

BHN has provided the COVID-19 vaccine at the following community locations:

Mobile/Community Clinics

Holyoke

- Gateway City Arts
- Flats Community Building
- Kate's Kitchen
- Holyoke Mall
- Holyoke Freedom 5k
- Pizza D'Action

Springfield

- Block Party @ Magazine Park
- Jazz and Roots Festival
- South Congregational Church
- Hispaniola Express Check Cashing
- Yoyo Puerto Rico Market and Bakery

Mobile Clinics at Employers/Facilities

- GSI Manufacturing
- Hazen Paper
- Black and Decker
- CRRC
- Frontera Grill
- Giggle Gardens
- North Adams Commons
- [American International College - Watch Video](#)

SUD Partnerships

- BHN campuses in Springfield and Greenfield; offered on ongoing basis in partnership with program
- Community Methadone providers:
 - HCRC Northampton, Westfield, Greenfield
 - Miravista, Holyoke
 - Habit Opco, Springfield
 - Vertava Health, Cummington



Vaccine Clinic partnership with OneHolyoke CDC at Pizza D'Action in Holyoke



Vaccine Clinic partnership with Health Care Resource Center

BHN Becomes Tobacco-Free



Out of BHN's dedication to providing a healthy, comfortable and productive environment for employees, persons served and all visitors to our facilities and campuses, on November 19, 2020 - the date of the Great American Smokeout - BHN became a Tobacco and Electronic Nicotine Delivery System (ENDS) Free workplace. Staff, interns, temps, residents and contractors all committed to cease use of Tobacco or ENDS products while on paid work time or within sight of a BHN facility. To achieve this goal of becoming a tobacco-free campus, BHN provided employees with a 13-week Break Free from Tobacco Training as well as access to resources such as the MA Quit Line, which provides up to 8-weeks of Nicotine Replacement Therapy (NRT) at no cost.

better health now

New Programs

BHN Launches New Opioid Treatment Program in Holyoke

In partnership with Holyoke Health Center and the HEALing (Helping to End Addiction Long-Term) Communities Study to help those struggling with opioid dependence, BHN opened a new opioid treatment program located at BHN City Clinic, 235 Maple Street in Holyoke.

This new program provides medication-assisted treatment seven days a week in combination with counseling and behavioral therapies to provide a holistic approach to the treatment of substance use disorders.

BHN's President and CEO Steve Winn said, "We are pleased to be playing a role in expanding opioid treatment in collaboration with these two important partners. Opioid addiction continues to plague our communities and the new Holyoke clinic allows BHN to provide more access to medication-assisted treatment to more people in need of assistance."

Dr. Ruth Potee, Medical Director for substance use disorders at BHN, said, "Access to the new clinic will help save lives as the data is clear that the use of medication to treat substance use disorders is effective. This clinic will offer holistic services in addressing opioid misuse, expanding these services beyond our current clinic on Liberty Street in Springfield."

The HEALing Communities Study aims to reduce opioid overdose deaths by 40 percent over three years. Holyoke is one of the first communities to initiate the study with a coalition of local partners.

[Read Article featured in](#)

HCN HEALTHCARE NEWS

10AM to 10PM EST • 365 days a year



BHN Partners with Local Organizations to Launch 10 to 10 Helpline

The 10 to 10 Helpline was created to help prevent intimate partner violence by fostering accountability and change in people who harm or may harm their intimate partner. The Pioneer Valley Planning Commission, Behavioral Health Network, Growing a New Heart, and the Massachusetts Department of Public Health teamed up to provide a free, anonymous, confidential helpline—available 10 a.m. to 10 p.m., 365 days a year—for people who use or are at risk of using abuse and control in their intimate partnerships. The Helpline is also available to family members, friends, and professionals who want to help someone stop using abuse.

Springfield Drug Court, BHN Expand Addiction Support Services through MISSION-Springfield

The Springfield Drug Court, in partnership with BHN and UMass Medical School, has expanded services to those struggling with substance use thanks to a new program, MISSION-Springfield, made possible by a \$2 million grant from the U.S. Substance Abuse and Mental Health Services Administration.

