

Spotlighting  
**MENTALHEALTH  
WINS**

in the Texas Panhandle



**2025** REPORT TO THE COMMUNITY



# PANHANDLE BEHAVIORAL HEALTH ALLIANCE

The Panhandle Behavioral Health Alliance is working to transform the system of mental health care in the Texas Panhandle. We do this work through three main focus areas:

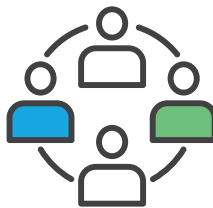
## WELLNESS & ACCESS

Improving the capacity of our communities to practice prevention, early-intervention and recovery principles.



## PROVIDER SHORTAGES

Increasing clinical mental and behavioral health providers in the Texas Panhandle.



## JUSTICE-INVOLVED

Improving the health outcomes for justice-involved individuals with mental and behavioral health issues by collaborating with the Justice System.



As with all system change, this work requires the collaboration of individuals from across the mental health ecosystem, including mental health care providers, primary care providers, law enforcement officers, educators and those with lived experience of mental illness.

PBHA serves as the backbone organization, providing a neutral supportive infrastructure and services for stakeholders to collaboratively address mental health and well-being in our region.

# Spotlighting MENTAL HEALTH WINS IN THE TEXAS PANHANDLE

This past year has been full of remarkable achievements that have strengthened mental health care across the Texas Panhandle. These milestones spotlight what's possible when we work together with purpose and compassion.



Judy Day  
Co-Chair

## Collaboration at the Core

Our work thrives on collaboration. Judges, educators, healthcare providers, law enforcement and community leaders are joining forces to address pressing challenges like suicide prevention, substance use and access to care.

## Spotlighting Wins

This report celebrates how our communities are rising to meet mental health challenges with creativity and compassion. Representative Four Price, a dedicated advocate for Texas mental health, praised PBHA's leadership and collaboration, recognizing these efforts as key to elevating the Panhandle as a leader in mental health care. His optimism reminds us that the progress we've made lays the foundation for even greater opportunities ahead.

PBHA's achievements center on three key focus areas: **Wellness and Access**, **Justice-Involved Care** and **Provider Workforce Development**. These priorities are exemplified by local successes, such as Hereford ISD's school-based mental health initiative and 211's Texas Panhandle Reentry Program, which demonstrate how partnerships can create meaningful, lasting change.

## Looking Ahead

While we celebrate these accomplishments, we remain focused on the work ahead. Innovations and technology will play an important role in addressing the challenges faced by rural communities through tools like telehealth. However, technology cannot replace the human connection critical to addressing emotional and psychological needs.

## Gratitude for a Caring Community

These successes are only possible thanks to the dedication of stakeholders from across the Panhandle. People from across the system have invested their time, energy and expertise to make these initiatives a reality. Your contributions inspire hope and demonstrate the power of collective action.

This report is more than a reflection on progress – it is a testament to the compassion, resilience and determination that define the Texas Panhandle. Together, we are shaping a future where mental health care is not only accessible, but transformative. By blending innovation, collaboration and a deep commitment to care, the Panhandle has become a beacon for what's possible in rural mental health care. As we spotlight the wins that have brought us this far, we also shine a light on the path ahead – one filled with opportunity, hope and the promise of continued progress. The best is yet to come!



Laura Street  
Co-Chair



Shree Veeramachaneni  
Executive Director

# BUILDING RESILIENT FUTURES BY BRIDGING THE GAP BETWEEN EDUCATION AND MENTAL HEALTH

Hereford Independent School District (Hereford ISD) is enhancing mental health services and addressing substance use with collaborative and innovative initiatives. This work is supported by the Texas Health and Human Services Commission (HHSC) and the Texas Education Agency Stronger Connections Grant. This initiative includes the work of a collaboration among Hereford ISD, Panhandle Behavioral Health Alliance, Deaf Smith County Mental Health Coalition, Deaf Smith County Community Resource Coordination Group and HHSC.

The grants fund specialists to tackle critical personnel gaps in mental health services,

substance use prevention and social work – areas often underserved in K-12 public education. The specialists are actively informing, addressing, counseling, advocating and collaborating with the community to create meaningful change.

Hereford ISD aims to gain true buy-in from the community to make real changes for students, staff and community.

The grant also provides professional development for Safe and Supportive Schools Programs, with training in trauma-informed practices, emergency planning, site assessments and the development of sustainable strategies.

Beyond immediate improvements, the program focuses on building sustainable systems and processes to extend its impact beyond the life of the grants. By fostering collaboration and establishing long-term solutions, Hereford ISD and its partners are bridging the gap between public education and mental health resources, paving the way for healthier futures for students, families and the broader community.

## You Do Matter: RAISING SUICIDE AWARENESS IN HEREFORD

In September, the Hereford community came together for the You Do Matter suicide awareness event, a heartfelt tribute to those lost to suicide and a celebration of those who are still around.

The event fostered connection as old and new friends shared stories, memories and hope, elevating awareness around mental health and the importance of support. Attendees participated in a variety of activities, including a candlelight vigil, car and bike show, live music, food trucks, vendors and more – creating a vibrant and meaningful experience.



With activities designed over a two-day period to encourage open conversations and healing, participants united in a shared mission to break the stigma surrounding mental health challenges. The event underscored a powerful message: every life matters, and no one is alone in their struggles.

# Moore Miles For Mental Health: **A COMMUNITY STEPS UP FOR A CAUSE**

On September 7, 2024, the Moore County Behavioral Health Advisory Team hosted the first annual Moore Miles for Mental Health in Dumas, Texas. With over 200 participants joining the 5K Run, 5K Ruck, Non-Competitive 5K Run/Walk and 1-Mile Kids Superhero Fun Run, the event showcased the community's incredible commitment to supporting mental health.

Moore Miles for Mental Health raised nearly \$17,000. Proceeds from the race will provide transportation for authorized individuals who need access to behavioral health services at Northwest Texas Behavioral Health, Oceans Behavioral Health Hospital, Texas Panhandle Centers RESET (diversion center) and any other behavioral health service providers located outside Moore County.

The event's success was made possible by incredible support from sponsors, vendors, volunteers and local groups.

Mark your calendar for the next Moore Miles for Mental Health, scheduled for September 6, 2025. Together, let's continue to move for mental health and show the Texas Panhandle what a community united can achieve. Follow Moore Miles For Mental Health on Facebook for updates, inspiration and ways to get involved!



