



# **Mobilizing Community & Storytelling to Improve Mental Fitness**

WELLXCEL COMMERCIAL DECK



In 2022, mental health crises increased at **alarming rates** with the diminishing capacity of therapists and health services, resulting in unprecedented **self-harm and death**.

While many institutions have wellness initiatives in place, and static resource directories to distribute-  
The activation of mental health services are still wildly underutilized due to fear, stigma, and misinformation.



The Mission of Reach-In Now™ is to cultivate psychological safety and prevent critical incidents .

We developed the RIN™ WellXcel Health Course and host its digital content on an innovative tech platform which combines storytelling and self-help content, with intelligent connection to wellness resources in real-time, to support the mental health needs of the education system's major stakeholder groups: Students (YOUTH), Faculty & Staff (PRO), and the entire ecosystem (COMMUNITY)

# RIN™ WellXCel is a Disrupter.

*A Best Practice and National Standard – Suicide Prevention Resource Center*



## **WellXcel- Youth**

Keynote by Bianca D. McCall, LMFT  
2-2HR Workshops by Bianca D. McCall, LMFT:  
Resilience Training  
Bystander Training  
Self-Efficacy  
Violence Prevention

## **WellXcel- Professional**

8 HR Workforce Development  
Training by Bianca D. McCall, LMFT:  
Trauma-Informed Care  
Crisis Prevention & Intervention

## **WellXcel - Community**

2 HR Community Activation Workshop  
by Bianca D. McCall, LMFT:  
Resilience Training  
Bystander Training  
Self-Efficacy  
Violence Prevention

# RIN™ WellXcel Curriculum Builds A Lifetime Achievement of Health & Well-Being.

REACH-IN NOW™

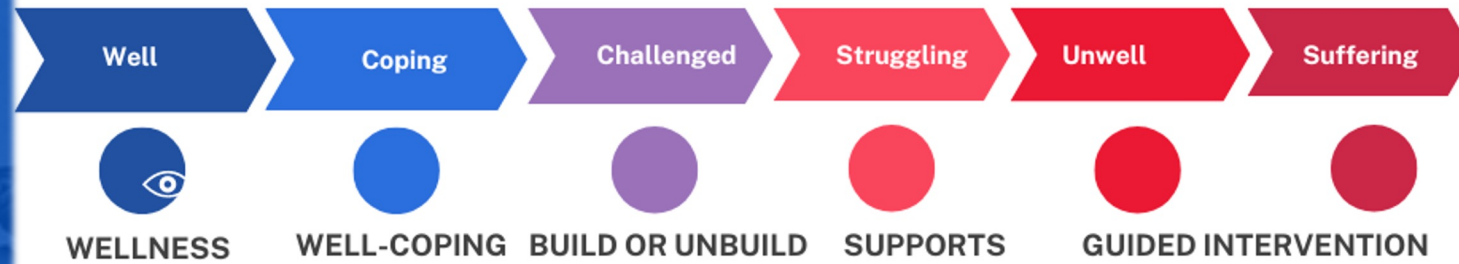
## Unit I:

**Mental Health  
Continuum**

## Unit II:

**The Divine  
Nine™ Culture**

### Mental Health Continuum



## Unit III:

**C.H.A.M.P.S.  
TALK™**

## Unit IV:

**Peak  
Performance**



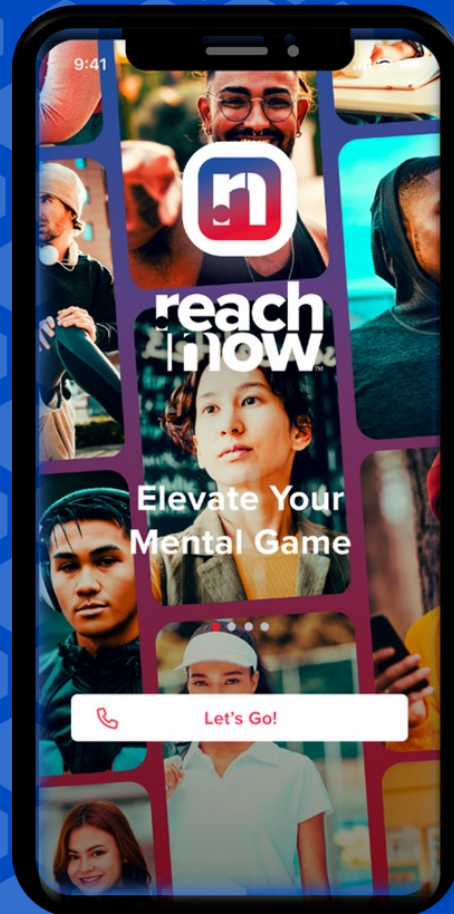
# CHAMPS GONNA **C.H.A.M.P.S. TALK™**



**Compassion**  
**Humility**  
**Acknowledgment**  
**Meaning**  
**Perspective**  
**Support**

# RINx Mobile App™

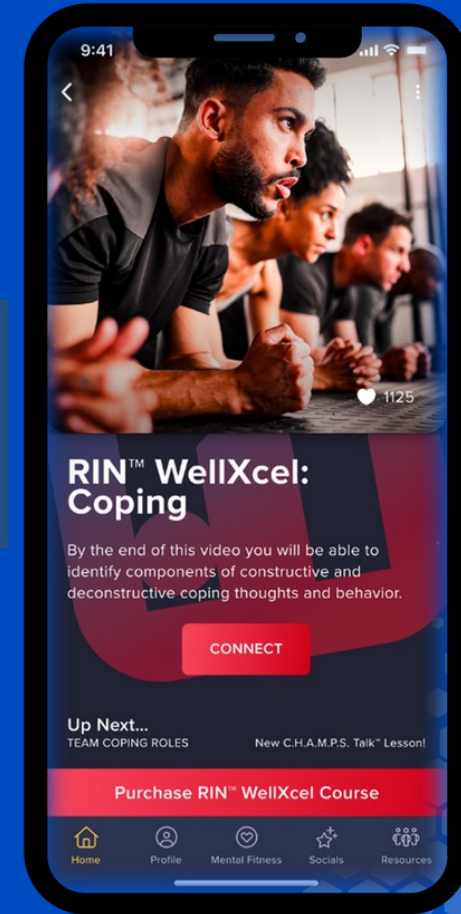
RINx™ IS THE 1ST ALL-IN-ONE APP SOLUTION OFFERING RELATEABLE INFLUENCER CONTENT ,  
A.I. MODERATED GROUPCHATS, NATIONALLY RECOGNIZED HEALTH COURSES, AND REAL-TIME CONNECTIONS TO  
CERTIFIED EXPERTS, RESOURCES & SUPPORT.



MASTERFUL,  
AUTHENTIC  
STORYTELLING



REALTIME  
DATA &  
FEEDBACK



SELF-  
EMPOWERED  
LEARNING

An Experienced, Empathetic Founder

# Bianca D. McCall

## Founder & CEO



- TED Speaker
- Licensed Clinical Therapist
- 25 Years Behavioral Health
- 12 Years Healthcare CEO Health-Tech Entrepreneur
- Certification Specialist at University of Nevada, Reno, Centers for the Application of Substance Abuse Technologies (CASAT, Region 9)

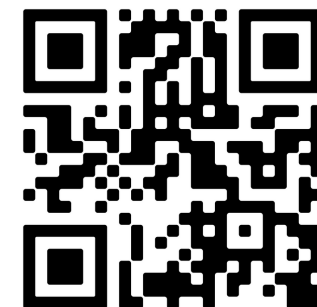
### Boards & Committees

- Advisor, U.S. Dept. of Public Health Policy & Standards
- American Association of Suicidologists (AAS)
- National Best Practices Reviewer
- Contributor, National Strategy for Suicide Prevention

**Reach-In Now™** is the culmination of her radical empathy and lived experiences from trials to **championship at every level** in her sport, in healthcare and education. Less than 1% of the world can claim this.

**reach  
innow**<sup>TM</sup>

**TEST THE  
BETA!**



**Thank You.**

[www.reachinnow.com](http://www.reachinnow.com)



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