[Read article featured in](#)

MASS LIVE



BHN Partners with the Community Health Center of Franklin County at New Co-Location

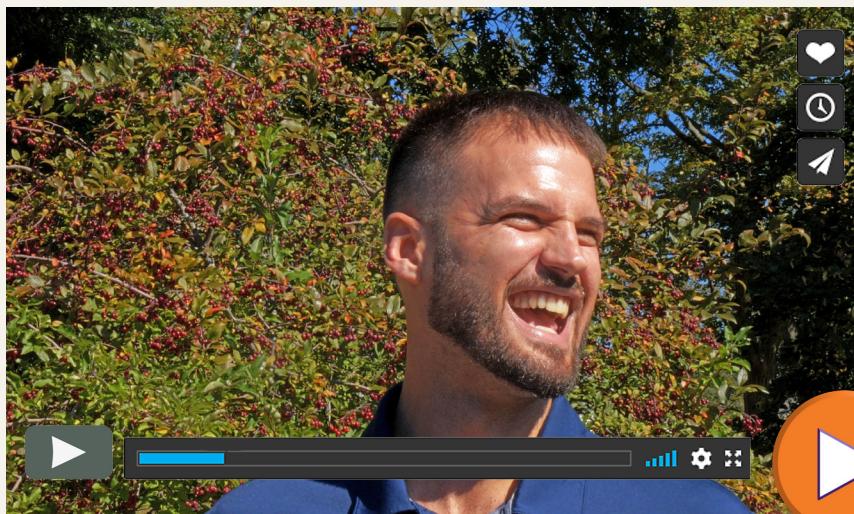
BHN and The Community Health Center of Franklin County (CHCFC) have partnered at a co-location within CHCFC's newest facility in Orange, Massachusetts. The two-building, 22,000-square-foot health center will provide medical and dental care, nutritional advice, and behavioral health and substance abuse treatment. The health center held a grand opening ribbon cutting on April 26 that hosted roughly 50 people, complete with speakers such as Congressman Jim McGovern, BHN President & CEO Steve Winn, and CHCFC's CEO Allison van der Velden.

BHN will annually provide 150 persons living in the North Quabbin Area (Athol/Orange and surrounding communities) immediate access to Methadone in an

Outpatient Treatment Program (OTP) in a community that does not currently offer Methadone treatment within 25 miles. Local access to Methadone is a critical need given the significant increase in illicit Fentanyl infiltrating the heroin and cocaine being sold illegally on the streets of Massachusetts.

Congressman McGovern said that he has long been a vocal supporter of community health centers. "The key word is 'community,'" he said. "This is a place where community needs can be met and everybody will feel comfortable here. One of the challenges with our (national) health care system is not everyone is welcome, not everybody can get access to good, first-class care. Here, everybody does."

bhn Invested in Me



Randy

"For me to be able to proudly tell my own kids what I do, and have a job that they can be proud of their father for doing...it's amazing."

CLICK ON MY PHOTO
to watch my BHN story!

Social Justice at BHN

As part of our organizational commitment to Social Justice at BHN, we are excited to now have a team of BHN staff working together to successfully implement our social justice work and programming.



with Chelan Brown, Director of Social Justice

1. How has the work to make BHN a more socially just organization progressed over the past year?

BHN has made tremendous strides towards advancing Social Justice at BHN over the past year. We have adopted a full social justice framework for behavioral health care. Adopting this framework has allowed BHN to not only address each of the five areas of social justice (diversity, access, participation, human rights and equity), but also to progress towards equity for traditionally marginalized and oppressed populations.

In embracing the core pillars of social justice, the organization has defined the following three goals for our work, and to manage the work, BHN has increased staffing capacity in the social justice department.

1. Addressing & dismantling systemic and organizational injustice internally at BHN for our staff and teams
2. Addressing & dismantling systemic and societal injustice of those we serve
3. Addressing & dismantling injustice in our communities and society

2. How is the social justice team working with staff and leadership to operationalize social justice across the organization?

BHN has created a social justice department, a team of professionals and subject matter experts to operationalize

social justice across the organization. In addition, all leadership, staff, and board members are expected to embrace our social justice commitments and framework, and do their part in each of their respective spaces to ensure we are providing services to those who need it in the most socially just way.