## Mapping a Course

# TO TRANSFORM MENTAL HEALTH IN HUTCHINSON COUNTY

Hutchinson County took a collaborative step to improve mental health care and criminal justice coordination by hosting its first Sequential Intercept Mapping (SIM) Workshop in 2023. This nationally recognized tool helps communities identify where individuals with mental health concerns interact with the justice system and determine opportunities for intervention.

The workshop, organized through the Mental Health Taskforce and supported by the Texas Judicial Commission on Mental Health, brought together local leaders, including judges, law enforcement, licensed counselors and local agency representatives, to create a shared vision for progress.

During the workshop, participants mapped the county's mental health and justice systems to identify strengths, gaps and priorities for improvement. Their findings highlighted four key areas for action:

- 1 Local Outpatient Mental Health Facility**  
Establishing a dedicated space for mental health services.
- 2 Law Enforcement Crisis Response**  
Assigning a specially trained officer to respond to mental health crises.
- 3 Regional Diversion / Competency Restoration Services**  
Creating a facility to provide care and support, helping individuals avoid incarceration.
- 4 Increased Reentry Peer Support**  
Exploring housing and peer support options.

These pillars represent a roadmap for a more compassionate, effective system that prioritizes treatment over punishment.

The workshop has already driven significant progress. Renovations for the outpatient facility, Aspire A Mindful Place, began in December 2024, with a plan to provide an accessible space for mental health care. The Diversion Center in Amarillo is now operational and is currently ramping up processes to serve all 21 counties that are served by Texas Panhandle Centers, including Hutchinson County. Although plans for a dedicated Mental Health Officer are on hold until the new sheriff assumes office, it remains a priority. The task force is also researching sustainable models for sober living homes, exploring both short- and long-term funding opportunities that would enhance peer support services in the community..

Perhaps the most significant outcome of the workshop is a renewed sense of hope, with Hutchinson County's judicial system actively engaged in solutions that demonstrate a commitment to improving outcomes for individuals and families. By implementing these plans, Hutchinson County is not only creating a brighter future for its residents, but also setting an example of how rural communities can collaborate to address mental health challenges effectively.

See 2024 Hutchinson County (and other) Sequential Intercept Mapping Reports at <https://PanhandleBehavioralHealthAlliance.org/justice>



# Aspire A Mindful Place: **TRANSFORMING MENTAL HEALTH AND COMMUNITY SPACES**

Hutchinson County is set to experience a transformative shift in mental health care with the establishment of Aspire A Mindful Place, a new behavioral health services provider in Borger.

Historically underserved, the community has faced limited mental health resources, with only sporadic availability of trained professionals. The alarming rise in suicide attempts among local schoolchildren underscored the urgent need for mental health support, sparking action and collaboration with PBHA. Aspire aims to bring comprehensive, accessible care to the area.

Led by Executive Director Julie Winters, Aspire is the result of years of collaboration by a dedicated mental health taskforce. Since 2019, the taskforce has evolved to include diverse sectors, including private clinical providers, therapists, schools, ministers, judicial leaders, Texas Panhandle Centers, community members and civic organizations, such as High Plains Helping Hand and the Salvation Army.

Additionally, organizations from outside the county, such as The Bridge Children’s Advocacy Center, Cal Farley’s, Window on a Wider World and Another Chance House, recently joined the effort to address the county’s missing mental health resources.

Aspire received a \$250,000 grant from the Amarillo Area Foundation to support its mission of creating a comprehensive behavioral health complex. Aspire will renovate and transform a historic 1948 church into a 17,000-square-foot behavioral health facility. This iconic building will house counseling offices, telehealth rooms, group therapy spaces and community engagement areas.

Aspire will provide direct care through counselors, peer support specialists, support groups, telehealth and a psychiatric nurse practitioner. By maintaining the architectural charm of the building, Aspire aims to create a stigma-free environment that fosters accessibility and holistic care.

Aspire will be beneficial for Borger and the region, offering much-needed resources to support individuals and families. By repurposing a cherished landmark, the initiative underscores the power of community-driven solutions to create spaces of solace, healing and resilience. Aspire is more than a mental health provider – it’s a symbol of hope for a brighter, healthier future for Hutchinson County and beyond.



# Advancing Mental Health Care IN JUVENILE JUSTICE

In 2023, the Texas Juvenile Justice Department partnered with Texas Health and Human Services to launch a learning collaborative aimed at addressing one of the most pressing issues facing youth in the juvenile justice system: suicide prevention. The Randall County Juvenile Probation Department, which operates a secure facility for pre- and post-adjudication youth, became a key participant, integrating the Zero Suicide Framework into its efforts to identify and address the mental health needs of vulnerable youth.

The Zero Suicide Framework provides a structured, evidence-based approach to suicide prevention, enabling the department to continuously evaluate and enhance its policies and practices. This initiative brought together critical stakeholders, including the Texas Suicide Prevention Coalition, Texas Panhandle Centers and Panhandle Behavioral Health Alliance.

Recognizing the challenges inherent in providing mental health care within detention facilities – such as provider shortages, limited resources and the temporary nature of detention – the learning collaborative facilitated discussions among stakeholders to identify gaps and develop solutions. Education and support from partners like the 988 Lifeline and the Columbia Lighthouse Project further enriched the collaborative’s efforts.

A significant milestone was the Randall County Juvenile Probation Department’s implementation of the Columbia Suicide Severity Rating Scale (C-SSRS), an evidence-based tool for identifying individuals at risk of suicide. Presenting their approach at the collaborative, the team shared insights that helped other participants understand the importance of structured screening processes.

Through the learning collaborative, the department also accessed vital training opportunities, including AS+K (Ask About Suicide to Save a Life), Safety Planning Interventions and Counseling on Access to Lethal Means (CALM). These programs equipped professionals with the skills needed to support at-risk youth while respecting their independence.

The Zero Suicide Framework emphasizes continuous quality improvement, aligning with

the department’s mission to provide effective care for youth in crisis. Future efforts will focus on sustaining these advancements through ongoing training, policy evaluation and active participation in statewide collaborations.

By leveraging partnerships, evidence-based practices and a commitment to ongoing improvement, the Randall County Juvenile Probation Department is creating a stronger safety net for youth, ensuring they receive the care and support they need during their most vulnerable moments.

Although mental health training is not required to use the Columbia Protocol, it is helpful. See <https://cssrs.columbia.edu/training/training-options/> for more information.

## THE COLUMBIA SUICIDE SEVERITY RATING SCALE

**Q1**

Have you wished you were dead or wished you could go to sleep and not wake up?

