

Pasco County Case Study

Cope Notes' Mental Health Services Change Lives in Central Florida

To the rescue

With one purchase order, one local news feature, and one swift decision on behalf of residents in need, Pasco County used Cope Notes to impact the mental and emotional health of their community without lifting a finger.

COMMUNITY PARTNER

One Community Now

"Without Cope Notes, we'd have a hole in our services, plain and simple. Without Cope Notes, we wouldn't be as whole as we are today."

- Ryan Hoskins
One Community Now



100%
enrollment within 48
hours of announcement



228K
texts exchanged with
individuals in need



86%
of users reported
improved mental health

PRIORITY POPULATIONS

- Foster Families
- First Responders
- Veterans & Seniors
- Healthcare Workers
- Homeless Communities
- Low-Income Households

CHALLENGE

Pasco County was a big county with an even bigger problem: **How do we support the mental health of our underserved residents in the wake of COVID-19?**

It would be too time-consuming, liability-intensive, and expensive to launch their own program. "We just don't have the money, the personnel, or the capacity to take on such a big project, handle all of the backend work, marketing materials, account management, and so on," explained Ryan Hoskins, a representative for *One Community Now*. "It's just too much for a small team to take on."

SOLUTION

With co-branded marketing materials and a local news feature, Cope Notes partner *One Community Now* distributed **100% of Pasco County's subscriptions** within just 48 hours of their announcement to the public. The overwhelming demand resulted in near-immediate county-level discussions of a second purchase.

"I just couldn't believe how easy it was to roll out," said Patti Templeton, Executive Director of One Community Now. "All we had to do was tell people about it. Cope Notes did the rest. They literally handled everything for us."

One Community Now set out to provide preventative, comprehensive care to Pasco County residents in the name of **health equity**, health education, and public safety. With the scalability and automation of Cope Notes, they're still providing that support to individuals in need on a daily basis... all without assuming any administrative burden of their own.

OUTCOME

WATCH: ABC's coverage of Cope Notes in Pasco County

