

# Transforming Youth through Early Mental Health Support

Moderator: Georgia Senator Gloria Butler, Southern Regional Director,  
Women In Government Board of Directors

Dr. Harris Eyre, MD, PhD, Fellow at Rice University's Baker Institute for  
Public Policy, Senior Fellow at Meadows Mental Health Policy Institute,  
and Lead at the Brain Capital Alliance

Tina Sanders, Vice President of Customer Success, Kooth Digital Health



*#AccessToHealthCare*



# Youth Brain Power to Enrich Economies

**Harris Eyre, MD, PhD**

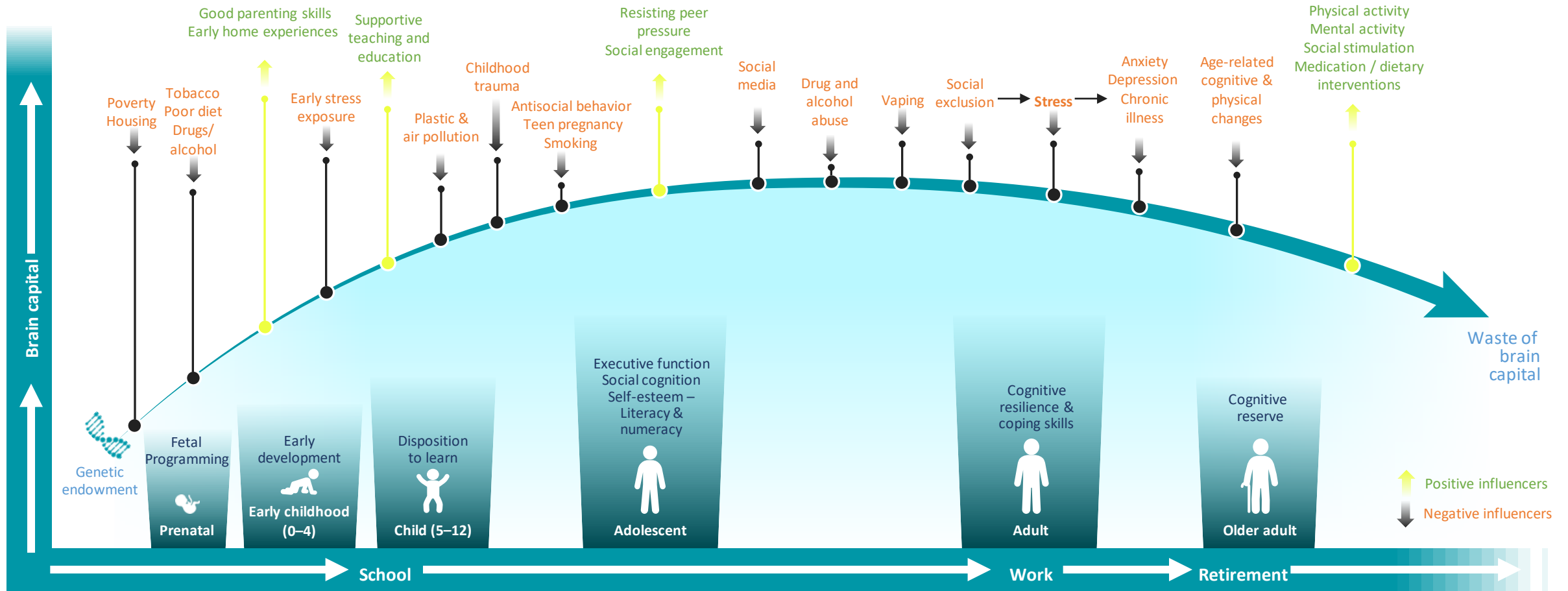
Lead, Brain Capital Alliance / Fellow, Rice University's Baker Institute for Public Policy / Senior fellow, Meadows Mental Health Policy Institute / Instructor, Global Brain Health Institute at UCSF / Advisor, Euro-Mediterranean Economists Association / Advisor, Mental Wealth Initiative (Sydney) / Adjunct Professor, Baylor College of Medicine



**Brain Capital** – an economic asset where a premium is put on brain skills and brain health

Eyre, et al (2021) Molecular Psychiatry and Neuron

# Brain Capital Across The Lifespan



Adapted by Eyre et al in *Molecular Psychiatry* 2021 and *Neuron* 2021.

1. Aligned with WHO 2022 Brain Health Position Paper; 2. Beddington J et al. *Nature* 2008;455:1057–1060; 3. Smith E et al. *Molecular Psychiatry* 2021;3–22; 4. Eyre H et al. *Neuron* 2021;109(5):1430–1432.

