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Building a brighter future for California families



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BrightLife Kids

A CalHOPE program by Brightline

Launched January 1, 2024, BrightLife Kids provides free behavioral health coaching to all California families with kids ages 0–12. **No costs attached. No insurance required. No referrals needed. No immigration status asked**

- Live, **virtual 1:1 coaching sessions** and secure chat
- **Bilingual (English/Spanish)** coaches + live translation services in **17 Medi-Cal languages**
- Coach Specialists to **manage complex needs and provide referrals** to community resources
- **On-demand digital tools** tailored to age and concerns
- Online **peer communities**

Learn more at brightlife.kids/ca

How BrightLife Kids fits in the care delivery model

Therapists, physicians
Diagnosis & Clinical Intervention

Includes managing higher acuity presenting concerns, symptoms, and risk (e.g. suicidal ideation)

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Prevention & Early Intervention

Through coaching, families build skills to manage:

Separation anxiety

Worry

Sadness

Loneliness

Self-confidence

Relationship stress and conflict

Sleep concerns

Tantrums

Communication skills

and more

How BrightLife Kids helps across ages & stages



Parent Management Training (PMT)

Milestones, sleep, eating, temperament, separation anxiety, etc.

Parent Management Training (PMT) (including ASD, IDD)

Tantrums, social emotional learning, sleep, structure, etc.

Dyadic Coaching (Child + Parent)

Stress, focus, organizational skills, sadness, worries, friends, screen time, etc.



Digital Tools

BrightLife Kids also has a library of on-demand digital content. Coaches may suggest engaging with resources between sessions to support learning and behavior change.

0 months

2 years

6 years

12 years



Our qualified coaches have

- ✔ Master's degree in a health-related field or Bachelor's degree+
- ✔ Coaching Certification(s) from NBHWC (National Board for Health and Wellness Coaching) or ICF (International Coaching Federation)
- ✔ **5+ years of direct experience** working with children, youth, families
- ✔ **80 hours** of skills and tools development upon hiring
- ✔ **Diverse backgrounds** as well as training and experience with LGBTQ+, BIPOC, and other important identities



Bridging the Gap to Resilience

BrightLife Kids is an effective tool for mitigating the impact of ACEs and toxic stress because it provides **free, immediate (virtual), and accessible** behavioral health coaching to the whole family, strengthening essential **protective factors** and actively building **resilience skills**.



What do families get with BrightLife Kids?



Digital Tools

- Library of on-demand digital content
- Read about managing tantrums, making friends, building self-esteem, and how to get your kids to talk about their feelings



Coaching and Chat

- Live 1:1 coaching sessions from coaches with diverse backgrounds
- Send/receive chats with dedicated coach for everyday challenges between sessions

What do families get with BrightLife Kids?



Care Coordination

- Coach specialists help identify complex needs
- Help finding the right level of care, guidance navigating community resources, and referrals to those resources if needed



NEW!

BrightLife Kids Communities

- Digital peer community for caregivers to connect, ask questions, and get coaching tips
- Moderators online 24/7 to ensure a secure, safe space
- Four age-group based communities and one for Spanish speakers

Getting started is simple

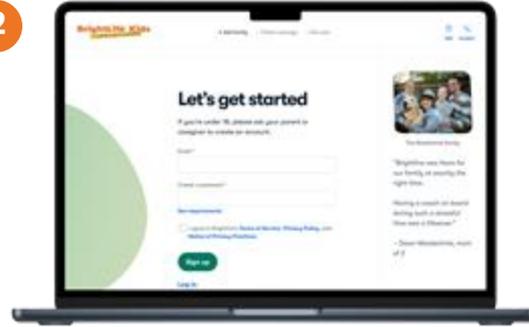
1



FREE

Sign up on the BrightLife Kids website

2



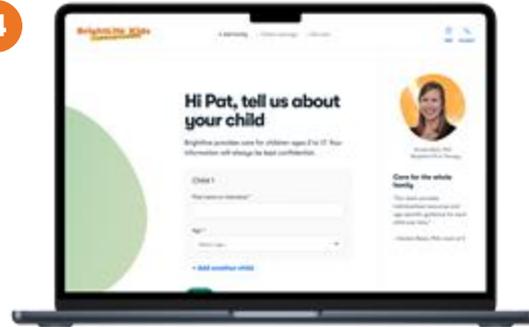
Add an email and password

3



Create your account

4



Add your child/kids

brightlife.kids/referrals

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Refer a child

In partnership with the state of California, BrightLife Kids is a free virtual behavioral health program designed to empower CA parents to support and strengthen their kids' emotional well-being.

[Refer a child](#)

State Leaders Highlight BrightLife Kids as a Trusted Resource

- Dr. Diana Ramos, **California's Surgeon General**, and Dr. Sohil Sud, **CYBHI Director**, signed a letter highlighting the importance of BrightLife Kids.
- **Ways we work with providers:**
 - **Presentations** & trainings on using BrightLife Kids
 - Integrate referral link into **EHRs**
 - **Flyer** or **blurb** in patient post-visit summaries
 - **Slide** in waiting room
 - Digital & print **assets** for your offices



Dear Colleagues,

As providers, you see families through some of the most critical moments in their lives. You celebrate their joyful milestones and see them through their challenges. While you can help children and caregivers navigate mental health challenges, you cannot be with them 24/7.

That's why we want to make sure you are aware of [BrightLife Kids](#)—a free, statewide, virtual behavioral health platform designed specifically for families with children 0-12. Developed as part of California's [Children and Youth Behavioral Health Initiative](#), BrightLife Kids does not require insurance, referrals, or immigration status.

Importantly, BrightLife Kids is not a substitute for clinical care. It's a way to **extend care** beyond the office, ensuring families have needed guidance, tools, and community. By connecting families to BrightLife Kids, you can help bridge the gap between visits and make sure parents and children are getting the support they need when they need it.



OFFICE OF THE
CALIFORNIA
SURGEON GENERAL



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In August, we surpassed **250,000 children enrolled** since our launch in January 2024.

- **77%** are engaging in behavioral health care for the first time with BrightLife Kids
- **63%** from under-resourced communities
- **73%** identify as BIPOC
- **88%** of coaching goals met
- **99%** of families satisfied with their experience



How to spread the word about BrightLife Kids

- ✔ Leverage our **Digital Toolkit** to get the word out
 - Share BrightLife Kids in your school/organization's **newsletter**
 - List BrightLife Kids on your **website**
 - Share us on **social media**
- ✔ Invite the community engagement team to table/participate in your **in-person events** (ie. Back to School, Coalition Meetings, Health/Wellness Fairs)
- ✔ Invite **community engagement leads** to present at your existing staff/organization meetings
- ✔ Have a **1:1 follow-up meeting** with our community engagement team





Your space to be **you.**

What is it?

Soluna is a free mobile app available for **13-25 year olds** with resources and tools to support your individual mental health journey.

How do I use it?

Chat 1:1 with a professional coach, use interactive tools to destress, or explore quizzes, videos, forums, and more. **You decide!**





Learn more



brightlife.kids/ca



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Stay in touch