



# Clark County Thrive CredibleMind

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## An Update on Promotion and Engagement

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# Objectives

Overview of Nevada's Mental Health

Review of CredibleMind & Evaluation Plan

CredibleMind Engagment and Feedback

Key Successes

# Poor Mental Health Days

Nevada  
20%

Clark County  
20.9%

National  
15.4%

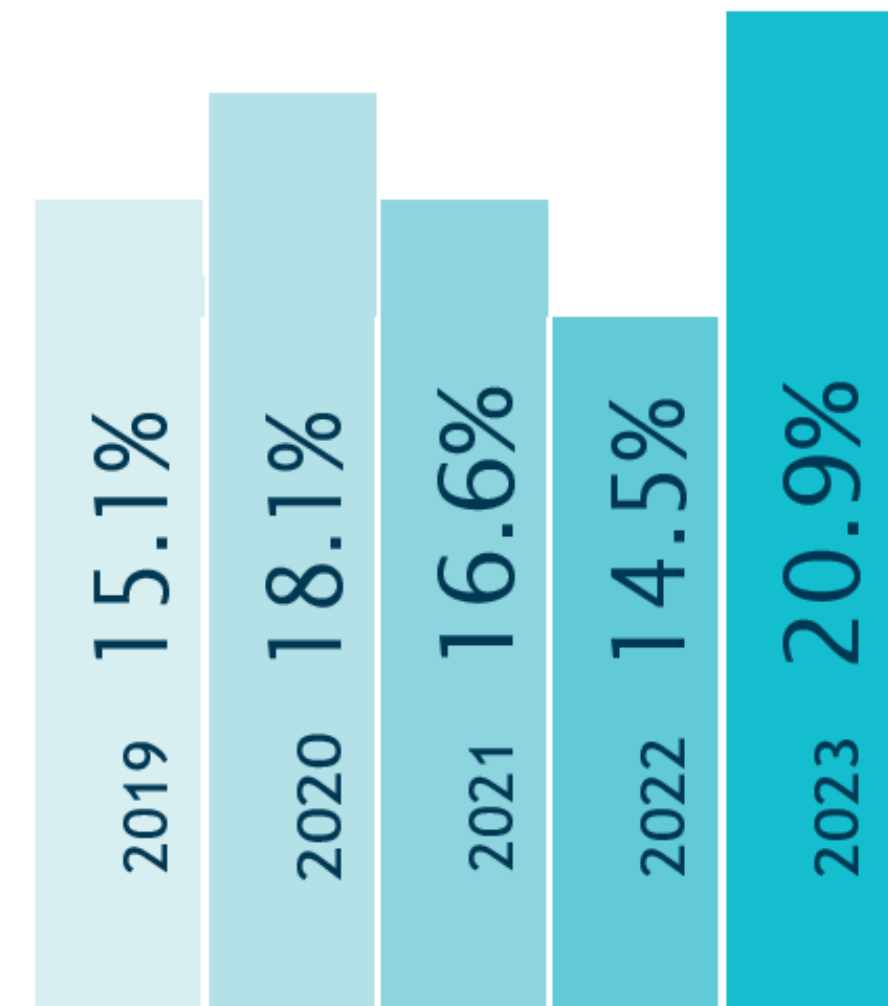
Experience poor mental health for 14 or more days in the past month