# All the trends in youth behavioral health are going in the **wrong direction.**

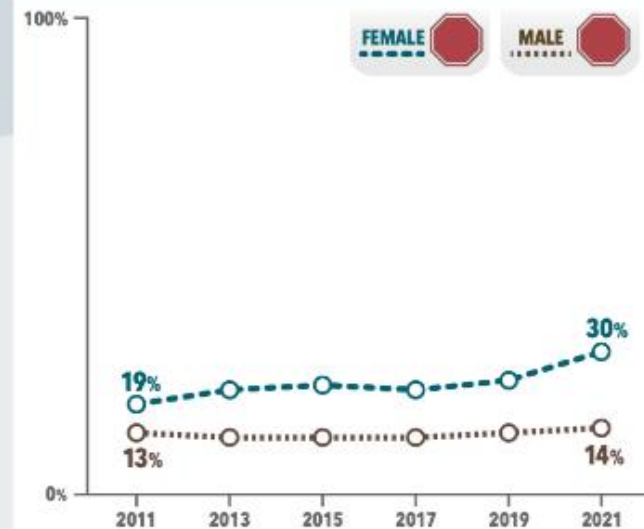
- **22%** of high school students seriously considered suicide in the past year
- **10%** attempted suicide one or more times
- **57%** of teen girls feel "persistently sad or hopeless"
- **40%** parents are very or extremely worried about the mental health of their children

## Trends in the Percentage of High School Students Who

## Seriously Considered Attempting Suicide during the Past Year, United States, YRBS, 2011-2021

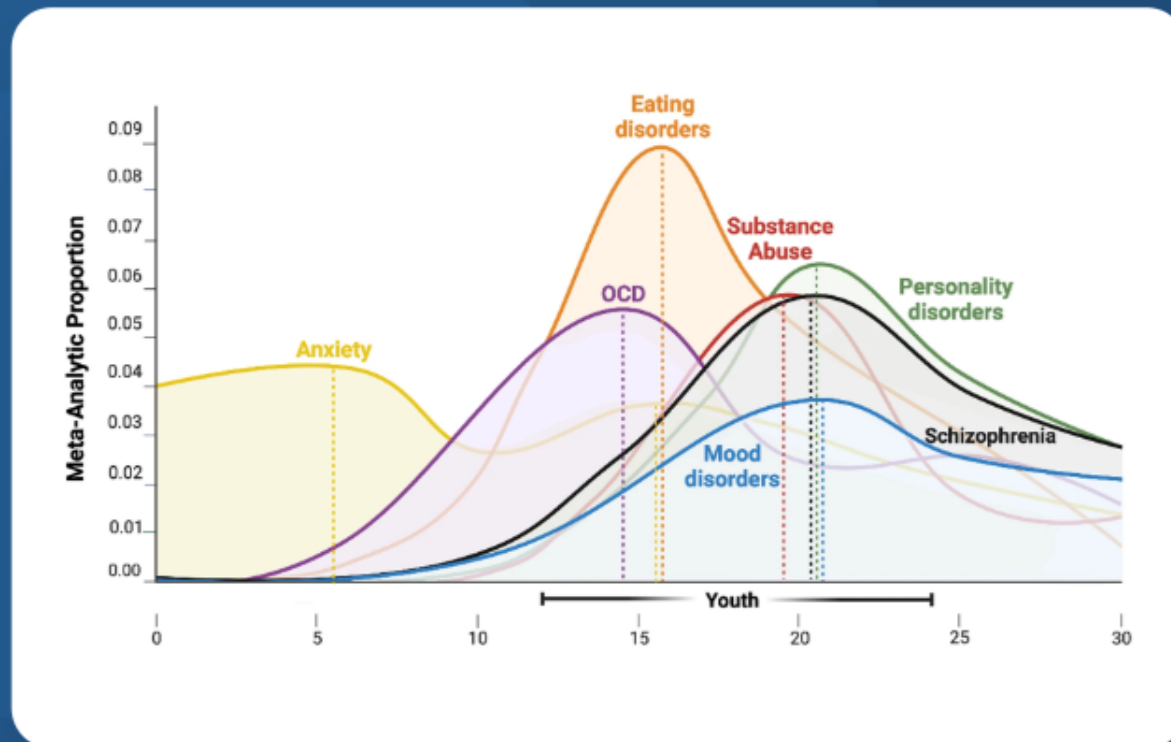
### 10-Year Trend Description by Sex

The percentage of female and male students who seriously considered attempting suicide increased from 2011 to 2021.



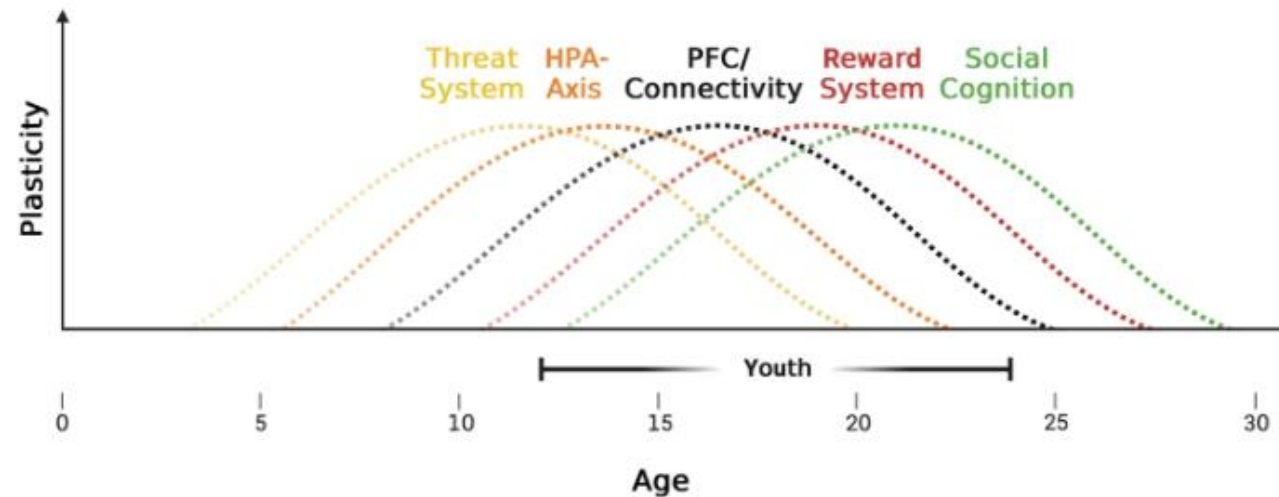
**75% of lifetime mental health problems are established by age 24 but healthcare systems globally are behind the curve.**

