

Children and Youth Behavioral Health  
Initiative (CYBHI)

# BrightLife Kids and Soluna Impact Updates



# Transforming Behavioral Health Care for California's Youth

In January 2024, California launched two virtual services platforms—BrightLife Kids and Soluna—to expand access to free behavioral health support for children, youth, and families.

BrightLife Kids ([brightlife.kids](https://brightlife.kids)) and Soluna ([solunaapp.com](https://solunaapp.com)) provide California youth and their families with **free telehealth, tools, and resources to navigate behavioral health challenges**—regardless of insurance or immigration status. These resources include

one-on-one coaching, care navigation, and peer support services. By delivering early and consistent support from trained professionals,<sup>1</sup> these services can help address concerns before they escalate into crises.

## BrightLife Kids & Soluna: Highlights as of May 31, 2025



**319,000+** children, teens, young adults and families reached statewide  
**62,000+** telehealth coaching sessions delivered



**99% of** BrightLife Kids users are satisfied with their experience<sup>2</sup> &  
**97% of** Soluna users would recommend it to a friend



**73% of** BrightLife Kids users &  
**53% of** Soluna users identify as Black, Indigenous, or People of Color (BIPOC)<sup>3</sup>



**77% of** BrightLife Kids users &  
**50% of** Soluna users consider it their first and only source of professional behavioral health support



*“I have someone who I can check in with...who is separate from my family because my family isn’t objective. It’s nice to not feel isolated.”*

**PARENT OF A 4-YEAR-OLD CHILD AND BRIGHTLIFE KIDS USER**

*“Soluna has given me tools and resources, but beyond that, I’ve built trust in myself to use these resources when I need them.”*

**25-YEAR-OLD SOLUNA USER**

Through 30–45-minute coaching sessions, young people and their families can talk to trained coaches about the challenges that matter most to them—from stress and anxiety to self-esteem and relationships.

BrightLife Kids and Soluna also provide care navigation services and referrals to existing

resources, ensuring that children and families can access trusted community resources. Through this care navigation, coaches help identify complex needs, find the right care, and navigate community resources, traditional healthcare, food supports, housing arrangements, transportation, financial resources, and behavioral healthcare.

**Many young Californians face significant challenges accessing behavioral health care due to cost, stigma, and a fragmented system. BrightLife Kids and Soluna make behavioral health support accessible and easier to navigate. The platforms have helped to fill this gap by:**

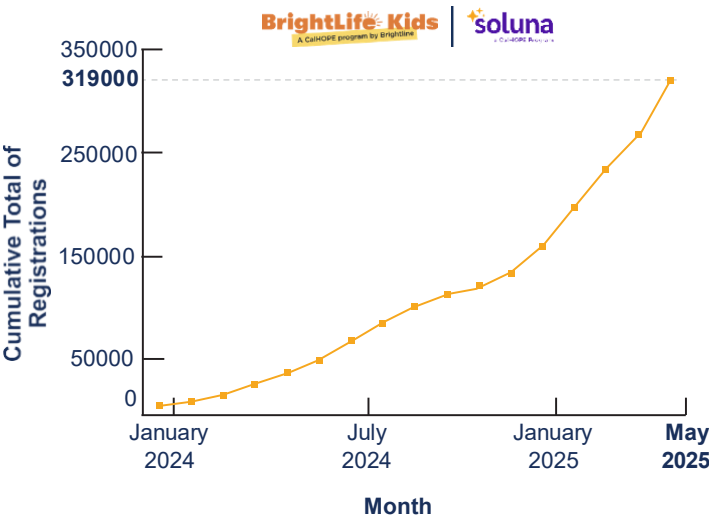
Providing telehealth services in **17+ languages**, ensuring accessibility for diverse communities in the comfort of their own homes.

Reaching youth and families in **under-resourced areas**, with more than half of users coming from counties in the lowest half of the [Healthy Places Index](#),<sup>5</sup> which measures social and economic conditions impacting well-being.<sup>6</sup>

Supporting **historically marginalized communities**, with 73% of BrightLife Kids users and 53% of Soluna users identifying as BIPOC.<sup>7</sup>

Providing care that is **timely and flexible**. On average, BrightLife Kids users waited 1.6 days for an appointment. Soluna users had less than 5-minute average wait time.<sup>8</sup>

## Registered Users, BrightLife Kids and Soluna



*\*Cumulative individual accounts registered on both BrightLife Kids and Soluna as of May 2025*

**From January 2024 to May 2025, BrightLife Kids and Soluna delivered thousands of coaching sessions and referrals to community supports:**

**BrightLife Kids**  
**27,687**

coaching sessions  
**2,488** referrals for community supports (including 2,345 health care resources)

**Soluna**  
**34,503**

coaching sessions  
**1,126** referrals to community supports (including 1,020 health care resources)

**Access to FREE live coaching**

**BrightLife Kids** Monday-Friday 9am-8pm PT  
**Soluna** Daily 10am-10pm PT



[brightlife.kids](https://brightlife.kids)



[solunaapp.com](https://solunaapp.com)





# Impact and Outcomes

## Families are seeing the real and tangible impact of these platforms.

The following testimonials from children and families illustrate the powerful impact that BrightLife Kids and Soluna continue to have on California families.<sup>9</sup>



### TEEN

A teen shared that they were dealing with mental health challenges and noted a history of self-harming behaviors and inpatient stays. Soluna identified a small team of coaches to work directly with the teen, teaching them how to use coaching chats and connecting the teen with other care services. The teen later reported an improvement in their problem-solving skills and ability to think more clearly. The teen now has a renewed sense of optimism for the future.