38%

Increase from 2019

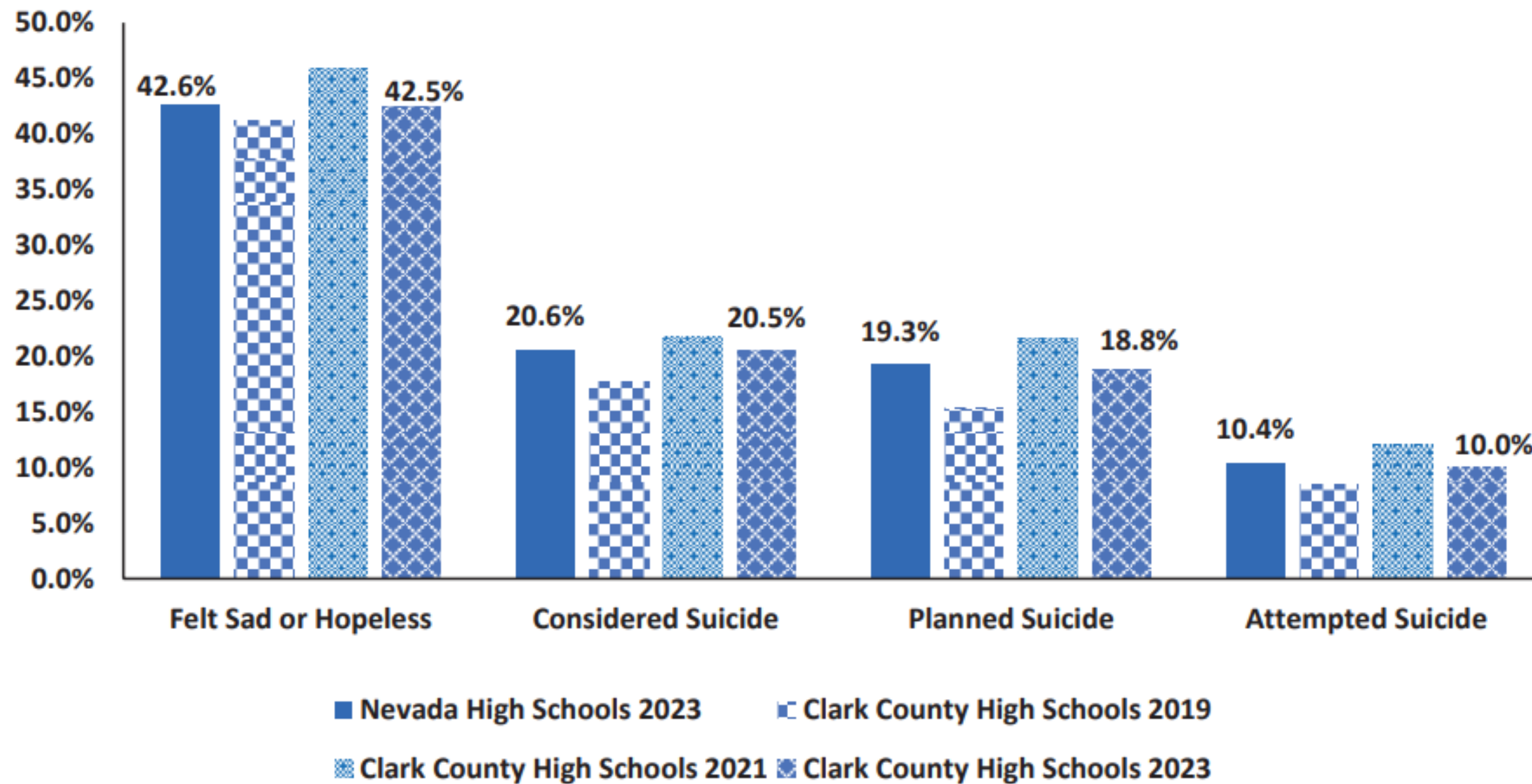
POOR MENTAL HEALTH  
14+ DAYS PER MONTH  
BY YEAR,  
CLARK COUNTY, 2019-2023



Source: Nevada Behavioral Risk Factors Surveillance System, 2023  
(Whitley, 2025)

# Youth Risk Behavior Survey

Figure 12 Mental Health Behaviors, Clark County High School Students, 2019, 2021, 2023 and Nevada High School Students, 2023.



Source: Nevada Youth Risk Behavior Survey (YRBS).

Chart scaled to 50.0% to display differences among groups.

Source: Nevada Youth Risk Behavior Survey (YRBS), 2023

(Whitley, 2025)

# CredibleMind

A population-based approach for addressing provider shortages and increased community demand



Evidence-based



Prevention



Early Intervention



Broad Topics



Assessments



Self-Help/Self-Care Tools

Accessible

FREE

Confidential

# Re-AIM Framework

*What is the implementation effectiveness of the CredibleMind digital platform in Clark County, NV, over a 24-month implementation period (2024-2026), as measured through the RE-AIM framework?*

## Reach

- User Registration Data
- Demographics

## Adoption

- Partner Organization Enrollment

## Effectiveness

- Measurement of Poor Mental Health Days

## Implementation

- Platform Analytics

## Maintenance

- User Retention
- Partner organization engagement

(RE-AIM, 2023) (Glasgow et al., 1999) (Proctor et al., 2010)