**90% of spending is on acute adult mental healthcare treatment.**



Source: Towards a youth mental health paradigm: a perspective and roadmap, 2022

There is a golden window of time to get ahead of the curve where environment exposures have a **pronounced effect** in developing the adult brain.



Source: Towards a youth mental health paradigm: a perspective and roadmap, 2022



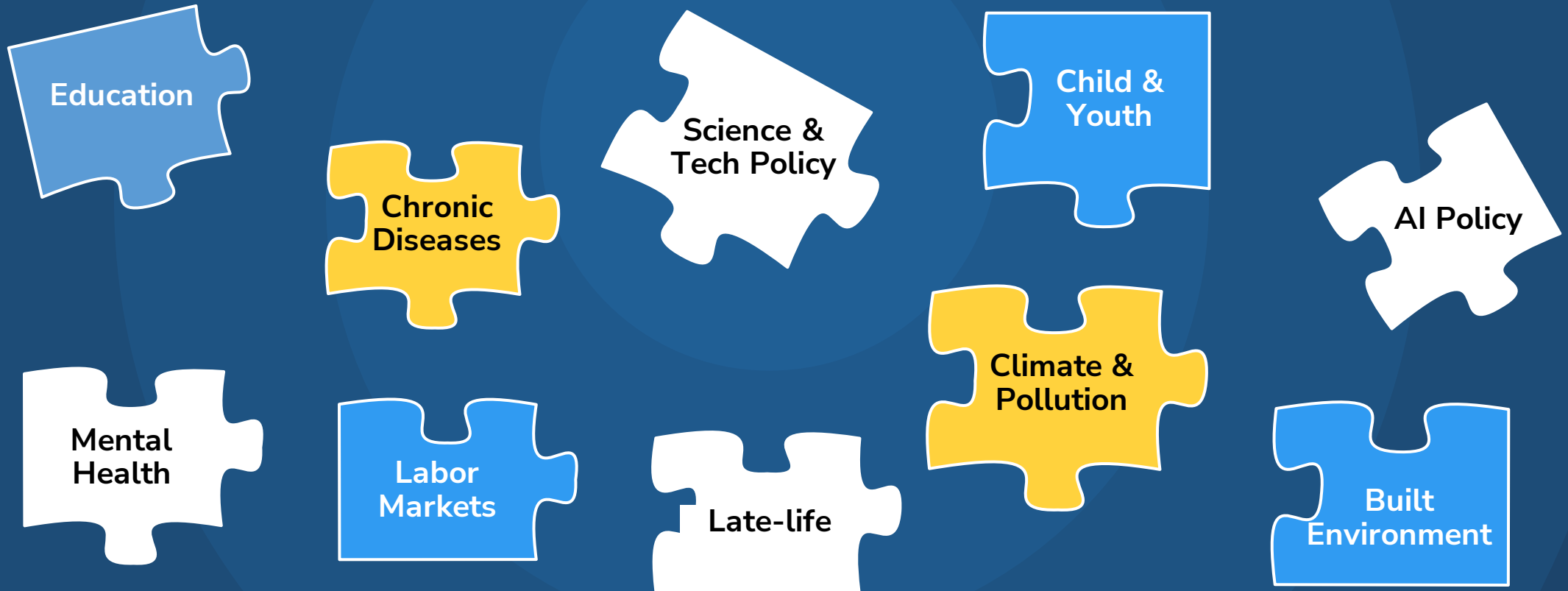
Science Summit at UNGA78  
12-29 September 2023