The social justice team also works with staff and leadership to operationalize social justice across every department, service and team at BHN. This includes working closely with other organizational leadership and departments such as:

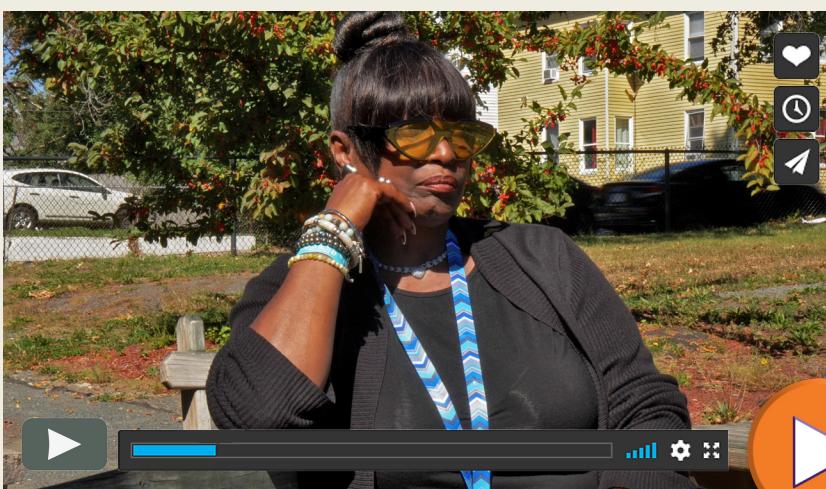
- HR: Work on recruitment and retention of diverse candidates
- DPD: Work together on making social justice trainings available for staff
- Quality: Work together on social justice project management quality assurance
- Social Justice Coalition: Work on staff engagement in the SJ work; Staff participation in hosting and attending social justice dialogue sessions; Staff participation in organizational policy review with a social justice lens

3. How is BHN proceeding with making the kinds of improvements to advance equity and inclusion?

- Pay/wage assessments
- Greater staff participation in social justice related trainings to increase their awareness of equity and inclusion
- Social justice team participation in interviews of new staff; especially those for leadership roles in the organization
- Conducting social justice investigations around staffing issues and developing plans around corrective action, awareness, repair, and recovery
- Launch of affinity groups
- Recruitment efforts in diverse communities for diverse job candidates
- Career pathway programming for retention of diverse staff
- Policy review with a social justice lens
- Health equity work addressing SDOH's such as targeting diverse communities with access to vaccine clinics, partnering with other CBO's to work with BHN clients for needed services



bhn Invested in Me



Herschelle

This organization hires people who have a past, gives them a second chance at life. It said to me that BHN is willing to invest."

CLICK ON MY PHOTO
to watch my BHN story!

4. What is the role and who is involved in the Social Justice Committee? (Coalition)

To assist the Director of Social Justice and other organizational leadership in operationalizing social justice at BHN, the Social Justice Committee (Coalition) was formed. The Coalition includes representation from executive leadership, program, and other staff. The Coalition's preliminary work was focused on improving education of employees in understanding our differences and being comfortable having dialogues across our differences in order to improve our service delivery for those we serve. Since that time, the Coalition's scope and focus has expanded as the organization's work around social justice has increased. The Social Justice Coalition now has over 100 members and

the work is coordinated around three work areas: Policy & Advocacy, Education, Training, and Awareness, and Diversity & Inclusion.

5. How will BHN be marking progress to the goal of greater inclusion?

- Working with Quality Department and HR to monitor staff demographic data and increases/changes in diverse hires/staff at BHN
- Staff social justice survey
- Staff attendance and participation at trainings, dialogue sessions, inclusion events, and the SCJ meetings and workgroups
- Mandatory all staff "Introduction to Social Justice Equity, and Inclusion" training

Meet the Social Justice Team!



Chelan Brown, Director of Social Justice

Joining BHN in September 2020 as the Director of Social Justice, Chelan sits on the Executive Leadership Team (ELT) and is responsible for the overall Social Justice Department management and work. Chelan is a resource for high-level Social Justice consult, request for social justice staffing reviews or investigations, and general inquiries about the social justice work at BHN.

Bruce Miller, Social Justice Program Coordinator: Recruitment & Inclusion



Bruce is responsible for the coordination of social justice efforts to recruit candidates for work at BHN with a special focus on recruitment of diverse candidates, working with existing organizational workgroups around maintaining a comprehensive external candidate pipeline.

