

#CareForNC

FOR IMMEDIATE RELEASE

Media Contact:

Anna-Marshall Wilson
annamarshall@eandvgroup.com

Greyson Kane Sidebotham
greyson@eandvgroup.com

Jennifer Mackethan
Jennifer.mackethan@trilliumnc.org

Celebrate the Success of Stronger Communities Through NC's Public Behavioral Health System on #CareForNC Day

North Carolina's Partnership for Community Well-Being Declares September 18 #CareForNC Day

RALEIGH, N.C. (September 17, 2019) — On September 18, North Carolina's Partnership for Community Well-Being is celebrating the success of strengthening communities in our state through [#CareForNC](#) Day.

The #CareForNC campaign advocates for a stronger North Carolina through effective supports for people living with mental health issues, substance use disorders and intellectual/developmental disabilities (I/DD), and #CareForNC Day is an opportunity for everyone touched or impacted by the public behavioral health system to make their voices heard.

Stories like John's — an always-smiling, optimistic DJ who lives with cerebral palsy, but allows nothing to stand in his way. He runs his own business and loves to spread joy by playing music throughout his community.

"With the help of care from others in my community, I am able to live independently and pursue my passion for music," said John. "I try to live each day to the fullest, and I've found my purpose by advocating for others with intellectual and developmental disabilities."

Stories like Cody's — a proud father who has found hope and strength through treatment at October Road. Now, he is over 80 days clean and cherishes his ability to be present in the lives of his four young children. Cody wants to make a difference in the lives of others by sharing his story.

“It means the world to me to watch my children grow up and know that my loved ones are proud of me,” said Cody. “October Road changed my life by connecting me with the tools I needed to be the person I was meant to be.”

These are just two examples of the empowerment, independence, motivation, determination, inspiration and hope of those served that strengthen communities across the state. The coalition is asking legislators to keep these stories in mind as they deliberate the future of John, Cody, and countless other North Carolinians’ health care.

“John’s story exemplifies how well North Carolina’s public behavioral health system works to create strong, united communities,” said Leza Wainwright, CEO of Trillium Health Resources. “We’re proud to be a part of the foundation that ensures communities have access to high-quality behavioral and I/DD health care so that our citizens can reach their potential and fully contribute to their communities.”

The Partnership for Community Well-Being includes leaders from the state’s seven local management entity/managed care organizations (LME/MCOs) and two large provider groups that deliver high-quality behavioral and I/DD care to North Carolinians in all 100 counties.

The statewide #CareForNC campaign raises awareness of the importance in supporting every citizen in reaching their full potential to support a healthy and strong North Carolina. To do that, we need to ensure that our state continues to benefit from the behavioral health infrastructure built to support the foundation of vibrant and prosperous communities.

Learn more about the #CareForNC campaign at www.CareForNC.org and join the conversation on #CareForNC day by sharing your story via [Facebook](#) and [Twitter](#).

Members of the Partnership for Community Well-Being include:

- Alliance Health
- Benchmarks
- Cardinal Innovations Healthcare
- Eastpointe
- North Carolina Providers Council
- Partners Behavioral Health Management
- Sandhills Center
- Trillium Health Resources
- Vaya Health

About the #CareForNC Campaign

#CareForNC is a joint effort of the Partnership for Community Well-Being, a new partnership of the state’s seven LME/MCOs and two large provider groups that provide high-quality behavioral



and I/DD care to North Carolinians in all 100 counties. We coordinate care across multiple systems for the benefit of the people and communities we serve. But most importantly, we are advocates for the families and communities we serve. We are here to raise awareness for the countless people whose lives have been changed and communities that have been strengthened by the services provided by the public behavioral health system.

###