## Advancing Youth Brain Capital





**Youth brain and mind activities are **not** coordinated across governments.**



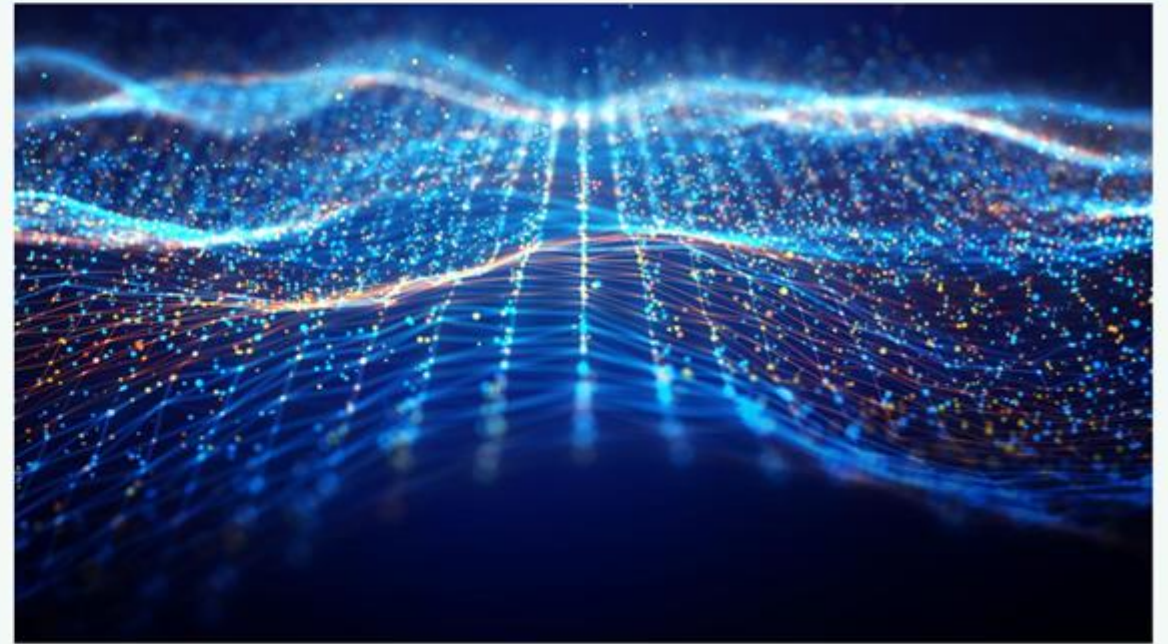


**We need a next-generation  
youth brain and mind strategy.**

Center for Health and Biosciences | Commentary

# Enhancing Brain Power, Enriching Economies: The Potential of an American Brain Capital Industry

October 10, 2023 | Harris A. Eyre



**1**

Define Brain  
Capital  
Technologies

**2**

Link to critical  
built  
infrastructure

**3**

Articulate  
financial  
incentives  
and  
innovations

**4**

Prepare the  
workforce

**5**

Define  
“missions”

