



# Annual Report 2023

# Uplifting Wellbeing All Year Long

2023 was a busy year for The Wellbeing Partners. We started the year by taking time to reflect on our programs, and how they intersected and aligned with our mission and vision--thereby revitalizing our focus, our passions, and our energy. As the year progressed, we worked hard to put our plans into action. Here are a few highlights, of which we are especially proud:

Our workplace wellness programing reached over 300,000 employees, providing 55 hours of training on topics like Mental Health 101, Promoting Respect & Inclusion through person-first language, and Seasonal Self Care.

Our community team made important progress towards ensuring all members of the Omaha metro have a safe and healthy place to recover from illness through our Medical Respite program. The Wellbeing Partners also convened our Regional Health Council, pulling together regional health systems and health departments to focus wellbeing efforts in the Omaha metro through collaboration and joint problem solving.

Our Family Wellness Program also reached over 5,000 parents and caregivers with vital information on caring for youth and children in ways that are supportive of their physical and mental health, impacting Omaha not just in the now, but for the next and future generations.

Finally, our WhatMakesUs campaign continued to press forward towards a world without mental health stigma by opening up the conversation around mental health challenges. As we look ahead to the coming year, we are excited to remain focused on our mission of building wellbeing into the way our communities and organizations grow through advocacy, collaboration, and education. Thank you for coming alongside us as we work towards our goals.

**Aja Anderson**  
CEO of The Wellbeing Partners



# About The Wellbeing Partners

## Our Vision

Cultivate wellbeing so every person thrives.

## Our Mission

Build wellbeing into the way our communities and organizations grow through advocacy, collaboration, and education.

## Our Values



Impact



Integrity



Equity



Relationships



Innovation

# Meet Our Team



**Aja Anderson, MPA**  
CEO



**Sheena Helgenberger, MA**  
Director of Community,  
Innovation, & Advocacy



**Lori Thomas, BS**  
Director of Workplace  
Culture & Wellbeing



**Kelly Bernadt**  
Workplace Health &  
Wellbeing Specialist



**Claudia Granillo, MS**  
Wellbeing Specialist



**Claire Brown, MS Ed**  
Child & Family  
Wellbeing Specialist



**Ty Nared, BA**  
Community  
Wellbeing Specialist



**Sheila Hansen**  
Operations  
Administrator



**Johnnah Bailey**  
Collaborative Intern

# Regional Health Council

**Community Partners: Cass, Douglas, Pottawattamie, & Sarpy Counties**

The Regional Health Council, convened by TWP, with leadership from the region's health departments, activates a strategic response across Cass, Douglas, Sarpy, and Pottawattamie counties in Nebraska and Iowa. The RHC's current priority is mental health.

A total of 3,510 community members and organizations contributed insights to the 2023-2025 Metro Region Community Health Improvement Plan (CHIP) process to address mental health. Many gave input via surveys, focus groups, and listening sessions. The report is a culmination of all that we learned and outlines a regional commitment to prioritizing mental health.

There are four strategic priorities outlined in the 2023-2025 Plan:

1. Connect people to increased social supports
2. Reduce stigma of mental health and substance use disorders
3. Increase connections to mental health and preventive resources
4. Understanding trauma

**3,510**  
community  
members

**4**  
strategic  
priorities

**4**  
counties  
supported



# 23

New stories

# 31,785

Total Post Reach

# 121,442

Total Page Reach

## What Makes Us



In 2023, TWP recruited 23 new WMU stories. Facebook and Instagram remain the primary social media channels for the campaign, in addition to partnering with community events such as Juneteenth Joy Walk and Canopy South's Global Sounds concert. As part of our work with this campaign, TWP maintains a mental health resource webpages to ensure that people visiting the site can identify support when needed.

### Priority campaign messages in 2023:

- Reduce stigma of mental health and substance use conditions.
- Treatment is effective and recovery is possible.
- Dispel the perception of dangerousness associated with mental health conditions.
- Dispel perception that people with mental health conditions do not seek professional help.
- The importance of social connections as a source of support.
- Guidance on how to support someone who is struggling with mental health conditions.
- The types of advice to give someone with a mental health or substance use condition.

# What Makes Us

My name is Tierra Nesbit; I am a shared living provider and small business owner of I AM Curvy Red. I consider myself to be a mental health ally in my community. My career has been focused on working with children with varying abilities and their families. My approach is to always remain calm and non-judgmental when working with my clients and letting them know there is room in the world for them. I always try to be solution focused, it is okay to have problems, but working towards a solution is necessary. One thing I've realized is words have life, it is important to affirm yourself. I often say, "the sun always finds me", it can be cloudy, and I see the sun.

Between my clients and small business, I make it a point to prioritize me! I affirm myself daily by saying things like "I deserve peace and a soft life." I also spend time disconnecting from technology so I can meditate and clear my mind. It is vital to disconnect, especially when you are juggling a lot. I am a wife, mother, daughter, sister, friend, small business owner, etc. It is pertinent that I pour into myself like I pour into others. If you take anything away from my story, remember this, prioritize yourself and speak life into yourself. Life gets hard but remember that joy comes in the morning! Each day is a fresh start.