# Adoption

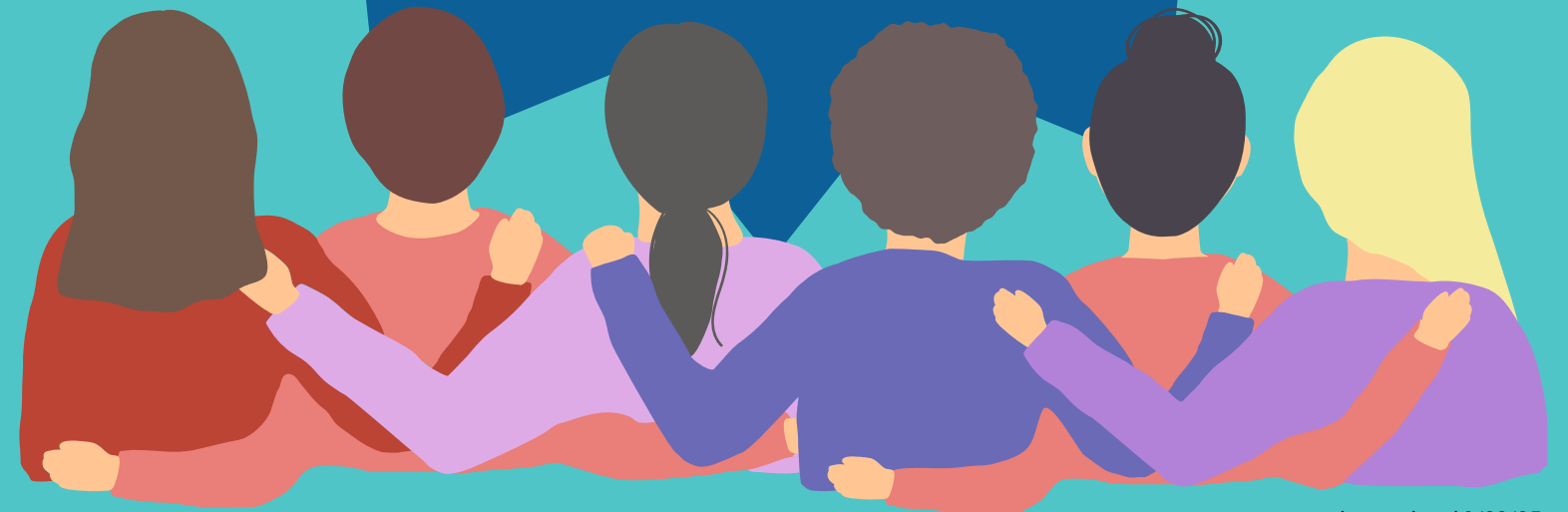
## Professional Community Feedback

- October is a tough month for our teachers. So, we made a point to highlight CredibleMind as an accessible option for resources and support.”  
- **C.O. Teach for America Nevada**
- As a health care practitioner, I can see how Clark County Thrive could pinpoint some of the mental health plights that go unnoticed and save money down the line on having to treat full-blown crises.”  
- **D.L Vally Health System**
- “CredibleMind is an excellent resource, not just for referring our WIC clients, but also for anyone living in Clark County. It’s user-friendly and offers a wide range of self-guided options for mental and spiritual well-being. It’s truly a valuable tool for the residents of Clark County.”  
- **J.D Dignity Health**