**6**

Coordinate  
within  
government

**7**

Align other  
supportive  
policy  
approaches

**1**

Define Brain  
Capital  
Technologies

Neuroscience

Early  
childhood  
development

Mental  
health and  
substance  
misuse

Brain  
performance

Creativity &  
innovation

Education

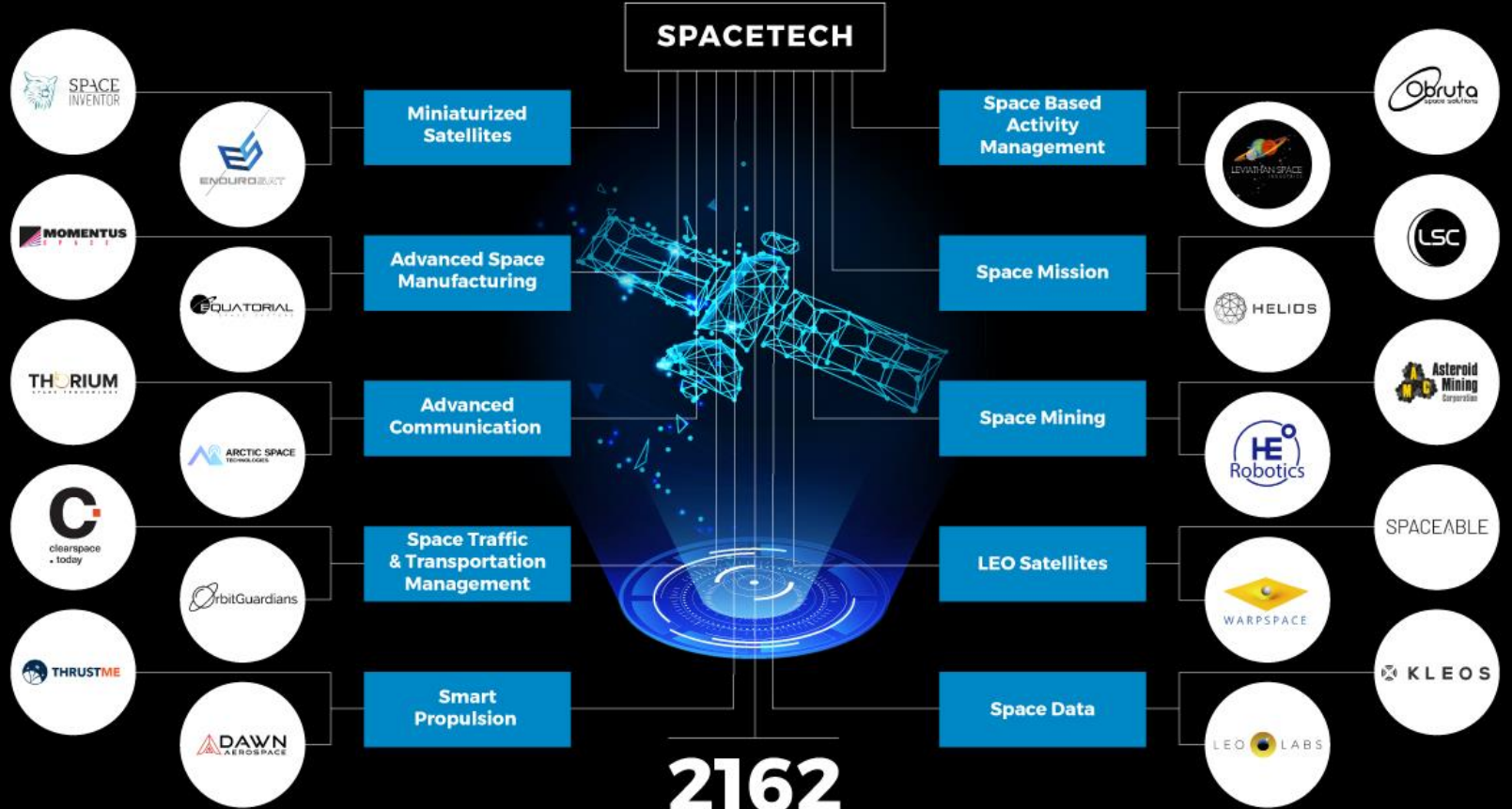
Adolescence

Future of  
work

Neurology

# Top 10 SpaceTech Trends & Innovations in 2024

**1**  
Define Brain Capital Technologies



**2**

Link to critical  
built  
infrastructure

### Education Campuses

- Pre-K to 12 schools
- Universities
- Colleges
- Technical schools

### Healthcare Facilities

- Clinics
- Diagnostics centers
- Hospitals

### Workplaces

- Buildings
- Offices
- Hybrid

### Recreational Space

- Parks
- Forests
- Urban environments

3

Articulate  
financial  
incentives and  
innovation



Venture philanthropy

Public-private partnerships

Impact investing

Accounting frameworks

Brain bonds

ETFs



4

Prepare the  
workforce



## Attributes

- Brain healthy
- Critical thinkers
- Creative, STEAM
- AI literacy
- Entrepreneurial



## Approaches

- Life-long education innovation
- Workplace optimization
- Build creativity infrastructure

5

Define  
'missions'

**Purpose:**  
Achieve a clear  
outcome

**People  
component:**  
Work together  
across the  
policy  
ecosystem

**Organization  
component:**  
Align activities,  
provide  
political  
component  
and resource  
activities

### Areas to consider:

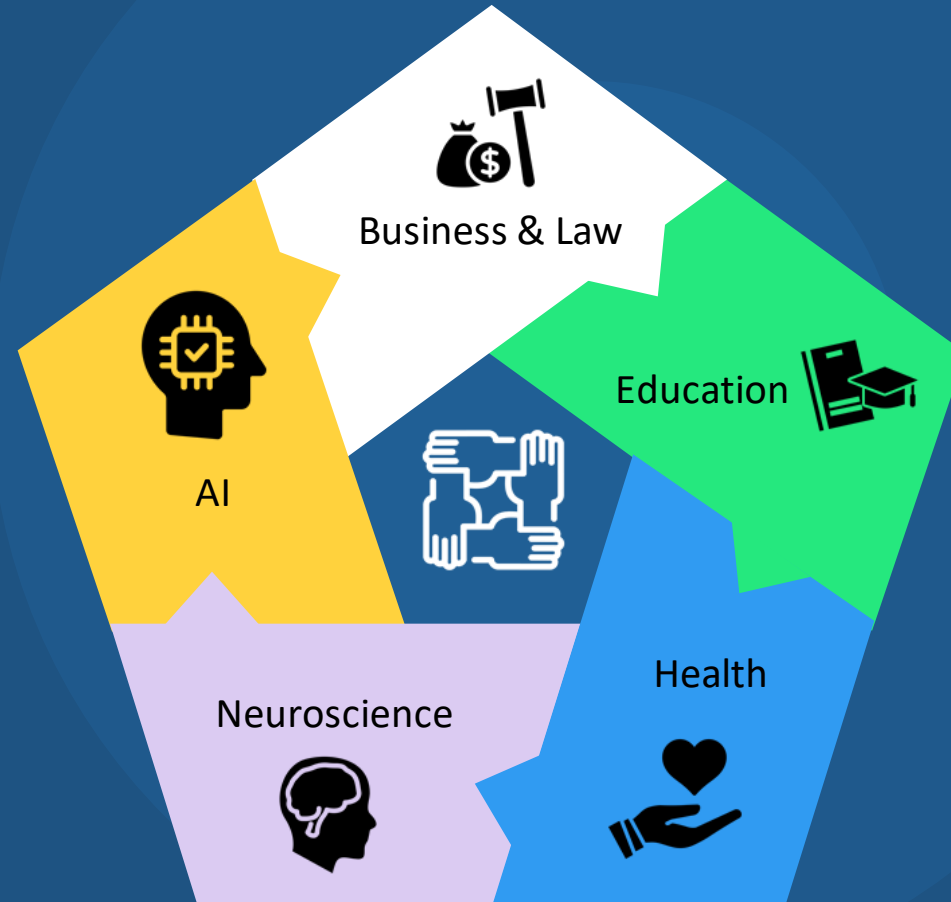
- Education
- Mental health
- Brain health
- Disinformation resilience
- Cyber-resilience