### FATHER OF MIDDLE-SCHOOLER

A father shared that his daughter was struggling with depression and anxiety; she stopped going to school and would have panic attacks when he tried to get her to go to class. A few months into working with a BrightLife Kids coach, his daughter started to talk to him when she was anxious to express her needs. While she is still nervous about going to school, she has not missed a day since starting 7<sup>th</sup> grade.



*"[BrightLife Kids] coaching has made such a positive difference in our lives, and I cannot express how thankful I am for coach Erin and the [BrightLife Kids] team."*



### MOTHER OF TODDLER

A mother shared that her son was struggling with emotional challenges and displaying aggressive behaviors, which left her feeling overwhelmed. She searched for support and eventually found BrightLife Kids. Working with their coach, she feels more supported, less isolated, and better able to care for her child's needs.



*"The best part is knowing that I'm not alone as a parent."*



### YOUNG ADULT

A young adult struggling with relationships and self-confidence sought support through Soluna. During a crisis, they used Soluna's drop-in coaching chat and was connected to a coach within minutes. The coach provided immediate support at a time when they called their depression "the worst it had ever been." Within weeks, the young adult felt more empowered to socialize and express their emotions. They continue to work on their confidence and emotional resilience with their Soluna coach.

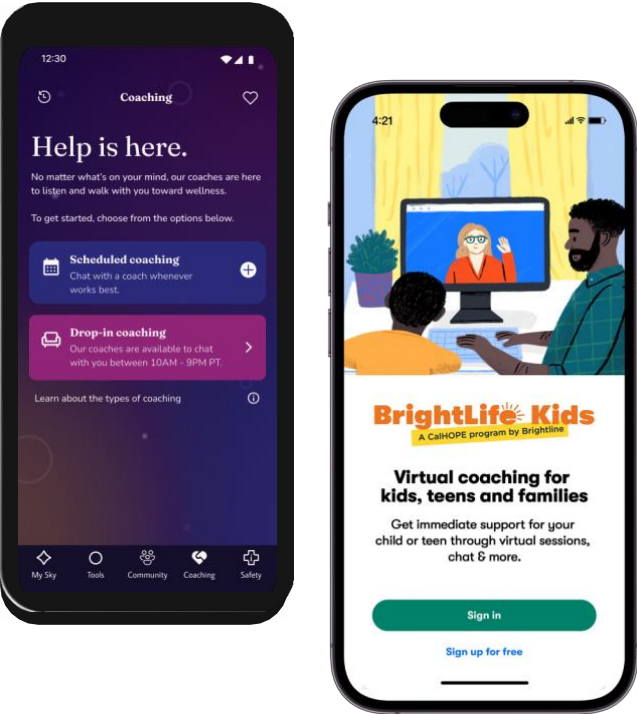


*"Soluna has given me an outlet that I very much need. The help I am receiving in person is not enough, so using Soluna helps with whatever I am not able to receive from my therapist."*

# Leading the charge on children and youth-focused behavioral health.

California set the national standard for **behavioral health** by offering preventive and early intervention virtual services.

According to the National Governors Association (NGA),<sup>10</sup> young adults are increasingly comfortable with discussing mental health issues anonymously in digital spaces, presenting an “opportunity to champion” digital tools for adolescent support. Providing kids with safe, accessible ways to seek help is essential to reaching them where they are. Further, a recent survey from UCLA found that more Californians are now talking to their therapists by video or phone than in person.<sup>11</sup>



## EXAMPLE



**Other states are following California’s lead** by developing digital mental health solutions to support children and youth. For example, this year New Jersey began offering Soluna to youth ages 13-18. Like California, New Jersey offers self-guided resources and coping tools, peer support, and drop-in text-based chats with coaches, as well as scheduled text-based counseling sessions with licensed clinicians.