# 50

Agencies actively promoting  
the Clark County Thrive  
CredibleMind platform



last updated 9/22/25

# Reach & Implementation

**12,497 users**

**453 registered users**

**14,279 sessions**

## More than Half of Users:

- Between the ages of 13-17
- Female

**4.3% of users access the site in Spanish**

## Most Visited Topics

- Depression
- Anxiety
- Flourishing or Languishing

## User Activity

- Complete assessments
- Use lists
- Access resources

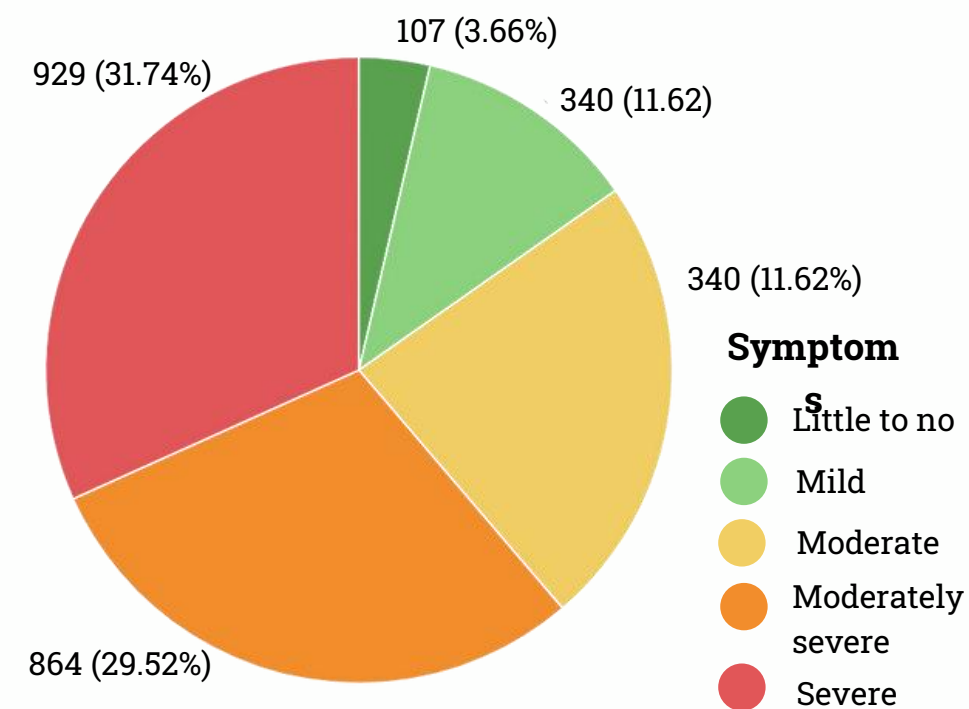




# Reach

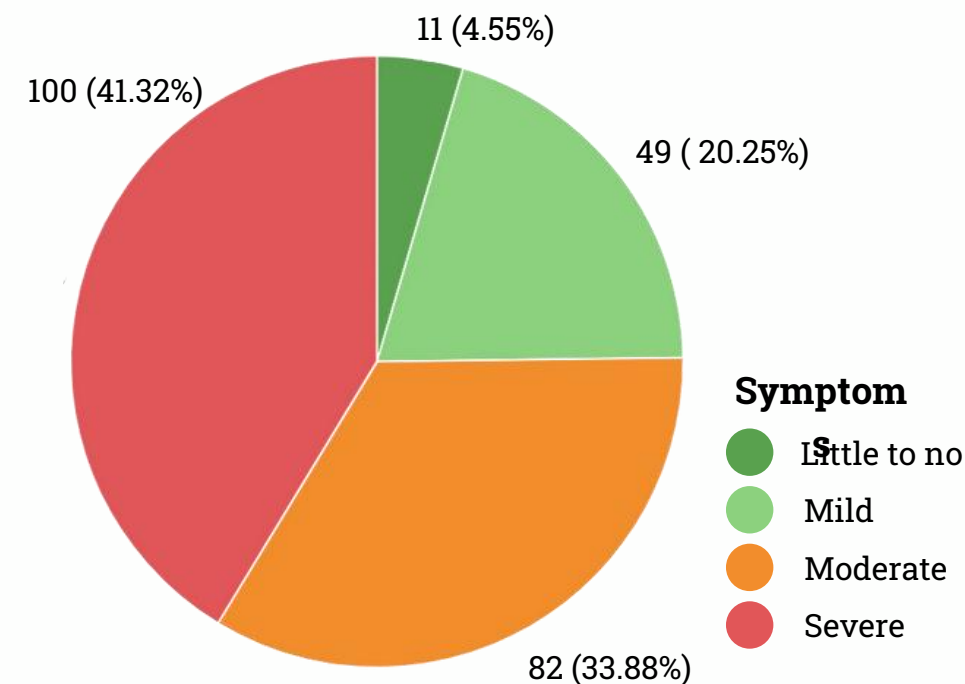
## Are Your 'Off Days' a Sign of Depression