## *Brain Capital Industry Task Force will be trans-disciplinary*

6

Coordinate  
within  
government



Key components



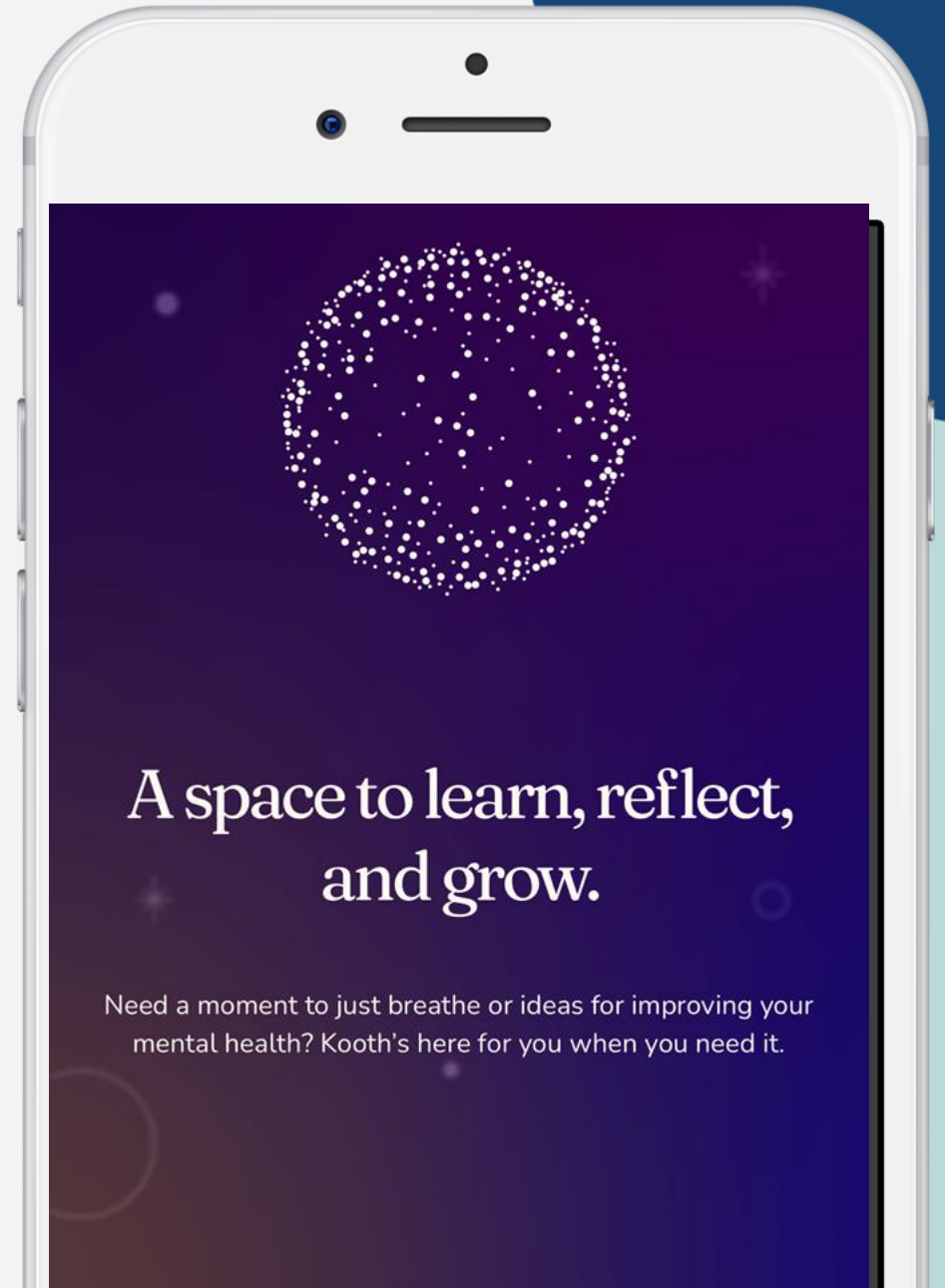
**What can this youth brain capital  
strategy mean to you?**



