

Mental Health America of Central Carolinas launches bold new marketing campaign and opens free counseling center in east Charlotte



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Date 2023-03-03 10:03



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CHARLOTTE, NC— [March 3, 2023] — [Mental Health America of Central Carolinas](#) (MHACC) today announced a bold new mental health awareness campaign focused on communities or color. The new campaign, "[My Mental Health Matters: Caring for Communities of Color](#)" features prominent local influencers, including:

- Congresswoman Alma Adams
- Pastor Duane Butler, MHA Board Member
- Football Legend Steve Smith, Sr. Miss Charlotte USA 2023 Jarin Simmons
- BSW Program Director at UNC Charlotte's School of Social Work Roger Suclupe, MSW, LCSW

"We believe this campaign and the new free counseling center will be transformational for our community," said Kathy Rogers, MHACC's executive director. "The need is extremely great and we know the critical impact mental health issues are having on our community."

In addition, the organization's new counseling center has officially opened in East Charlotte at 3701 Latrobe Drive, Suite 140. MHA hired Megan Bryant, MS, LCMHC, LCAS-A as the clinical director for its new, free center which is currently accepting patients. This project was made possible through a major investment from Mecklenburg County's American Rescue Plan Act (ARPA) funds. The center will also be staffed with graduate students from Johnson C. Smith University and UNC-Charlotte.

"Creating this counseling center provides students the opportunity to learn and practice, under clinical supervision, and receive clinical experience through a meaningful internship," added Rogers. "In addition, it is an opportunity for us to help increase the pipeline of therapists of color, through internship opportunities."

Renovations were recently completed to repurpose offices, to provide much-needed mental health counseling services for residents who may not be able to afford counseling. The center is open Monday through Thursday from 9 a.m. to 4 p.m. for in-person or virtual sessions and will offer the following services, free of charge, to residents in Cabarrus and Mecklenburg counties:

- Free short-term counseling
- Access to mental health resources
- Up to six sessions with a licensed mental health professional
(I'm not sure there is a limit on sessions...will check with Megan)
- Access to food, housing and employment resources

"Mental health resources are just one piece to the puzzle and we want to know what other needs our clients have, explained Megan Bryant, the counseling center's clinical director. "We understand the social determinants of health impact our mental health and if clients are food insecure or have housing issues or employment needs, we want to connect them to other relevant resources in our community."

About Mental Health America Central Carolinas

Founded in 1933, Mental Health America (MHA) of Central Carolinas has been the voice of hope for those impacted by mental illness in the greater Charlotte area –celebrating their 90th anniversary this year. MHA provides family support services to parents of children with behavioral, emotional, or mental health needs; peer support for adults living with chronic mental illnesses; and mental health education and preventative trainings to the broader community. MHA's programs bring together mental health consumers, parents, advocates and service providers to address systemic issues impacting mental health. For more information, please visit www.mhaofcc.org or call (704) 365-3454.

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