Bruce also works with other organizational committees and staff to coordinate outreach activities at community events and coordinates marketing to diverse community media outlets to spread the word about open positions at BHN! He is also co-chair of the Social Justice Coalition Diversity & Inclusion workgroup, and coordinates Diversity & Inclusion recognition events/programming at BHN.

P. Natasha Mitchell, M. Ed, MNH, MFT: Social Justice Coordinator: Community Engagement & Dialogue



Natasha has been an activist and community leader throughout Western Massachusetts for the past twenty-six years. Her work in the Social Justice Department focuses on Phase 2 and 3 of the Social Justice work at BHN; how we operationalize social justice with/for those we serve and how BHN is a partner in community social justice issues/initiatives.

Natasha also coordinates Social Justice Dialogue Sessions, both internally and externally via remote (for now) as well. The Social Justice Dialogue sessions are aimed at providing participants with opportunity to dialogue and have safe, well facilitated conversations about challenging social justice related issues such as Racism, Homophobia, Oppression, Power, and Bias.

Sarah Mixter, MA, LMHC, Social Justice Program Coordinator: Education & Training



Sarah's work with the Social Justice team primarily focuses on education and learning. She is responsible for the coordination of all social justice activities related to internal Education and Training around social justice related topics such as racism, microaggression, implicit/explicit bias, and more. Sarah works with the Social Justice Director on developing BHN's core Social Justice learning curriculum and Social Justice Learning Institute. Sarah also co-chairs the Social Justice Coalition's Education & Awareness workgroup working on the overall development of this programming at BHN.

Working closely with the Director of Social Justice, Sarah also conducts reviews/investigations around issues of social justice involving organizational staff and provides consulting on ways to mitigate issues, resolve conflicts, and promote awareness for staff involved through education and training.

Wilbert Weche, Social Justice Retention Coordinator

Will has a deeply-rooted passion for team-based work and has often helped build a bridge of communication with the hope of providing more integrated care to the clients we serve.

As part of his expertise, Will is focusing on the Engagement and



Retention of BHN staff, with a special focus on diverse staff. Working closely with other organizational committees, workgroups and the HR team, Will is creating a framework for career pathways, professional development, and leadership for organizational staff. This framework and programming will equip supervisors with tools to ensure their staff have formalized plans for professional development and career pathways. Will is also building an organizational framework for a mentorship program for staff, which will include identification of needed supports and opportunities for staff to grow in their current role and/or advance professionally.

Edaysha Garrett, Program Assistant



Edaysha first joined BHN November of 2018 as a part-time Office Assistant in Crisis and CBAT, and in 2020 had the opportunity to grow with the organization, now serving as Program Assistant for Crisis, Outpatient and Social Justice. Her role consists of working alongside the leadership of each department and supporting their administrative needs.

Building Connections

In the Fall of 2020, a BHN committee created a weekly e-newsletter offering a variety of activities, most via Zoom, to bring employees together to relax and connect safely while staying socially distant due to the COVID pandemic. The goal was to allow time for personal connection, team building and to reduce feelings of isolation. Activities included coffee chat, BHN pen pals, lunchtime yoga, knitting, a BHN art showcase, a parents group and socially distanced walks outside.

“Being creative is a great outlet for dealing with stress! The knitting group is open to anyone who wants to spend time being creative and social. Topics discussed range from best patterns for hats to what our roles are at BHN, what we’ve been watching on TV, admiring someone’s work, checking out someone’s cat who stopped by, and sometimes we are all quietly working on our projects.”

~Christine Fallon

Below: Knitting Group



bhn Invested in Me



Evan

“I kind of just took my whole life from everybody...I took so much that there wasn’t any more to take. So now literally all I do in my life is give back.”

CLICK ON MY PHOTO
to watch my BHN story!