**If our greatest national resource is the minds of our children, we are in poor shape**

Transforming Youth through Early Mental Health Support

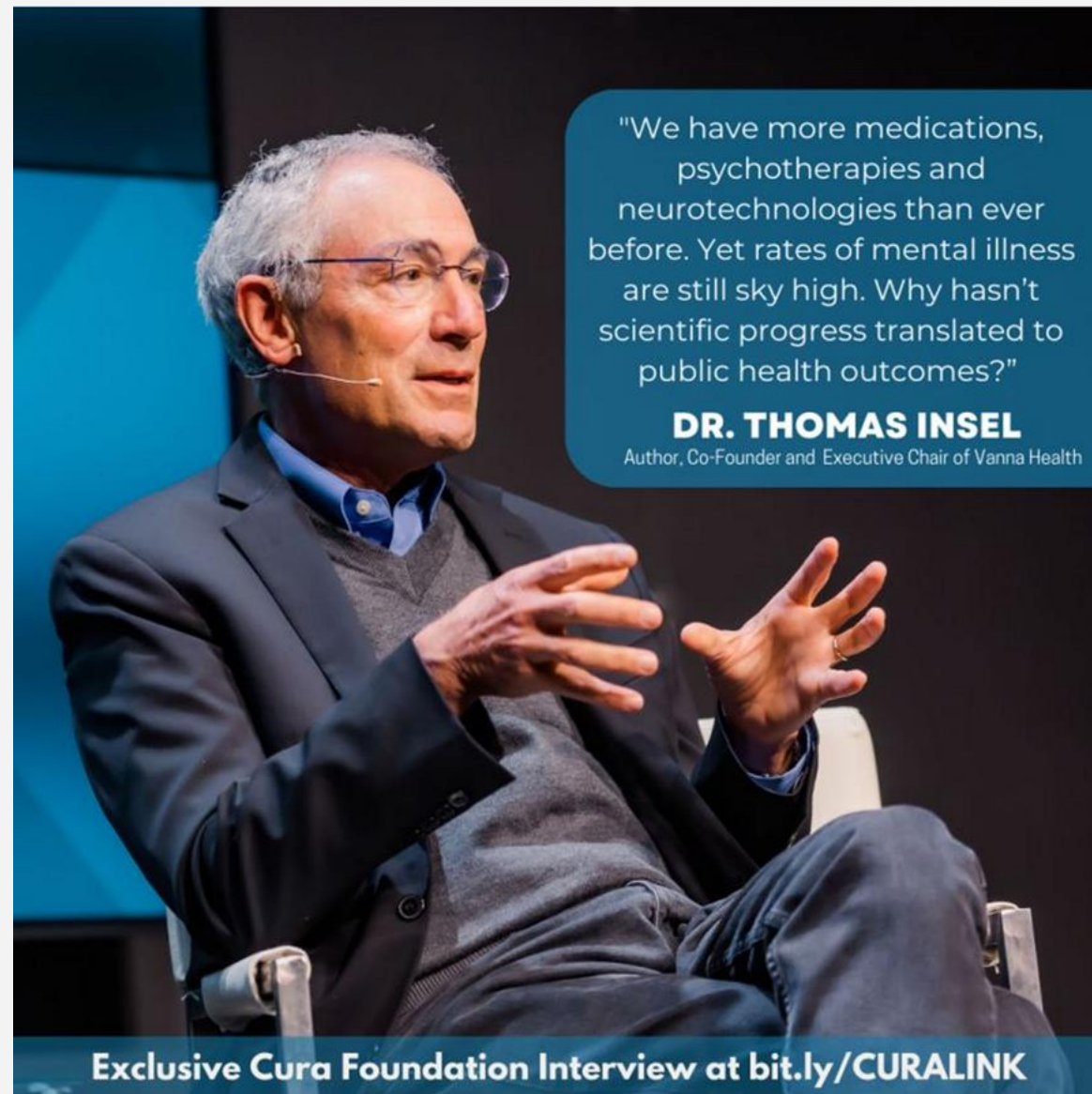
Tina Sanders  
**VP Customer Success, Kooth U.S.**

