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Metrocare and City of Dallas Launch “Dallas Heals” Campaign to Address Mental Health Crisis

Texas ranked 44th in overall mental health and 51st – yes, last place – in access to care rankings.

June 3, 2024 (Dallas, TX) – Metrocare, in collaboration with the City of Dallas, is thrilled to announce the commencement of the Dallas Heals campaign, a comprehensive mental health education and outreach initiative. Dallas Heals is aimed at serving the most vulnerable and marginalized communities in Dallas, who have historically had cultural, financial, and systemic barriers affecting their access to necessary and quality mental health care.

The Dallas Heals campaign comes at a crucial time as Texas grapples with multiple health crises, including the emergence from the COVID-19 pandemic and a concerning lack of access to mental health care. According to [Mental Health America's 2023 State of Mental Health in America report](#), Texas ranks 3rd in the prevalence of mental illness but 46th in overall mental health, with last place in access to care. This situation is further exacerbated in Dallas County, where 21% of residents are uninsured, disproportionately impacting BIPOC communities.

Recognizing the urgent need for action, Metrocare and the City of Dallas have united to launch the Dallas Heals campaign, targeting low-income communities, historically underserved populations, Qualified Census Tracts (QCTs), and communities of color, in order to combat the stigma surrounding accessing mental health treatment.

"The Dallas Heals campaign represents a collaborative effort to address the mental health crisis facing our city with urgency," said Tate Ringer, Chief Strategy Officer, at Metrocare. "By leveraging research-based methods and evidenced-based practices, we aim to reduce stigma, increase access to essential mental health services, and provide support to those in need."

The Dallas Heals campaign will employ a multifaceted approach, including:

- **Social Media Outreach:** Utilizing platforms such as Facebook and Instagram to reach wide audiences and reduce stigma surrounding mental health.
- **Community Trainings:** Offering Mental Health First Aid and ASIST Suicide Awareness trainings to laypersons, empowering them to provide support to those in crisis.

- **Partnerships with Faith-Based Communities:** Collaborating with faith-based leaders to reduce stigma and increase awareness of mental health resources.
- **Targeted Outreach:** Ensuring that resources and support reach those most in need, including low-income communities, historically underserved populations, QCTs, and communities of color.

The Dallas Heals campaign builds on Metrocare's longstanding commitment to providing comprehensive mental health services to the Dallas community. With the support of the City of Dallas and key stakeholders, the campaign seeks to address urgent mental health needs by providing all struggling individuals access to the resources and quality care they deserve.

For more information about the Dallas Heals campaign and how you can get involved, please visit dallasheals.com.

About Metrocare: Metrocare is the largest provider of mental health, developmental disability and permanent supported housing services in Dallas County serving over 50,000 children, teens and adults annually. For over 55 years, Metrocare has provided a broad array of services from mental health care, primary care, services for veterans and their loved ones, accessible pharmacies, homeless outreach, and supportive social services [or "more"]. Metrocare provides specialty mental health services to over 10,000 children and teens and has numerous programs for babies, children and adults with disabilities, including Early Childhood Intervention, Flourishing Families, Nurturing Parenting, Supported Employment and two specialty autism clinics in Dallas and DeSoto. In conjunction with clinical care, Metrocare's Altshuler Center for Education and Research (ACER) is transforming the community mental health landscape of North Texas through workforce development focused on innovative partnerships and exceptional trauma-informed training.

Metrocare upholds the person-centered philosophy to **focus care on the needs of individual**. We take care to ensure that people's preferences, needs and values guide clinical decisions and to provide care that is respectful of and responsive to those we serve. We see ourselves as partners in healing with our clients and their support network.