



BROTHER BE WELL

Wellness for Boys and Men of Color

ADDRESSING HEALTH EQUITY

Closing the behavioral health equity gap for males of color.

BUILDING COMMUNITY

Brotherhood in a virtual healing space for scale and impact.

ADVANCING INNOVATION

Culturally-appropriate multimedia resources and pathways to care.



brotherbewell.com

Behavioral Health Education and Awareness

Brother Be Well is an innovative multimedia behavioral health education and awareness platform. Our audience is boys (ages 13+) and men of color including African American, Native American, Latinx, and Asian and Pacific Islander American, and for those who identify as LGBTQIA+ within these communities. We provide a safe, supported space where boys and men of color normalize conversations about mental health, substance use prevention, and wellness.

Prevention and Early Intervention (PEI)

We deliver clinical and holistic Prevention and Early Intervention (PEI) education while increasing opportunities for treatment and linkages to care. Our program features digital publishing, a multimedia blog, productions in our virtual studios, podcasting across all major platforms, a responsive web portal, clinical webtalks, webinars, media and courses, and peer support activities. Brother Be Well broadens reach to allow for on-demand flexibility to meet participants where they are.

Inspirational Podcasts



Empowerment Videos



Youth Chat Videos



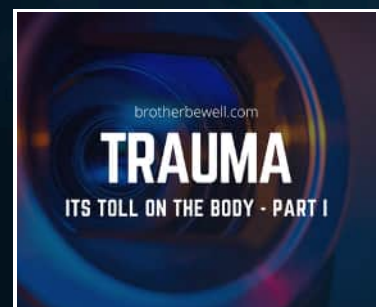
Holistic Education



Impactful Conversations



Awareness Videos





Need for the Program

Considering the social determinants of health, boys and men of color experience disproportionate levels of misdiagnosed or undiagnosed mental illness, over-medication, and high levels of stress, anxiety, depression, and substance use. Yet to be fully developed is an understanding of the multiple ways in which repetitive and multigenerational exposure to violence, oppression, neglect, discrimination, criminalization, and poverty can impact individuals and entire communities. Because of these factors, we also address Adverse Childhood Experiences (ACEs), toxic stress, trauma, secondary trauma, and pathways to healing integrated with Culturally and Linguistically Appropriate Standards (CLAS).

Industry and Clinical Advisors

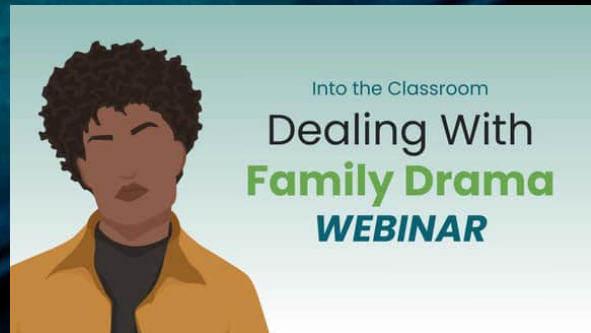
The Brother Be Well platform and multimedia productions are supported by industry and clinical experts from the California Institute for Behavioral Health Solutions, Omni Youth Programs, Capitol City Black Nurses Association, Kaiser Permanente, Sacramento Naturopathic Medical Center, Sutter Health, and UC Davis Health, among other organizations. This powerful collaboration ensures our content is informed by evidence-based practices and lived experience. Through these expert-led multimedia offerings—ranging from videos and podcasts to discussion guides and digital courses—youth connect in meaningful ways, exploring real-life topics with trusted clinicians and advisors. These interactions offer relatable insights and culturally grounded guidance that inspire personal growth, resilience, and wellness.





How to Use Brother Be Well

- Visit our Plans page to sign-up for a free membership. Onboard as an individual or bring your entire group. Members receive our newsletter and invitations to members-only activities.
- Subscribe to our blog to receive our multimedia.
- Follow our Roadmaps to get the most out of Brother Be Well. Use our media and curriculum as part of your curriculum. Find categorized media for youth, family, classroom, and community discussions – education for all.
- Educate youth through a podcast listening session.
- Offer extra credit for reviewing one of our videos.
- Use our web-based courses to educate your staff and students.
- Visit our Learning Library and use our Into the Classroom multimedia teaching tools, which are ready-made, saving you time and resources.



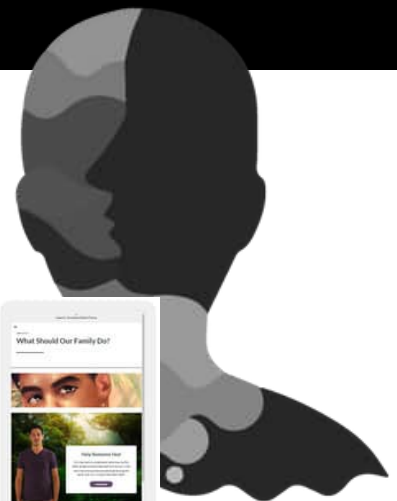
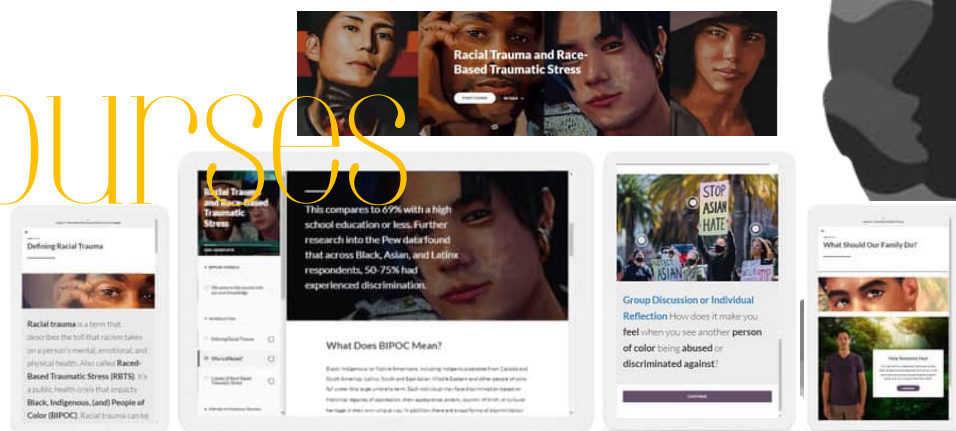
Handouts

Into the Classroom Multimedia Series

Mental Health California and Blue Shield of California's BlueSky initiative announce a new campaign: Into the Classroom—Student Behavioral Health Awareness Multimedia Series. Our free tools are appropriate for middle school to college-aged students. The series promotes youth behavioral health awareness and provides Prevention and Early Intervention (PEI) education for all students (Tier 1). We also have media specifically for males of color through our Brother Be Well program. Our offerings include videos, podcasts, visual presentations, handouts, discussion guides, a Learning Library, and web-based courses accessible anytime from any device.

Videos

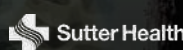
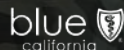
Courses





Join the Brotherhood

A unique platform for boys and men of color. We blend awareness, innovation, and healing pathways to reduce disparities, disrupt prolonged suffering, and improve behavioral health and wellness. Brother Be Well offers education to individuals, community groups, schools, universities, public agencies, healthcare systems, youth organizations, and others. Members have full access to the best of Brother Be Well along with exclusive content, materials, and technical assistance to group managers and their staffs. Onboard your group today to interact with our advisors, clinical experts, and the Brother Be Well community in a safe, supported environment.



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