FY2021 Annual Stats

Individuals Served

Approximately 35,705	
Addiction Services	4,696
Community Outreach	4,216
Outpatient	19,829
Integration	8,184
Emergency Services	7,138
Forensics	2,000
Residential	373
GENDER	
Female	52.6%
Male	47.4%
AGE %	
17 and Under	22.4%
18 and Over	77.6%
ETHNICITY	
White	48.8%
Hispanic/Latino	36.8%
African American/Black	9.3%
Undisclosed/Other	5.1%
TOTAL COMMUNITIES SERVED	287

BHN Workforce Profile

2,368 employees residing in 187 communities

GENDER RATIO

Male	20.61%
Female	74.49%
Undisclosed/other	4.65%

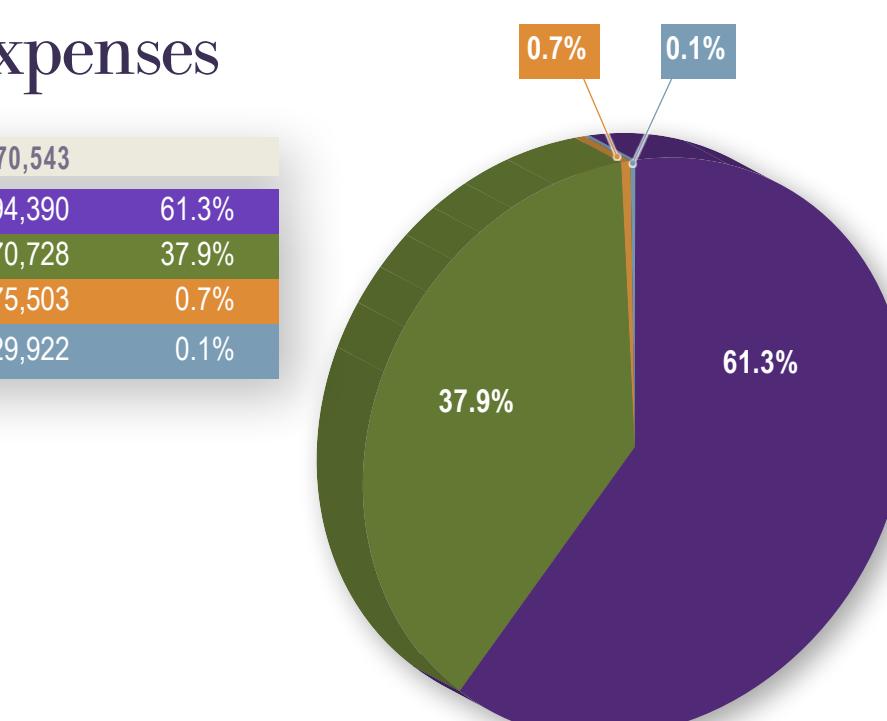
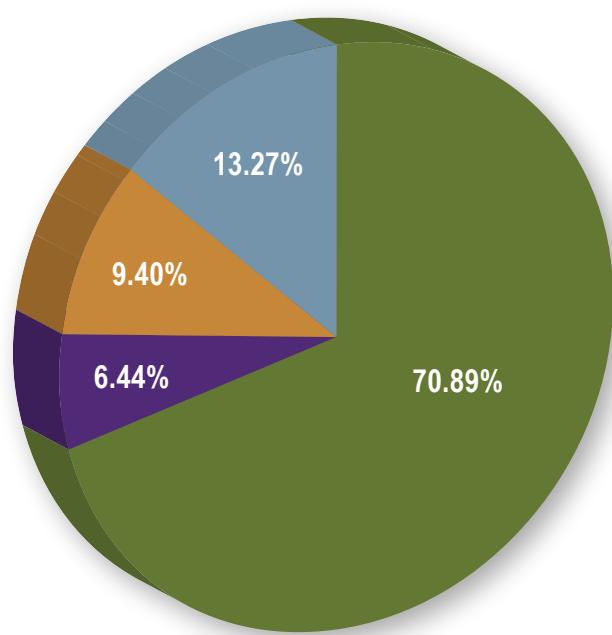
ETHNICITY

White: (not Hispanic or Latino)	51.73%
Hispanic/Latino:	24.81%
Black or African American: (not Hispanic or Latino)	17.41%
Two or More Races: (not Hispanic or Latino)	4.65%
Asian: (not Hispanic or Latino)	1.10%
Other/Undisclosed:	0.30%

AGE

17 – 29	19.70%
30 – 39	28.87%
40 – 49	21.01%
50 – 59	16.69%
60 – 69	11.16%
70+	2.58%

FY2021 Revenue & Expenses



*Audited year-end financial statements

Recruitment Media Campaign

Billboards

Four Billboard Locations

June to November 2021



TOTAL IMPRESSIONS:

7,374,499*

*Impressions also include two billboards promoting new Holyoke opioid treatment clinic



Radio



770 Mentions on 18 Programs

TOTAL 2021 IMPRESSIONS:

2,297,194

(the number of times radio spot was heard)

CLICK ON THE RADIO

to listen to the commercial!

