

# BROTHER BE WELL

Wellness for Boys and Men of Color

YEAR 2

# REPORT

## ADDRESSING HEALTH EQUITY

Narrowing the gap between boys and men of color and optimal health and mental wellness for whole living.

## BUILDING COMMUNITY

Bringing brotherhood to a virtual healing space with impact and ability to scale for high engagement.

## ADVANCING INNOVATION

Blending mental health, multimedia, and innovation toward culturally appropriate pathways to care.

[brotherbewell.com](http://brotherbewell.com)

# M E E T

Brother Be Well is produced by Mental Health California™, a non-profit charitable 501(c)3 corporation. We are the sole contractor to Kaiser Permanente to produce the highly successful Northern California Youth Listening Sessions for youth involved in the foster care and juvenile justice systems, building capacity and pathways for advocacy and systems change. We blend traditional listening techniques with ideation, art, creativity, and safe space carve-outs for youth for honest dialogue and self-expression, and to address ACEs/trauma.



# US

## We Provide Multimedia Mental Health Education

Our target audience is boys (ages 13+) and men of color including African American, Native American, Latinx, and Asian and Pacific Islander American, and for those who identify as LGBTQIA+ within these communities. We provide a safe, supported platform where boys and men of color normalize conversations about health and mental wellness.

## OUR WORK

We are also the producers of the mental health awareness campaign for The Center at Sierra Health Foundation, in partnership with Sacramento County Public Health, for the Sacramento County COVID-19 Collaborative (Sac Collab), a community-based model addressing county-wide impacts of the pandemic. We address community mental health via virtual therapy referrals, collaterals, mental health awareness webinars, and clinical webtalks.

# 365

### Brother Be Well's 2022 Wall Calendar Remains Popular

We have successfully completed all phases of Year 2 including launching into the community, engaging youth, and creating partnerships. We began youth and adult peer support activities, and increased our social media presence. We also developed 365 wellness tips to include in the Brother Be Well 2022 Wall Calendar.



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## FUNDERS

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### Video Productions for the Brother Be Well Blog

Not only did we produce over 120 articles for the Brother Be Well blog, we far surpassed our goals to produce 357 education, awareness, and empowerment videos. Distributed via our blog and social media channels weekly, viewers can get their mental health knowledge on-the-go. We remain grateful to our excellent hosts and guests.



## DISTRIBUTION

Brother Be Well is a unique platform for boys and men of color blending awareness, innovation, and healing pathways to reduce disparities, disrupt prolonged suffering, and improve health and mental wellness. Our podcasts are available on our blog, and are also distributed by Apple Podcasts, Spotify, Google Podcasts, Amazon Music, Stitcher, iHeartRadio, Pandora, TuneIn + Alexa, Podcast Addict, Podchaser, Pocket Casts, and Player FM, among other podcast apps.

# 150

One Hundred and Fifty Podcasts + BBW Radio on KDEE

During Year 2, we entered into an agreement with KDEE 97.5 FM to broadcast the Brother Be Well podcast series. Anchored by intros and outros by the "Voice of the Smooth Vibe", radio personality Leon Guidry, and select music, our popular podcast series reaches a potential 130,000 listeners each week for further education and inspiration.





SACRAMENTO  
COUNTY



Brother Be Well is produced by Mental Health California™, a non-profit charitable 501(c)3 corporation with a mission to educate on mental health and wellness through publishing, community engagement, innovation, new media, and special programs. This program is funded by the Division of Behavioral Health Services through the voter approved Proposition 63, Mental Health Services Act (MHSA).

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