**16**  
**School Sites**

**10,000+**  
**Students reached**

**20+**  
**Partners engaged**

# Activate Youth



In alignment with the DHHS Maternal Child Health (MCH) priority of reducing suicide rates among adolescents in Nebraska, our Activate Youth for mental wellbeing program was implemented district wide reaching over 10,000 youth. This program has a three-arm approach to mental health, focusing on mental health literacy for students and adults.

Collaborating closely with an area school district, we identified their unique needs and aligned them with the 2023 Community Health Assessment priorities. Initially, our plan was to transition this program at the end of the 2023-2024 school year. However, we are thrilled to share that we have received an additional round of funding from DHHS to continue efforts in 2024-2025.

This new funding, coupled with the unwavering support from our district partners, enables us to continue and enhance our efforts. With these resources, we are excited to not only sustain our current programs but also to explore further expansion, always guided by the district's requests and direction.

Stay tuned for more updates as we build on this year's successes and continue our mission to support adolescent mental health and wellbeing in the metro.

# Safe Routes to Healthy Places (SRTHP)

The Wellbeing Partners and Canopy South launched SRTHP in a cohort format, engaging 34 neighborhood residents through three cohorts: English-speaking adults, Spanish-speaking adults, and youth ages 10-15. This approach fostered relationships and a deeper understanding of desired community changes.

Participants received compensation for their time, along with meals, as a gesture of gratitude. Cohort members utilized their local knowledge and leadership skills to provide feedback on the redevelopment of Southside Terrace. SRTHP assess the barriers and assets to active transportation in a neighborhood.



When asked about the program one ambassador said:

*“The things I enjoyed about the Ambassador Program was learning about the process of the relocation and rebuilding of Southside Terrace. I enjoyed the many laughs that we shared in class and the ice breakers we did.”*

**5**

**Coalition  
meetings**

**43**

**organizational  
partners**

**5**

**articles/earned  
media**

## **Health & Housing**



Since 2020, The Wellbeing Partners has served as the coalition's project manager and convener, with funds from the Mission and Ministry Fund and CHI Health. The coalition seeks to address the medical and care coordination needs of those experiencing homelessness with complex health conditions. Advocates gather quarterly to discuss and support efforts such as the area's first medical respite pilot, legislation around housing access, the city's housing affordability plan and homeless services, street outreach, and hospital social care screening and referrals.

Medical respite pilot: In August 2023, the program celebrated its first year of operations and served 22 unique individuals. Located at Siena Francis House, this program offers short-term, post-acute care for individuals experiencing homelessness who need a place to recover upon release from the hospital. Five beds were available during year one. Charles Drew Health Center provides follow-up clinical care and Siena Francis House provides wraparound services.

# Workplace Wellbeing Partners

Abrahams Kaslow & Cassman LLP  
Avenue Scholars Foundation  
Baird Holm LLP  
Blue Cross and Blue Shield of Nebraska  
Central States Indemnity  
CHI Health  
Children's Nebraska  
Collective for Hope  
Des Moines University  
Douglas County Health Department  
Drake University  
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First National Bank of Omaha  
Gallup  
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HDR  
HUB International Great Plains  
Immanuel Retirement Communities  
Kiewit Corporation  
Maxwell.app  
Medical Solutions  
Meredith Corporation  
Metro Area Planning Agency  
Metro Omaha Tobacco Action Coalition  
Metropolitan Utilities District  
Midlands African Chamber

Mutual of Omaha  
Nebraska Medicine  
Nebraska Methodist College  
Novo Nordisk  
Omaha Children's Museum  
Omaha Fire Department  
Omaha Public Power District  
Omaha's Henry Doorly Zoo & Aquarium  
OneWorld Community Health Centers, Inc.  
Physicians Mutual  
Pottawattamie County Public Health  
QLI  
Sarpy/Cass Health Department  
Streck, Inc.  
TeamMates  
The Dupps Company  
Union Pacific Railroad  
UNMC  
UNMC Center for Reducing Health Disparities  
University of Nebraska Foundation  
Valmont Industries  
Vandenack Weaver  
WesleyLife  
Women's Fund of Omaha  
WoodmenLife

**30% of Members**

are Non-Profits /  
Small Businesses

**55 Hours**

Of Training Provided



**300,000 +**

Employees Reached



With the Workplace Partners program, The Wellbeing Partners offers customizable plans, personalized guidance, and ready-to-use resources to organizations of all sizes and industries. The goal is to foster wellness at work and ensure organizations are full of happy, healthy people who then contribute to the community.



New membership options were introduced to allow better customization to fit the needs of our workplace partners. Menu items were well received by our members! The most popular menu item was our presentations and training offerings. Throughout the year we provided 55 hours of training and reached over 300,000 employees.

## Workplace Wellbeing Program

# Family Wellness Program

Research shows that parental stress largely affects adult mental health, job performance, and satisfaction within relationships. The Wellbeing Partners has designed the Family Wellness Program to support parental mental health at the workplace through effective and developmentally appropriate parental support.