**Q2**

Have you actually had thoughts about killing yourself?

If YES to 2, answer questions 3, 4, 5 and 6. If NO to 2, go directly to question 6.

**Q3**

Have you thought about how you might do this?

**Q4**

Have you had any intention of acting on these thoughts of killing yourself (as opposed to you have the thoughts but you would definitely not act on them)?

**Q5**

Have you started to work out or worked out the details of how to kill yourself? Do you intend to carry out this plan?

**Q6**

Have you done anything, started to do anything or prepared to do anything to end your life? (Examples: collected pills, obtained a gun, gave away valuables, wrote a will or suicide note, held a gun but changed your mind, cut yourself, tried to hang yourself, etc.)

Any YES must be taken seriously. Seek help from friends, family, coworkers, and inform them as soon as possible. If the answer to 4, 5 or 6 is YES, immediately escort to emergency personnel for care. Do not leave the person alone. Stay engaged until you make a warm hand-off to someone who can help.



# Collaborating For Change: 2024 REENTRY WORKSHOP

The Panhandle Behavioral Health Alliance convened community stakeholders at the 2024 Reentry Workshop to develop a shared goal and align activities addressing the needs of the justice-involved population with mental health and addiction issues.

Building on the integration and evolution of the SIM priorities and plans developed at the 2022 SIM Workshop, the 2024 Reentry Workshop underscored the transformative power of collaboration, demonstrating that when communities unite with purpose, second chances become the foundation of lasting change. Key sessions focused on addressing mental and behavioral health needs, managing polarities in community planning and identifying gaps in existing reentry services. Participants collaborated on a shared reentry map to highlight barriers and opportunities for progress. Each session was carefully crafted to provide attendees with practical tools to bring back to their respective organizations and to foster collaboration and unity.

Participants worked together to develop a shared vision for success and outline strategic goals and initiatives that would create a greater collective impact on the justice-involved community. A key outcome was the formulation of the PBHA Justice Reentry Workgroup's goal: **Practice person-centered care principles to connect individuals in transition to resources through collaborative partnership.**

PBHA also highlighted several initiatives aimed at strengthening community support systems. These collaborations and other projects will focus on localized data, improved referral coordination and increased application of recovery-based



principles by stakeholders in their programming. Additionally, participation in the Texas statewide Reentry Learning Collaborative fosters knowledge-sharing and the exchange of best practices among stakeholders.

By turning ideas into action and commitment into measurable progress, PBHA and its partners are redefining what it means to reenter – with hope, dignity and opportunity.

## PBHA Supports **TRANSPORTATION NEEDS IN MENTAL HEALTH SPECIALTY COURT**

Panhandle Behavioral Health Alliance (PBHA) partnered with the Panhandle Regional Problem Solving Court to collect data and address transportation challenges faced by clients with behavioral health needs. The court was able to supplement city transit services available to clients by providing transportation through Uber as well as transportation services by the City of Amarillo.

Although the initiative is still in its early stages, preliminary findings suggest it is a success. Participants have expressed greater comfort using Uber, likely due

to the app's ability to streamline scheduling and reduce the need for face-to-face interaction or phone calls.

Josh Crawford, the former director of the specialty courts, noted that requiring direct interaction too early in the program often correlated with a lower likelihood of clients utilizing the resource.

Crawford emphasized the critical role of dependable transportation assistance in the specialty courts program and its impact on client confidence.

"No matter what resource they were using for transportation assistance, they became more confident in communicating that need once they knew it would be consistently met," Crawford said. "The participants also became more vocal in communicating in the courtroom with staff. They would be more likely to engage in conversation because they could break the ice with 'thanks for setting up my ride.'"

## **RESET: TRANSFORMING JUSTICE IN THE TEXAS PANHANDLE**

The Texas Panhandle Centers' Deflection and Diversion Center, called RESET, launched in September 2024 in partnership with law enforcement and system stakeholders and is designed to address mental health and substance use crises. RESET provides non-violent, low-level offenders experiencing mental health challenges and/or substance use with access to treatment instead of incarceration, breaking cycles of justice system involvement. Services include peer support, assessments, psychiatric and medical care, respite care and discharge planning to help individuals achieve stability.

Since its launch, RESET has already made a significant impact. One powerful example is a woman who spent two years cycling through the justice and mental health systems. During that time, she spent 422 days in jail, costing the county \$24,000, and an additional 62 days in a psychiatric hospital and 104 days in a Crisis Respite facility, with a cost to taxpayers totaling more than \$75,000. Through RESET, she received tailored treatment, housing support and outpatient services. Today, she lives on her own, demonstrating how RESET helps people build stable and independent lives.

RESET is fully staffed and actively refining processes to ensure quality care as it works toward expanding services across all 21 counties in the Texas Panhandle. Participants are referred by law enforcement and must voluntarily agree to receive RESET's services instead of being charged.

The center provides personalized care to de-escalate crises, assess needs and connect participants to resources. Peer support staff guide participants, while on-site nurses deliver medical care with case managers who help with smooth transitions to community services. For those needing temporary support, the crisis respite program offers a safe space to connect to additional care.

## Fall Justice Forum

# ADVANCES MENTAL HEALTH AND JUSTICE INITIATIVES



*Janell Menahem, director of 2-1-1 Texas Panhandle, previews the establishment of the Reentry Specialist position in early 2025.*

The Panhandle Behavioral Health Alliance and Texas Panhandle Centers (TPC) hosted the Fall Justice Forum at TPC's Diversion Center. The forum, held on November 14, 2024, brought together 24 participants, including representatives from PBHA, TPC and local law enforcement, fostering an alliance to improve mental health and justice outcomes.

The forum featured findings from PBHA's Justice Reentry Workshop and a tour of the Diversion Center. Discussions highlighted the importance of person-centered care principles in connecting individuals to vital resources during transitions.

A highlight of the forum was the Reentry Projects Spotlight, showcasing initiatives such as Project Safe Neighborhood Reentry Night, Health and Human Services Commission Texas Reentry Learning Collaborative and 2-1-1 Texas Panhandle's Reentry Resource Specialist. Attendees also had opportunities to network and strengthen partnerships during a breakout session.

The Justice Forum exemplifies PBHA's commitment to promoting meaningful collaboration among stakeholders to enhance mental health and justice system outcomes in the region.



