

**Optum Idaho** manages outpatient behavioral health benefits for Idaho Medicaid members. It is our commitment to help transform Idaho's behavioral health outpatient system by focusing on helping people reach recovery in their own health journey, one person, one family, one community at a time.

### Q2 2023 Issue

Optum Idaho supported the College of Western Idaho's (CWI) Student Emergency Fund and provided funding for access to transportation to help students at risk continue their education goals and decrease barriers to overall health. (Photo credit: CWI)



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## Optum Idaho's new giving objectives for 2023

Optum Idaho's community giving objectives for 2023 shifted away from event and conference sponsorships to more direct-to-need projects and community marketing.

Optum decided to prioritize direct-to-need projects in 2023 that help improve overall health outcomes for Medicaid members rather than place as much focus on conferences and events. Optum knows many factors

can impact the health of Idahoans and its communities more so than clinical health care services, such as physical, economic and social environments. These factors, also known as the social determinants of health, influenced Optum to reassess its approach to community engagement and marketing.

By moving away from event and conference sponsorships, Optum is now

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## New giving objectives (cont. from page 1)



Optum Idaho recently worked with Valley Regional Transit to purchase and distribute bus passes as part of our direct-to-need initiatives. (Photo credit: VRT)

working with partners to identify direct-to-need projects that reduce health disparities and help mitigate barriers to overall health. Some recent examples of this type of work includes the following:

- Student Emergency Fund:** Optum worked with the College of Western Idaho (CWI) to help support the college’s Student Emergency Fund. CWI’s internal data shows that over 90 percent of students that access the fund for emergencies remain enrolled at the college. Furthermore, by staying enrolled in the college, those students have access to transportation through Valley Regional Transit, thereby addressing another nonmedical factor to health: transportation.
- Bus passes:** Optum worked with Valley Regional Transit to purchase and distribute over 2,000 bus passes to re-entry and recovery centers in the Treasure Valley.
- GED obtainment:** Optum worked with Canyon County Juvenile Probation, Breaking Chains (Nampa) and FASI (east Idaho) to help support several programs aimed at helping Idahoans obtain

their GED, after dropping out of school for a variety of reasons.

Optum’s new approach to community marketing also means Optum can support stakeholder organizations in a more comprehensive way. By working with **Idaho News 2**, Optum will highlight a different topic or nonprofit each month. This will include digital ads, multiple news stories and a “Day of Giving” in which Optum will donate to a nonprofit and encourage matching funds from community members.

Optum believes every individual and family has a unique road to wellness, health and hope. Our goal is to promote mental health awareness and to reduce stigma for all Idahoans one person, one family, one community at a time. ■



Luis Granados helping a student at Breaking Chains Academy in Nampa.

## Child Abuse Prevention

Child abuse not only harms children in their formative years, but also has a deep, long-lasting effect that can negatively impact an entire lifetime. To learn about prevention tips, resources and how it is up to each of us to protect our children and report suspected abuse **click here.**



PROUD SPONSOR



Yes, I want to donate to ICTF’s work to **protect Idaho children.**

**Donate**



### More Resources

Click on the flyer images below to access more information about various mental health topics.

#### Stress and Anxiety Can Make You Sick



## May is Mental Health Awareness Month

Throughout May, Optum will share stories from around the state addressing topics that impact mental health including food insecurities, housing and transportation. Find resources and events in your area.

Check out Optum's **Hello Idaho!** resources.

Stories from around Idaho on **IdahoNews2**.

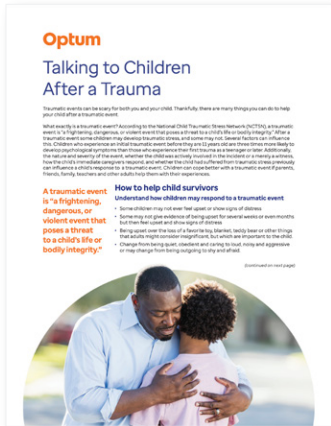
Follow our **Facebook** page to see interviews with NAMI Idaho, Idaho Resilience Project, the Idaho Food Bank and instructors of Mental Health First Aid.

Empower Idaho is collaborating with organizations statewide to provide a **Mental Health Month Toolkit** of resources. They will also host a **calendar of events** where organizations can list their community activities.

Idaho Resilience Project H.O.P.E. Week, May 8-12 – focus on creating Healthy Outcomes from Positive Experiences for children. Download your **H.O.P.E. Week digital toolkit**.



#### Talking to Children After a Trauma



#### Mental Health Challenges in Teens