## Trainings

Provided 17 trainings for workplace and community partners



## Newsletter

Workplace partners were able to access 50 Family Wellness Newsletters



## Certifications

Received an endorsement in Infant-Family Mental Health



## Reach

The Family Wellness Program reached over 5,500 adults

# Family Wellness

Following one training, a participant shared,

*“Thank you for providing these webinars -- I have found them extremely beneficial and find comfort that I am not alone in my challenges.”*





## Head to Heart

Head to Heart Head to Heart is a program from The Wellbeing Partners that advocates for mental wellness through Black-Owned barbershops and salons. By training and educating barbers and stylists on mental health, their shop serves as a wellbeing hub where they can connect clients to mental health resources.

In July 2023, our second cohort launched with four barbers and one stylist. Utilizing learnings from cohort one, this group took Adult Mental Health First Aid, a national, evidence-based training which teaches how to recognize signs of mental health or substance use challenges in adults ages 18 and older, how to offer and provide initial help, and how to guide a person toward appropriate care if necessary. Then, in August, a local mental health provider conducted an applied practice session where they discussed self-care and practiced additional ways to advocate for their clients' mental health.

External evaluation of the program provided

- All cohort participants expressed high satisfaction with the Head to Heart program and its learnings.
- Most clients strongly agreed or agreed (90-95%) that their barber/stylist actively listened, reassured them, expressed concern, asked about their wellbeing, made them feel welcome to share, and confirmed their feelings.
- When asked whether their barber/stylist provided mental health resources to them, the majority of clients (62%) reported they received resources.

5

stylists/barbers

trained

12

hours of training

provided

# Head to Heart



When asked about the program and the skills and tools that the barbers and stylist gained, a participant shared the following:

*"It's been very helpful because I can pick up on signs and talk and work with people in certain ways... also helped me out too because I see things in myself [and] in other people and the information I learned and helped them too."*



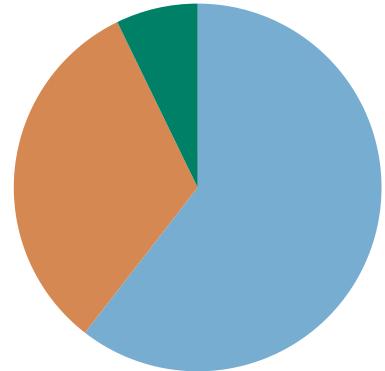
# Health and Happiness Took Centerfield

In October, The Wellbeing Partners team gathered with community and workplace partners at Charles Schwab Field to celebrate and acknowledge the progress made towards community wellness. The TWP Ignite Award was presented to:

- Yes, Black Men Read and their Beyond the Stigma Initiative,
- Madeline Quinn with Children's Nebraska,
- Captain David Keber with the Omaha Fire Department,
- Kerri Sanchez with Sherwood Foundation.

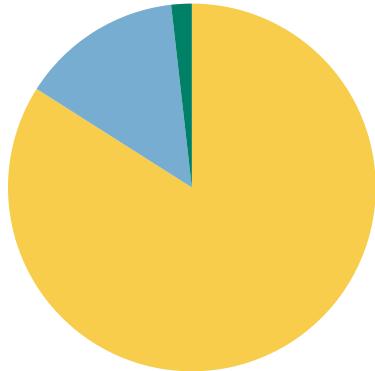
BlueCross and BlueShield of Nebraska, Children's Nebraska, Immanuel Communities, KVC Behavioral Healthcare Nebraska, Inc., Metropolitan Utilities District, RDG Planning & Design, Remington Seeds LLC, Schneider Electric, Union Bank & Trust, University of Nebraska - Lincoln, and University of Nebraska - Omaha were recipients of The Governors Wellness Award that evening. In addition, the Gala served as a fundraiser to support the work of The Wellbeing Partners. \$10,700 dollars were raised.

# Financials



## Expenses

- Programs (60.5%)
- Management & General (32.3%)
- Fundraising (7.2%)



## Revenue

- Donations & Grants (84%)
- Memberships (14.2%)
- Other (1.8%)

**\$970,382**

Cash Spent from  
Prior Year Program Funding

**\$156,563**

End-of-Year Net Assets

**\$906,682**

Total Revenue



# Sponsors and Donors

## Trek Up The Tower Sponsors

- BCBSNE
- Family Fare
- First National Bank of Omaha
- Midlands African Chamber
- Mutual of Omaha
- Nebraska Health Imaging
- Thiele GeoTech
- WoodmenLife

## Ignite Sponsors

- First National Bank of Omaha
- Fresh Floral Omaha
- Maxwell
- The Empowerment Network
- University of Nebraska Medical Center
- Union Pacific

## Donors

• Aja Anderson	• Kelly Bernadt
• Johnnah Bailey	• Kathy Bossman

## Donors, continued

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- Leslie Lopez
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Nebraska Methodist Health System



**McKell Purnell**  
OPPD



**Michelle Dennis**  
WoodmenLife



# Connect With Us

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