# Building the Foundation for Mental Health **TRANSFORMATION IN TEXAS AND THE PANHANDLE**

*The following recaps an interview with Representative Four Price, PBHA Founder and Co-Chair Laura Street and PBHA Executive Director Shree Veeramachaneni conducted on November 22, 2024.*

In 2011, Texas faced profound challenges in addressing mental health needs. Workforce shortages, limited resources and fragmented policies left many communities underserved, especially rural regions like the Texas Panhandle. That year marked a pivotal shift when the Texas Legislature began prioritizing mental health, thanks in large part to leaders like Representative Four Price and partnerships with organizations like the Meadows Mental Health Policy Institute (MMHPI).

## **The Role of Four Price: Visionary Leadership**

Representative Four Price emerged as a key advocate for mental health reform. After the 2011 legislative session, House Speaker Joe Straus appointed Price to chair a select committee on mental health. “Speaker Straus had incredible foresight to form this committee which became even more critical during the pandemic,” Price recalled. His role enabled him to bring sharper focus to the mental health crisis, building on his experience with the Appropriations Committee and Sunset Advisory Commission to navigate the complexities of funding and program design.

Price’s collaboration with Tom Luce, a prominent Texas leader and founder of MMHPI, became a catalyst for connecting state-level policy with local needs. “When Tom asked who in Amarillo he could connect with, I suggested Laura Street,” Price said. This introduction laid the groundwork for MMHPI’s involvement in the Panhandle, leading to a detailed assessment of local mental health gaps and the eventual creation of the Panhandle Behavioral Health Alliance (PBHA).

## **The Formation of PBHA: Collaborative Beginnings**

Following the introduction to Tom Luce, Laura Street joined the MMHPI board and



*Discussing the evolution of mental health care in Texas with Representative Four Price are Shree Veeramachaneni, left, and Laura Street.*

became the founder of PBHA. Almost eight years later, Street remembers the early challenges vividly. “In the beginning, there was nothing,” she said. At Luce’s encouragement, Street convened a “council of 15” community leaders, including hospital representatives, service providers and foundations, to assess mental health needs. The group embraced MMHPI’s findings and recommendations, setting the stage for PBHA’s launch.

A turning point came during MMHPI’s Texas State of Mind conference in Amarillo, which brought together regional stakeholders. The conference revealed gaps in services and duplication of efforts, leading to new strategies, including improving access to care for veterans.

PBHA was intentionally designed as a neutral facilitator rather than a competitor to existing organizations. This approach generated trust and collaboration, breaking down silos among providers and laying a foundation for meaningful dialogue and innovative problem-solving.

## Milestones and Strategic Growth

PBHA's trajectory changed significantly in 2018 when it received its first grant from the Texas Health and Human Services Commission (HHSC). This funding allowed PBHA to hire its first executive director, Shree Veeramachaneni, who brought a facilitative and community-driven approach to the organization.

Key strategic decisions shaped PBHA's success, including the decision not to become a 501(c)(3) nonprofit. Instead, PBHA partnered with United Way of Amarillo & Canyon as its fiscal sponsor, streamlining grant administration and avoiding competition with other local organizations. PBHA also prioritized storytelling, conferences and the development of tools to engage providers and community leaders, establishing itself as a trusted resource hub.

## Expanding Regional Impact

The HHSC grant significantly increased PBHA's capacity, enabling it to expand beyond Amarillo and Canyon to serve rural "frontier" communities like Hereford, Dumas and Borger. Street described this growth as a critical step in addressing the Panhandle's unique challenges, including its vast geographic footprint. "We've shown that when a regional community comes together, it can have a significant influence on state funding and policy," she said.

PBHA's approach in rural areas relies on identifying local champions to lead efforts in their communities. These champions bring together stakeholders to define shared goals and develop tailored solutions, supported by PBHA's resources and expertise.

## Building on Success

Price and Street agree that collaboration and leadership have been essential to PBHA's success. Price commended the organization for fostering trust among stakeholders, noting that this has elevated the Panhandle's reputation as a leader in mental health care. "Success breeds success," Price said, expressing confidence that the progress made so far will lead to even greater opportunities in the future. Street emphasized the importance of maintaining momentum, particularly in addressing the Panhandle's most pressing mental health challenges. She expressed optimism about PBHA's partnership with MMHPI to develop rural-focused mental health programs, underscoring the need for continuous innovation and collaboration.

## A Model for Rural Mental Health

The Texas Panhandle's journey demonstrates the power of visionary leadership, strategic partnerships and community-driven action. From its beginnings as a small council of stakeholders to a regional alliance of more than 150 cross-sector and regional stakeholders influencing state policy, PBHA has become a model for addressing mental health needs in rural areas.

As Price aptly noted, "Success breeds success." The Panhandle's efforts offer a blueprint for other communities, proving that even in the face of significant challenges, transformative change is possible through

*See "Building the Foundation" on page 14...*

## A CHAMPION FOR MENTAL HEALTH: Representative Four Price's Legacy

*Beginning in 2011, Representative Four Price served seven terms as a distinguished member of the Texas House of Representatives for District 87, which includes Carson, Hutchinson, Moore, Potter and Sherman counties in the Texas Panhandle.*

Since taking office in 2011, Representative Four Price has been a faithful advocate for improving mental health care across Texas. His leadership has been instrumental in prioritizing behavioral health funding and advancing innovative solutions to address mental health challenges statewide.

One of Price's pivotal contributions was his work on a legislative select committee that studied mental health issues. At a time when these concerns were often stigmatized or underfunded, he spearheaded efforts to allocate resources and pass impactful legislation. Under his watch, Texas increased behavioral health funding to a groundbreaking \$11.6 billion in 2023. This level of funding, even during years of fiscal tightening, underscores his commitment to the cause.

Price championed key initiatives such as insurance parity for mental and physical health, telehealth expansions and targeted grant programs like HB 13 and SB 292. These programs allowed communities to address their unique challenges, from jail diversion in urban areas to reducing substance use in rural regions. "Unlike many state programs, these grants gave flexibility," Price explained. "We designed them to let communities decide how best to meet their specific needs."

Beyond funding, Price also focused on building infrastructure and workforce capacity for mental health care. From student loan repayment programs for professionals to peer support services under Medicaid, his efforts tackled barriers to access and quality care. His advocacy for telemedicine proved particularly vital in rural areas like the Texas Panhandle, where provider shortages are acute.

Price's pragmatic and collaborative approach has inspired other regions to follow suit, amplifying his impact. "The Panhandle's ability to 'do more with less' stood out," Price noted. "Our collaboration among schools, hospitals and local leaders became a model for others."

While acknowledging Texas still has significant strides to make, Price's legacy is clear: mental health is no longer a marginalized topic but a core legislative priority, thanks in large part to his dedication and vision.