*“I am so grateful to have a space to express myself that is FREE and so accessible. I love that I don’t have to put a price on my mental health.”*

21-YEAR-OLD

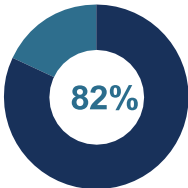
## FOR YOUTH AND YOUNG ADULTS AGES 13-25



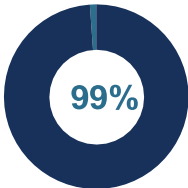
Provides a peer-driven support system, skill-building tools, and on-demand coaching that enable young people (ages 13-25) to navigate behavioral health challenges in a way that resonates with them. Soluna allows users to select coaches based on more than 30 areas of focus, including anxiety, loneliness, neurodiversity, substance misuse, and demographic preferences (i.e., gender and ethnicity).

117,000+

young people have accessed the Soluna app.



of young people reported **feeling less alone** after using the app.<sup>12</sup>



of users who received coaching reported **feeling heard and supported**.<sup>13</sup>



*“Soluna has a lot of resources that can better help me or others in one spot rather than going to different places... In the [Soluna] community, I find that I am, in fact, NOT alone or the only one struggling with mental health.”*

21-YEAR-OLD

## FOR CHILDREN AGES 0-12 AND THEIR CAREGIVERS



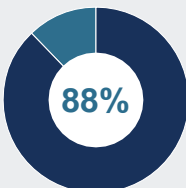
Supports California children ages 0-12 and their families by offering expertise on everything from sleep and anxiety management to building self-esteem and communication skills.

162,000+

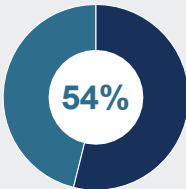
parents and caregivers for

202,000+

children, have accessed the BrightLife Kids app



of children using BrightLife Kids reported **meeting their behavioral health goals** after using virtual coaching resources.<sup>14</sup>



of families sought **support for stress, worries, or anxiety**.<sup>15</sup>



*“Working with our BrightLife Kids coach has helped us move from anxious to more confident when our daughter is having a rough time. I encourage any parent to utilize this support. We don’t have to do it ourselves.”*

PARENTS OF A 5-YEAR-OLD CHILD





# Looking ahead, California aims to help every child and young adult access care and support.

Since BrightLife Kids and Soluna launched in January 2024, they have reimagined behavioral health care delivery for children and youth. As seen, heard, and felt by user testimonies, these platforms have benefited California families.

Many Californians face financial constraints, a shortage of available professional support, and physical access challenges, but BrightLife Kids and Soluna substantially increase access.

The trend toward telehealth programs to enhance access to behavioral health services is evident nationally. The National Academy for State Health Policy (NASHP) recently published a [brief](#) highlighting states’ strategies to provide telehealth services, including a spotlight on California’s implementation of BrightLife Kids and Soluna. As noted by NASHP, telehealth is a critical tool for improving access to services for children who experience significant barriers to receiving necessary behavioral health care.<sup>16</sup>

The momentum for the platforms is growing, as collectively, between January and May 2025, BrightLife Kids and Soluna have already more than doubled the number of children and youth registered for the platforms in 2024. DHCS expects this trend to continue through 2025 with even more of California’s youth getting access to care through BrightLife Kids and Soluna.

By embracing bold solutions, California can improve long-term behavioral health outcomes for millions of young people and their families.



*“Our experience with BrightLife Kids as a family has been so beneficial not just for just my son, but for me as well. I see my child learning new social skills, ways to manage his feelings and life skills such as problem-solving...”*

CAREGIVER OF 7-YEAR-OLD CHILD

## Endnotes

1. Qualifications may include certification(s) from the National Board for Health and Wellness Coaching, International Coaching Federation, 80+ hours of training, and 5+ years of direct experience working with children, youth, and families
2. Based on survey data collected from users of BrightLife Kids through May 2025 and Survey data collected from Soluna service users in 2024
3. Based on voluntary, self-reported demographic data collected by Kooth and Brightline from BrightLife Kids and Soluna users through May 2025
4. Based on survey data collected from users of BrightLife Kids and Soluna services through May 2025
5. A combined average of 57% of BrightLife Kids and Soluna users are in counties in the lower two quartiles of the Healthy Places Index
6. California Department of Public Health, Healthy Places Index, Accessed February 12, 2025
7. Based on voluntary, self-reported demographic data collected by Kooth and Brightline from BrightLife Kids and Soluna users through May 2025
8. Based on usage data for BrightLife Kids provided by Brightline through May 2025 and usage data for Soluna provided by Kooth through May 2025
9. Testimonials and case studies from BrightLife Kids and Soluna users
10. National Governors Association’s (NGA) Playbook on “Strengthening Youth Mental Health”
11. UCLA’s California Health Interview Survey 2024
12. Based on survey data collected from users of Soluna services through 2024
13. Based on survey data collected from users of Soluna services through 2024
14. Based on the percent of cases where the caregiver has reported at least some improvement toward goals set amongst families engaged in BrightLife Kids coaching through May 2025
15. Aggregate data captured as part of BrightLife Kid’s platform onboarding flow through May 2025
16. National Academy for State Health Policy, Brief, May 2025, “States’ Use of Telehealth to Support Children with Chronic and Complex Needs