Television

HOUSEHOLDS REACHED

88%

Of all television households in the Springfield Designated Market Area, Hampden, Hampshire, and Franklin Counties

GROSS HOUSEHOLD IMPRESSIONS

553,400

The number of times the TV spot was seen

Ads on WWLP website were viewed 175,247 times.



CLICK
to watch the
commercial!



www.bhnworks.org



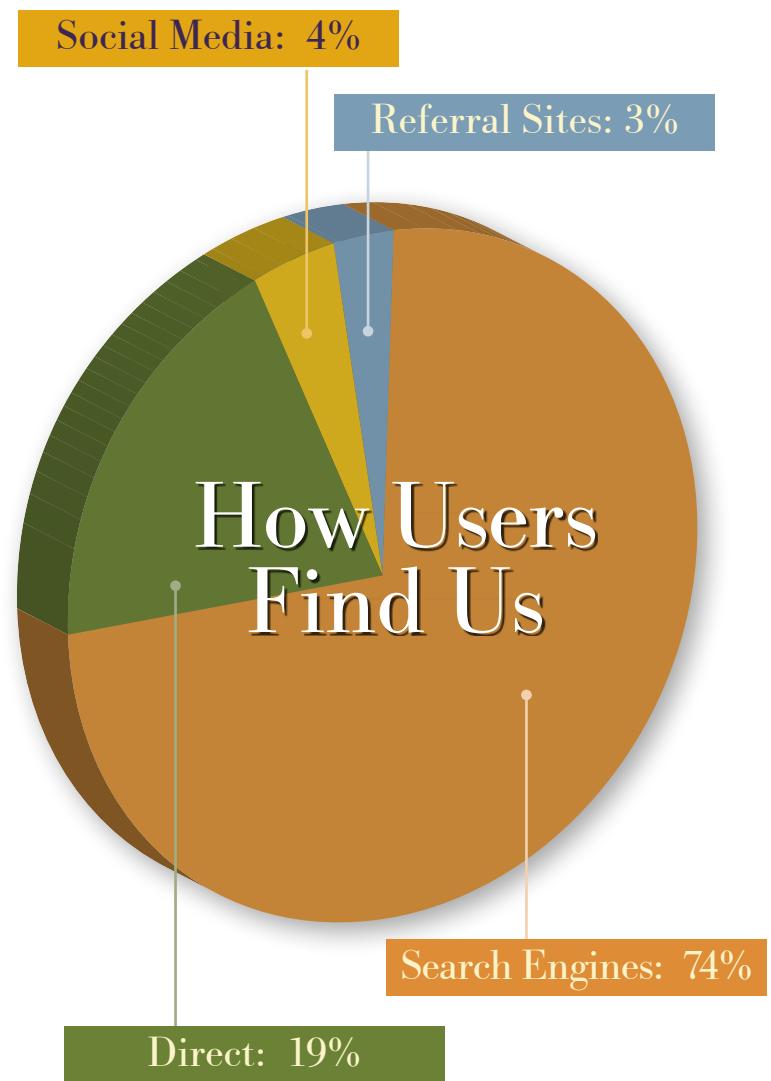
Digital Update

Website: bhninc.org

FY 2021 STATS	
Total Users:	82,756
Total Sessions	119,209
MONTHLY AVERAGES	
Users:	6,896
Sessions:	9,934