# Panhandle State Hospital: A COLLABORATION FOR REGIONAL MENTAL HEALTH CARE

The Panhandle State Hospital marks a milestone for mental health care in the Texas Panhandle – a powerful example of collaboration, leadership and community investment addressing critical regional needs.

The \$159 million facility, funded by the 88th Texas Legislature, is slated to open in 2027. Strategically located near the Amarillo Medical District at the former Texas A&M Veterinary Medical Diagnostic Laboratory, the 75-bed hospital will feature state-of-the-art therapeutic spaces, outdoor areas and individual patient rooms designed to promote healing and recovery in a secure, patient-centered environment.

The Texas A&M Veterinary Medical Diagnostic Laboratory is leasing the site for \$1 a year to the Texas Health and Human Services Commission to construct the Panhandle State Hospital.

**“The land lease is an example of how state agencies can and should work together for the good of citizens,” WTAMU President Dr. Walter V. Wendler said. “This deal represents ideal cooperation between government agencies, starting with the Governor, Texas Health and Human Services Commission, The Texas A&M University System, City of Amarillo and West Texas A&M University.”**

To facilitate this partnership, individuals and agencies from across the community and state worked together to provide the Texas A&M University System with \$750,000, a commensurate value to the site in the medical center. That money raised allowed WTAMU to purchase the Greyhound Bus Station adjacent to Harrington Academic Hall WTAMU Amarillo Center. WTAMU worked with the City of Amarillo and Amarillo Economic Development Corporation to assist in using the property to expand WTAMU’s Laura and

Joe Street School of Nursing, creating a much-needed pipeline for behavioral health professionals and a trained workforce for the new hospital.

The hospital will play a crucial role in alleviating overpopulated jails by providing appropriate care for individuals with mental health conditions who might otherwise face incarceration due to a lack of treatment options. This approach reduces jail populations, decreases recidivism rates and ensures individuals receive the care they need for better long-term outcomes.

With 50 beds designated for forensic (justice-involved) patients and 25 for civil cases, the facility will balance critical priorities while addressing ongoing capacity challenges.

The Panhandle State Hospital is a testament to what can be accomplished when state agencies, community leaders and advocates unite. By offering a modern, healing-centered environment, the hospital will provide hope, improved care and a brighter future for mental health services across the Texas Panhandle.

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## ***Building the Foundation (cont.)***

collaboration and a relentless commitment to care for people with mental health issues and substance use disorders. With its foundation firmly in place, PBHA is poised to continue leading the way in rural mental health innovation.

This story of progress reflects not only the dedication and leadership of individuals like Four Price, Laura Street and Shree Veeramachaneni, but also the collective will of a community determined to make a difference. The work is far from over, but the Texas Panhandle has set a powerful example of what’s possible in behavioral health care – and what’s yet to come.

# WTAMU STRENGTHENS AREA'S MENTAL HEALTH FUTURE

West Texas A&M University (WTAMU) is leading the way in addressing mental health and recovery needs in the Texas Panhandle, demonstrating a strong commitment to workforce development, student support and community well-being.

In 2024, WTAMU's nursing program received a transformational \$2.5 million gift from Laura and Joe Street to establish the Laura and Joe Street School of Nursing. Laura Street, founder of the Panhandle Behavioral Health Alliance, has been a steadfast advocate for improving mental health access in the region.

"We have a shortage of medical providers, in particular in mental health," Street said. "They are essential to our future, to our health and to our well-being in the Panhandle and beyond."

The gift will fund \$1.4 million in scholarships and graduate assistantships, a \$500,000 operational endowment and \$600,000 for two new professorships – the Laura Street Distinguished Professor of Nursing and Todd David Street Distinguished Professor of Psychiatric Mental Health, named for Joe Street's late brother.



In fall 2024, WTAMU launched a psychiatric mental health nurse practitioner degree program. The program addresses the critical shortage of mental health providers, particularly in rural and underserved areas, as Amarillo prepares for the opening of its new state mental health hospital. Currently, 83 percent of Texas counties lack a psychiatric mental health nurse practitioner, and nearly all counties are designated mental health shortage areas. The new program builds on WTAMU's existing post-master's certificate program and ensures the region's needs are met by equipping local providers. Historically, 80 percent of WTAMU graduates remain in the Texas Panhandle.

WTAMU is also prioritizing student well-being with the development of Buff CARES (Collegiate Addiction Recovery, Education and Support), an on-campus program providing resources and sober living for students in recovery. The program focuses on abstinence-based practices while offering campus support to students in recovery from alcohol, substance use and other behavioral addictions. Students must meet program requirements to help them remain committed to their recovery journey.

Students benefit from recovery meetings, weekly seminars, academic advising, peer support and scholarships. The program also offers opportunities for student engagement, including community service, university events, recovery tailgates and recovery retreats. PBHA leadership representative and Past Chair Dave Clark worked closely with Dr. Holly Jeffreys, Dean of the WTAMU College of Nursing and Health Sciences, and the WTAMU staff to bring this concept to students in the Texas Panhandle. For the Spring 2025 semester, Buff CARES has eight admitted members.

By training the next generation of mental health professionals and fostering supportive resources for students, WTAMU is creating lasting solutions to improve the well-being of the Panhandle community.

## Amarillo Declares Project Safe Neighborhoods Day: **A COMMITMENT TO COMMUNITY SAFETY**



On January 23, 2024, the Amarillo City Council took a bold step in addressing community safety by proclaiming Project Safe Neighborhoods Day. This declaration underscores the City's commitment to fostering stronger partnerships between law enforcement and residents.

Launched nationally in 2001 and introduced to Amarillo in 2019, Project Safe Neighborhoods unites federal, state, local and tribal law enforcement officials with prosecutors, community leaders and stakeholders to address violent crime through tailored, community-based solutions.

In Amarillo, Project Safe Neighborhoods has focused on the San Jacinto and North Heights neighborhoods, creating opportunities for meaningful engagement and proactive crime reduction. Programs such as reading mentorship initiatives and vibrant community events have been pivotal in reducing violent crime in these hotspots, demonstrating the power of collaboration.

Complementing this effort, Amarillo hosted its inaugural Project Safe Neighborhoods Reentry Night, an event designed to support individuals with felony convictions as they transition back into the community. Modeled after successful programs, this event provided attendees with education on state and federal laws, including gun and drug regulations and connected them with vital resources such as housing, health, education opportunities and other community resources.