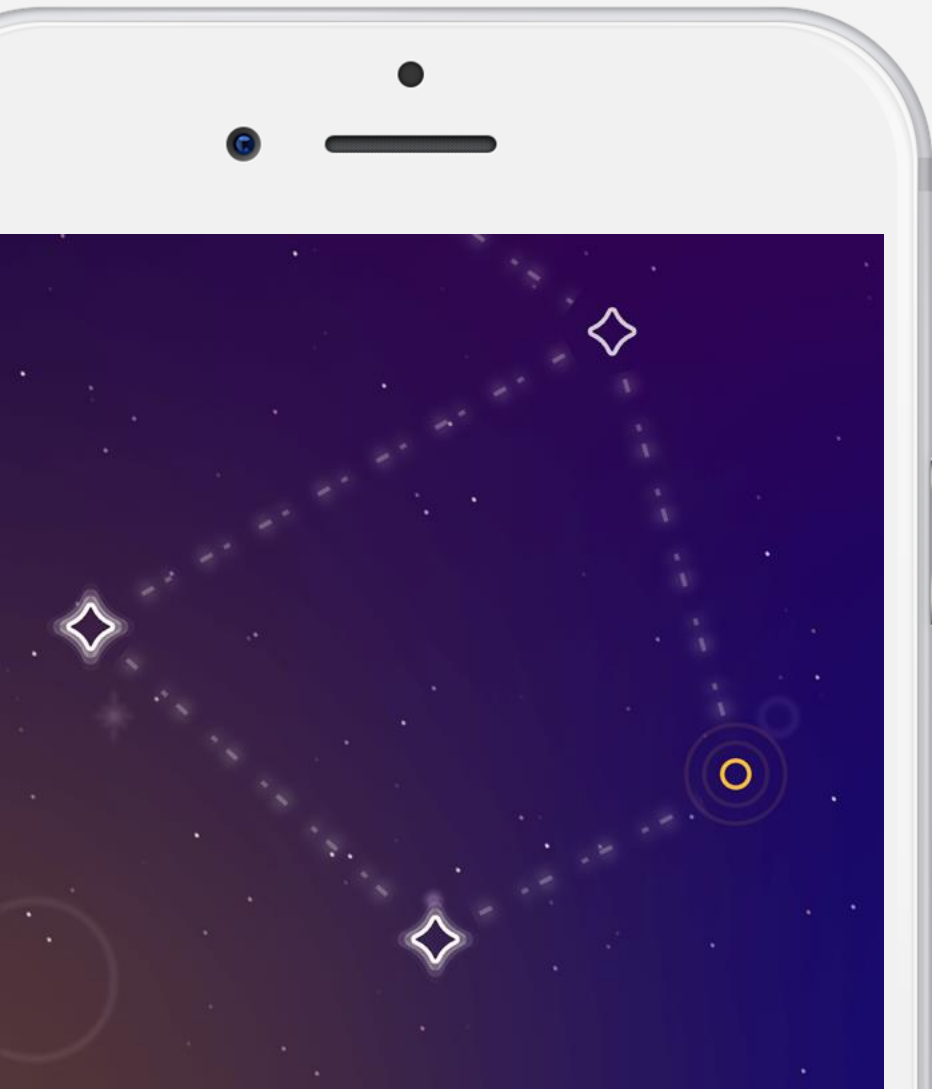


**We are disproportionately spending and focusing on the age and stage that is too late to turn the tide on the mental health crisis**

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<sup>1</sup>Thomas Insel, MD @thomasinselmd explains in #CuraLink: <http://bit.ly/CURALINK>  
<https://twitter.com/CuraFdn/status/1701996662854410526>





# The **gold standard** model of care should include personalized, proactive and accessible support

## **Self-therapy**

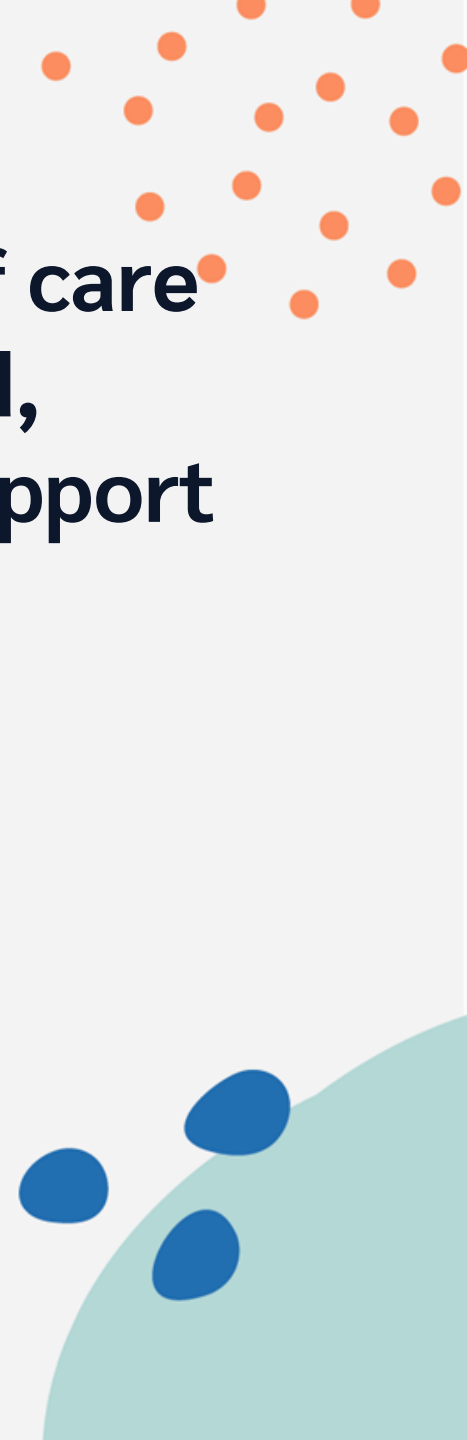
Offers therapeutic content and tools

## **Peer-Support**

Provides safe, moderated community spaces

## **Professional Support**

Enables asynchronous messaging, drop-in chat and structured/ongoing counselling





# Strong foundations for a **multiple-use case** platform

## **Evidence based innovation**

Offer, proven real world results.

## **Accessibility**

Serve populations without limits or thresholds.

## **Choice**

Give individuals the exact access they want and need.

## **Safety**

Assures clinical warnings and case escalation.

## **Use Cases**

- Personalized Care
- Population Health
- Preventive Care
- Waitlist and Surge Management
- Early Interventions
- Just-in-Time Referrals

# Baseline Combined Impacts per 1,000

## Medical

- ✓ **\$556,664**  
Medical Costs Avoided
- ✓ **\$790.72** per  
Retained User



**Combined Costs Avoided  
Per 1,000 People**

**\$622,422**

Not inclusive of Kooth Program Costs

## Societal

- ✓ **\$65,758**  
Positive  
Societal Impact
- ✓ **\$93.41** per  
Retained User



Brain  
Capital  
Alliance

**If our greatest national resource is the minds of our children, we have to find solutions to benefit future generations.**

**Let's talk.**

Kooth Digital Health  
[gov.kooth.com/us](https://gov.kooth.com/us)

Email: [tsanders@kooth.com](mailto:tsanders@kooth.com)