

OFFICE OF THE MAYOR

Ellen Grant, Deputy Mayor
egrant@buffalony.gov

PROJECT:
**BEHAVIORAL HEALTH
RESOURCES**

CHALLENGE

One in five U.S. residents is impacted by behavioral health issues, e.g., mental illness, alcoholism, substance abuse/drug abuse, bullying, depression, and general anxiety.

The Mayor's Office frequently receives calls that suggest a person may be in need of behavioral health assistance and City operators will route calls to the appropriate human services agencies.

OPPORTUNITY

A smartphone application to direct individuals to the appropriate resources to address the situation.

Users would be able to populate the app with their emergency contacts and provide users the opportunity to send customized support messages to their network when they are in crisis and/or directly contact local resources.

The solution would have an "I'm having a problem" button that directs users to a landing page that asks the user, "Who would you like to talk to?" If the response is Erie County Crisis Services, the app routes the call. If the response is to connect with their trusted contact(s), then further prompts will outline the situation to send a summarized text message to the user's support network.

VALUE PROPOSITION

Making it easier for residents having a behavioral health issue to alert someone - family member, friend, or Erie County Crisis Services - that they are in need of assistance will increase the overall wellbeing of our community and connect everyone to the help they need.

For additional documentation regarding pitches and contest details, visit: buffaloinnovates.com