Local nonprofits and law enforcement agencies collaborated to ensure participants received guidance and support tailored to their unique needs. The Project Safe Neighborhoods Reentry Event is a step toward reducing recidivism and creating safer, more inclusive communities.

Amarillo's efforts are a testament to the transformative power of unity and action. By pairing the proclamation with proactive initiatives, the City is not only addressing immediate safety concerns, but also paving the way for a future grounded in trust, opportunity and inclusivity.



# Meadows Institute – Panhandle: A HUB FOR MENTAL HEALTH INNOVATION

The launch in 2024 of the Meadows Institute – Panhandle by the Meadows Mental Health Policy Institute marks a pivotal step forward for rural mental health care, positioning the Texas Panhandle as a center for innovation and collaboration.

**“Here in the Panhandle, we really hope to become a hub for rural mental health innovation,” said Dr. Amanda Mathias, Executive Director of the Meadows Institute – Panhandle. “It’s a hot topic at the federal and state levels – how to deliver effective care to underserved areas that often lack providers and resources. Our goal is to build and test creative solutions here and then share them across the country.”**

The Institute’s work focuses on strengthening the mental health system through partnerships and targeted initiatives. Building on its long-standing relationship with Texas Panhandle Centers, the Meadows Institute – Panhandle has expanded its collaborations



*PBHA Past Chair Mary Coyne (left) moderates a Texas Rural Funders panel with Clay Stribling, Dr. Amanda Mathias and Katharyn Wiegand exploring the partnership between the Meadows Mental Health Policy Institute, the Amarillo Area Foundation, the Bivins Foundation, High Plains Christian Ministries and Harrington Cancer and Health Foundation, which resulted in the Meadows Institute - Panhandle.*

with West Texas A&M University and Texas Tech Health Sciences Center to address workforce shortages. This effort aligns with preparations for the opening of the new Panhandle State Hospital in 2027.

According to Dr. Mathias, the Meadows Institute – Panhandle has benefited from the mental health conversations already happening in the area.

“The Panhandle Behavioral Health Alliance really came in and started the conversation about what’s working, what’s not working, who provides what services and how do we come together,” said Dr. Mathias. “That groundwork gave us a strong foundation. Now, how do we go from here together? It’s extremely hopeful and exciting.”

The Meadows Institute - Panhandle is sharing findings on its website from a comprehensive regional data analysis that identifies gaps and directs resources where they are most needed. A county judge survey and Veterans system scan will provide additional insights, creating opportunities for targeted solutions and partnerships.

With funding secured for the next three years through the Amarillo Area Foundation, Mary E. Bivins Foundation, Harrington Cancer and Health Foundation and High Plains Christian Ministries Foundation, the Meadows Institute – Panhandle is poised to drive meaningful change. By building connections, analyzing data and fostering innovation, the Panhandle has the potential to lead the way in transforming rural mental health care nationwide.

# BEHAVIORAL HEALTHCARE INTERSECTIONS

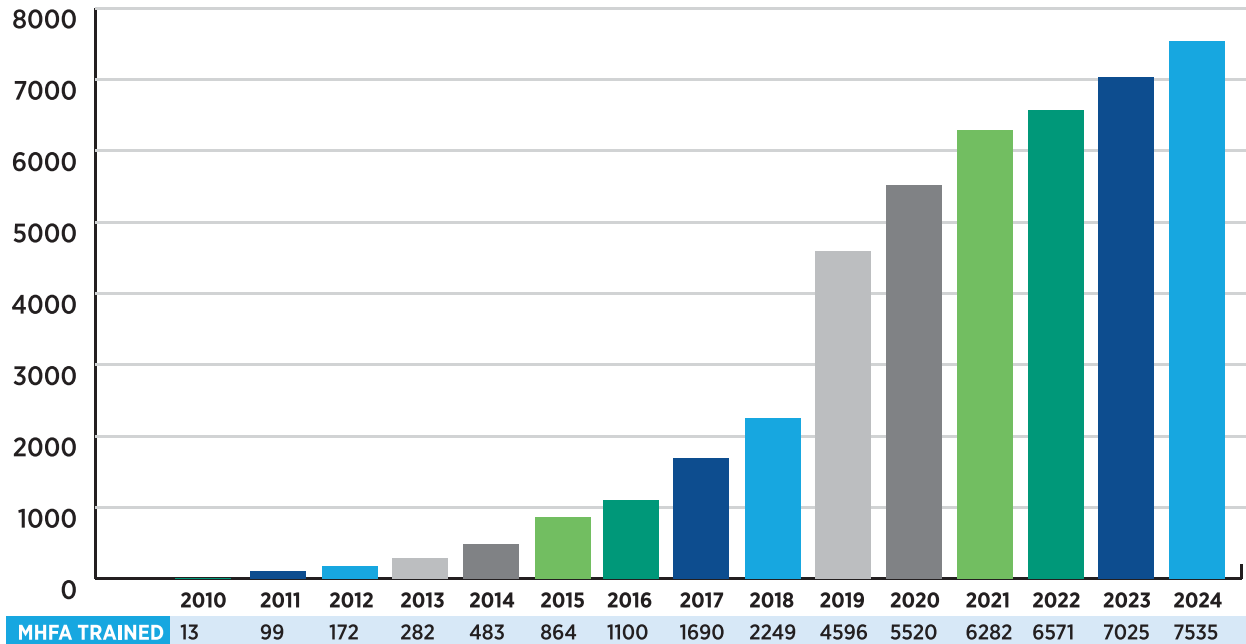
This stepped map\* helps us see how to guide clients and provider referrals to the appropriate level of intervention and care in order to use resources in the most effective way. It can help us further understand local resources, provider shortages and how communities have created continuums of care.