How Users Are Engaging

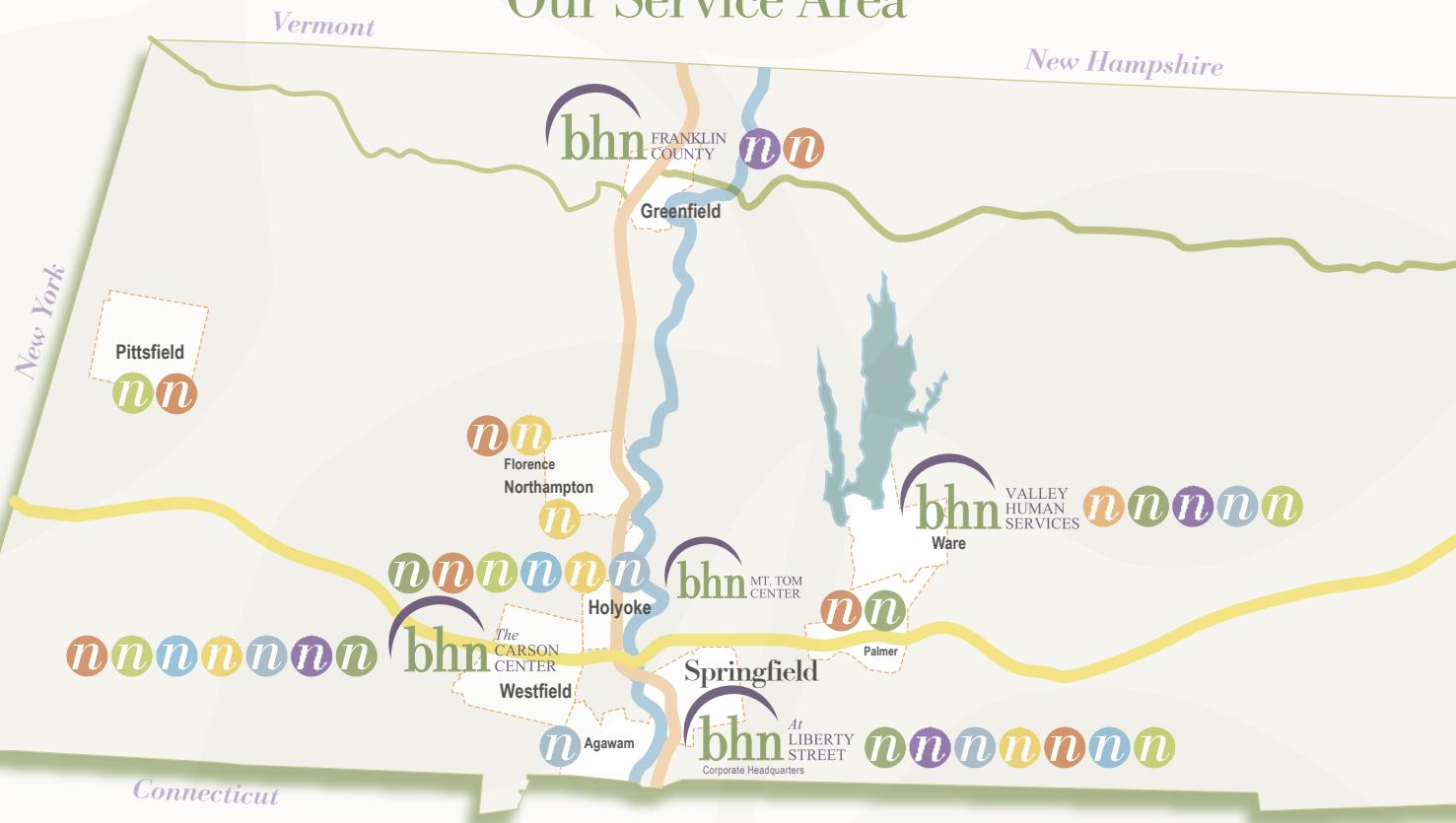
PAGE	PAGE VIEWS
BHN Locations	15,031
Emergency Services	9,485
Contact Us	9,070
Services & Programs	8,674
Addiction and Recovery Programs	8,517
Children, Youth and Family Programs	7,182
Counseling & Wellness Services	6,922
About BHN	5,716
Residential Recovery Programs	5,570
Inpatient Services	5,500



How Our Website is Viewed



Our Service Area



ADDICTION



CHILDREN, YOUTH & FAMILY



DEVELOPMENTAL SERVICES



DOMESTIC VIOLENCE



EMERGENCY SERVICES



FORENSIC/CRIMINAL JUSTICE SERVICES



HEALTHCARE INTEGRATION/CARE MANAGEMENT



MENTAL HEALTH



BHN Hub:
with infrastructure and
multiple programs



Program Site

We Are Grateful to Our Sponsors:



We're also thankful to:

**United Way of
Franklin & Hampshire Region**