Measures the severity of depression symptoms. Specifically, it measures Major Depressive Disorder as the questions are based on the Patient Health Questionnaire (PHQ-9)



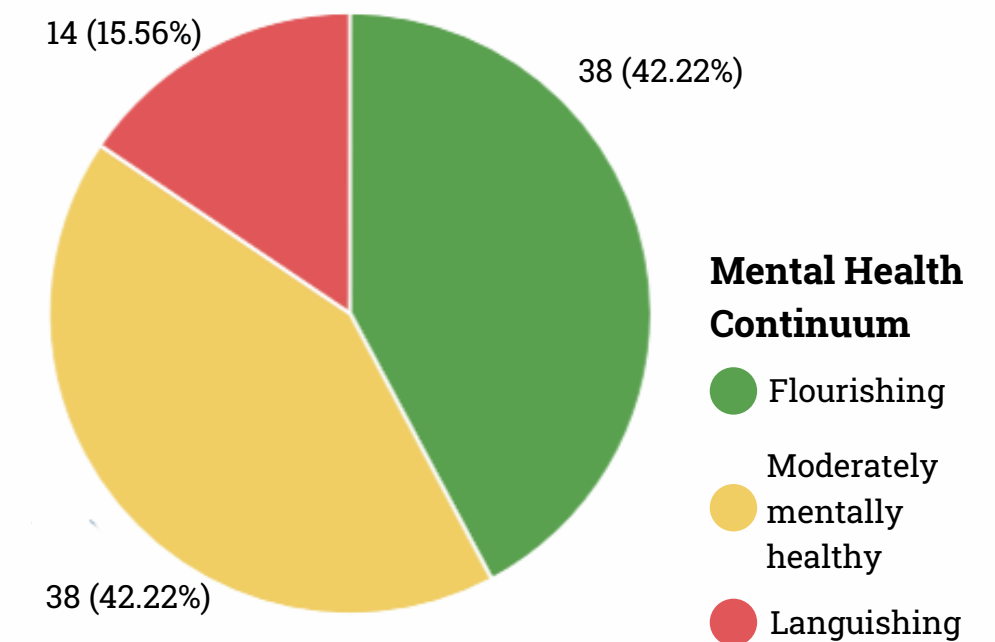
## Are Your 'Worry Days' a Sign of Anxiety

Measures severity of anxiety symptoms. Specifically, it measures Generalized Anxiety Disorder as the questions are based off the 7-item Generalized Anxiety Disorder scale (GAD-7).



## Mental Health Check-in

Provides users with a glimpse into three dimensions of mental health and wellbeing: Flourishing, Anxiety, and Depression.



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## Top 3 Assessments

# User Feedback



"I feel like this is a credible website. It was easy to do the assessments. The information about managing stress and anxiety was interesting and new to me. I also liked when you choose a topic it gives you lots of tips about that topic."

**-A local middle schooler**



"I have personally found Clark County Thrive to be incredibly easy to use and was excited to share it with my teenagers. Since the pandemic we've been concerned about their mental health and this resource has helped us better understand their needs and support them in building resilience and improved mental health."

**-A local mom of three teenagers**



"Clark County Thrive informed me on a lot of subjects I didn't previously think mattered that much. Specifics like maintaining your sleep cycle and how often you socialize, for example. It seems much more accurate than most other sources, so that's pretty helpful too."

**-A local high school sophomore**

CredibleMind Survey: <https://survey.alchemer.com/s3/8087898/Credible-Mind-Eval>



# Successes

- ★ Presented to 35 organizations and 765 people.
- ★ Enthusiastic community feedback
- ★ Average of 888 users per month
- ★ Platform included on 10 community resource pages
- ★ Toolkit was shared with more than 65 people



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# Next Steps

**Collect survey data**



**Connect with  
local hospitals  
and providers**



**Creative marketing  
and promotion**



**Evaluate and  
assess data  
and efforts**



# Questions?



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## Personality Big 5

*Find out where your personality lies  
in the Five-Factor Model!*



[clarkcountythrive.crediblemind.com](http://clarkcountythrive.crediblemind.com)

# Thank you!





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# References

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