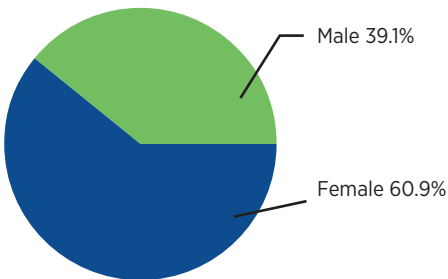
# Mental Health First Aid Training in the Texas Panhandle

Total number of MHFA trained individuals in Texas Panhandle

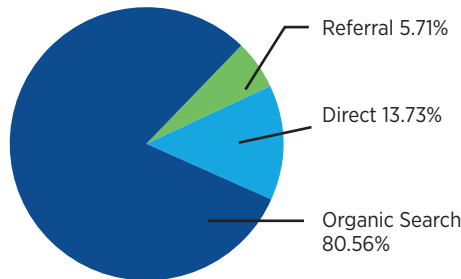


## Panhandle Mental Health Guide Continues to Find Success

### MALE VS. FEMALE GUIDE USAGE



### HOW DID PEOPLE FIND THE GUIDE?



**Referral:** Visitor clicked on a link from another website, like a blog post or social media link.

**Direct:** Visitor directly typed the URL into their browser.

**Organic:** Visitor found it through unpaid search engine results by naturally searching for relevant keywords.



From February 2021 through December 2024, the Panhandle Mental Health Guide compiled:

**56,166** Total Visits  
**54,309** Unique Visitors  
**88,952** Page Views  
**39** Average Daily Visits  
**62** Average Daily Page Views



During 2024, the Panhandle Mental Health Guide compiled:

**19,678** Total Visits  
**19,005** Unique Users  
**28,657** Page Views  
**53** Average Daily Visits  
**78** Average Daily Page Views

# ALLIANCE STAKEHOLDERS - 2024

## Panhandle Behavioral Health

### **Stormie Aguirre**

Amarillo Public Health

### **Liz Alaniz**

Heal the City

### **Joe Alarcon**

Ceta Canyon

### **Courtney Austin**

Cenikor

### **Sarah Barnes**

Workforce Solutions Panhandle

### **Courtney Bashaw**

Texas Tech University Health Sciences Center

### **Chad Beavers**

Texas Panhandle Centers

### **Martin Birkenfeld**

City of Amarillo

### **Yvonne Blanco-Spriggs**

Panhandle Area Public Defender/  
Managed Assigned Counsel Offices

### **John Board**

Potter, Randall, Armstrong County  
Drug Court

### **Sherri Bohr**

Central Plains Center

### **Trey Bowen**

Heal the City

### **Kay Brotherton**

Central Plains Center

### **Steve Brush**

City of Canyon

### **Melissa Burns**

Amarillo College

### **Vinus Bustos**

Potter CSCD Probation  
Department

### **Gus Cabarcas**

Combined Arms

### **Richard Campbell**

Randall County Sheriff's Office

### **Adrian Castillo**

Potter County District Attorney  
Office

### **Jennifer Cates**

City of Canyon

### **Dave Clark**

Healthcare Consultant

### **Ann Cobb-Tidwell**

Northwest Texas Hospital--  
Behavioral Health

### **Asia Corona**

City of Lubbock Health Department

### **Mary Coyne**

AscentHealth Consulting, MCMC

### **Josh Crawford**

Panhandle Regional Specialty  
Courts

### **Alisson Crockett**

Potter, Randall, Armstrong Counties  
CSCD

### **Laura Cross**

Cenikor Foundation

### **Joseph Dad**

Regence Health Network

### **Lidia Dailey**

Dailey Recovery Service

### **Steve Dalrymple**

Baptist Community Services

### **Amber Davidson**

Hereford Resident

### **Gainor Davis**

Harrington Cancer & Health  
Foundation

### **Judy Day**

Community Volunteer

### **Meg DeJong-Shier**

West Texas A&M University

### **Sharyn Delgado**

Community Volunteer

### **Heather Duby**

Oceans Behavioral Hospital

### **Alyssa Duncan**

Amarillo College

### **Angie Duncan**

Texas Panhandle Overdose  
Awareness

### **Yvonne Dykstra**

Amarillo College

### **Lara Escobar**

Amarillo Area Foundation

### **Michelle Farmer**

Community Volunteer

### **Esmeralda Florez**

Hereford Regional Medical Center

### **Christopher Forbis**

Randall County Sheriff's Office

### **Molly Forman**

Texas A&M AgriLife Extension

### **Sheri Friemel**

Amarillo Public Health, City  
of Amarillo

### **Barbie Gann**

City of Amarillo

### **Leslie Garcia**

Hereford ISD

### **Steven Garcia**

Texas Panhandle Centers

### **Sandra Garza**

Texas Panhandle Centers

### **Lee Gibbons-Garmany**

Texas Department of State Health  
Services

### **Benjamin Gifford**

Managed Assigned Counsel  
Offices

### **Randall Scott Giles**

Potter County Sheriff's Office

### **Diann Gilmore**

Downtown Women's Center

### **Rico Goff**

Hutchinson County United Way

### **Sharon Gongora**

Amarillo College

### **Margie Gonzales**

Baptist Community Services

### **Adrian Gonzalez**

NAMI Texas Panhandle

### **Melodie Graves**

Amarillo College

### **Bonita Gunden**

Panhandle Area Public  
Defender/Managed Assigned  
Counsel Offices

### **Julianne Guy**

Mary Coyne Marketing  
Communications

### **Heather Hagar**

Hereford ISD

### **Jennifer Hale**

Amarillo ISD

### **Laura Hamilton**

City of Amarillo

### **Matt Hand**

Potter County Court  
at Law #2

### **Ken Haney**

Ken Haney Counseling

### **Rene Havel**

NWTHS Behavioral Health

### **Jessica Hegwood**

NWTHS Behavioral Health

### **Alanna Hepler**

Northwest Texas Hospital

### **Jeremy Hill**

NTIA

### **Jerrod Hinders**

Amarillo College

### **Dustin Ho-Gland**

Northwest Texas Hospital

### **Lynette Hollis**

Region 1 Prevention Resource  
Center, Lubbock Health  
Department

### **Jason Howell**

Panhandle Area Public  
Defender/Managed Assigned  
Counsel Offices

### **Mia Hunter**

Community Awareness Rural  
Education

### **Shanna James**

Amarillo Public Health

### **Holly Jeffreys**

West Texas A&M University

### **Alyssa Jenkins**

BSA Hospice of the Southwest

### **Dee Johnson**

Community Volunteer

### **Umeka Johnson**

Panhandle Community Services

**Melissa Kalka**  
Texas Panhandle War Memorial Foundation

**Kyla Kenworthy**  
Hereford ISD

**Debra King**  
Panhandle Regional Planning Commission, Area Agency on Aging

**Angela Knapp-Eggers**  
Laura W. Bush Institute for Women's Health

**Mary Kay Kuhrts**  
The Upbeat Reporter

**Terra Lara**  
Hereford ISD

**Pace Lawson**  
Recovatry

**Mary Nell Lemert**  
Texas Panhandle War Memorial Foundation

**Joyce Lopez-Enevoldsen**  
Texas Panhandle Centers

**Robert Love**  
Randall County

**Stephanie Loya**  
Panhandle Area Health Education Center

**Cammie Mallard**  
Amarillo College

**Samantha Martinez**  
Panhandle Area Public Defender/  
Managed Assigned Counsel Offices

**Shelby Martinez**  
Hereford ISD

**Julie McCarty**  
Cenikor Foundation

**Maude McCullough**  
Hereford Regional Medical Center

**Jessica McMahon**  
Potter County Detention Center

**Janell Menahem**  
United Way of Amarillo & Canyon/2-1-1

**Kimberly Mitchell**  
Texas Department of Criminal Justice

**Rudy Montano**  
Randall County Sheriff's Office

**Libby Moore**  
Texas Panhandle Centers

**Zenaida Morales**  
TTMHI, Texas Tech University Health Sciences Center

**Tammy Moriearty**  
Texas Department of State Health Services

**Tracey Morman**  
Amarillo ISD

**Avis Morris**  
Potter County Court

**Crystal Morton**  
Texas Panhandle Centers

**Ian Neighly**  
Panhandle Area Public Defender/  
Managed Assigned Counsel Offices

**Blair Neill**  
Hutchinson County United Way

**Margie Netherton**  
NAMI Texas Panhandle

**Candace Norris**  
Panhandle Area Public Defender/  
Managed Assigned Counsel Offices

**Patrick Osei-Hwere**  
West Texas A&M University

**Nina Parvin**  
Randall County Sheriff's Office

**Kaylee Pearman**  
Amarillo Public Health

**Kim Pitney**  
Downtown Women's Center

**Audra Rea**  
Panhandle Community Services

**Tim Reid**  
Texas Panhandle War Memorial Foundation

**Leo Rice**  
Another Chance House

**Jason Riddlespurger**  
City of Amarillo

**Stefanie Rodarte-Suto**  
City of Amarillo

**Josie Ty Schrader**  
Provider

**Christy Schroeder**  
Downtown Women's Center

**Virginia Sicola**  
Community Volunteer

**Steve Smart**  
Another Chance House

**Miquela Smith**  
Texas A&M AgriLife Extension

**Tracy Sommers**  
American Foundation for Suicide Prevention

**Alberto Soto-Gonzalez**  
Central Plains Center

**Amy Stark**  
Texas Tech University Health Sciences Center Psychiatry

**Kraig Stockstill**  
Regence Health Network

**Matt Stockstill**  
Randall County Sheriff's Office

**Haley Stoddard**  
United Way of Amarillo & Canyon

**Joni Stone**  
Panhandle Area Health Education Center

**Casie Stoughton**  
Amarillo Public Health

**Kayle Street**  
Community Volunteer

**Laura Street**  
Laura Street Consulting

**Katie Strohmeier**  
Moore County Behavioral Advisory Taskforce

**Michelle Sulik**  
Panhandle Area Health Education Center

**Ruth Sullivan**  
Hereford ISD

**Mellisa Talley**  
Texas Panhandle Centers

**Nancy Tanner**  
Potter County

**Robin Terry**  
Region 16

**Brian Thomas**  
Potter County Sheriff's Office

**Reva Tilley**  
Heal the City

**Kathy Tortoreo**  
Family Support Services

**Nancy Treviño**  
TTUHSC Mental Health Institute

**Isabel Trujillo**  
Panhandle Area Public Defender/  
Managed Assigned Counsel Offices

**Seth Trujillo**  
Cenikor Foundation

**Jessica Tudyk**  
Mary E. Bivins Foundation

**Hunter Turnipseed**  
Region 1 Prevention Resource Center, Lubbock Health Department

**Shawrllette Uy**  
Texas Panhandle Centers

**Chris Veal**  
Northwest Texas Hospital

**Kai Vrede**  
Panhandle Area Public Defender/Managed Assigned Counsel Offices

**Jennifer Wall**  
Northwest Texas Hospital

**Justin Walsh**  
Follett, Texas, Resident

**Natalie White**  
Potter, Randall, Armstrong County CSCD

**Katharyn Wiegand**  
Mary E. Bivins Foundation

**Meg Williams**  
Harrington Cancer & Health Foundation, Tobacco Free Amarillo

**Virginia Williams-Trice**  
Amarillo Housing First

**Julie Winters**  
Hutchinson County United Way

**Jim Womack**  
Oceans Behavioral Hospital

**Cindi Wynia**  
Amarillo Public Health

**Erin Wyrick**  
Randall County Youth Center of the High Plains

**Magi York**  
Panhandle Community Services

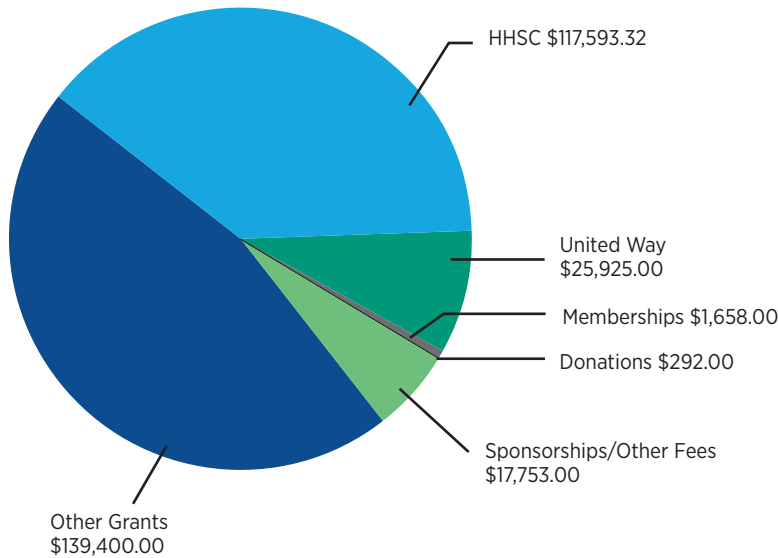
**Sardar Zahid**  
TTUHSC Mental Health Institute

**Alexa Zwinck**  
Clarendon College

## PBHA Funding Sources

# FINANCIALS

January 2024 - December 2024



### FUNDING SOURCES

- HEALTH AND HUMAN SERVICES COMMISSION-TX
- UNITED WAY
- MEMBERSHIPS
- DONATIONS
- SPONSORSHIPS AND OTHER FEES
- OTHER GRANTS

**REVENUE:**  
includes restricted funding  
**\$302,622**  
pending December 2024 payment from HHSC

**RESERVES:**  
**\$220,308.14**  
includes restricted funding (as of 8.31.2024)

**EXPENSES:**  
**\$198,717.11**

Above numbers are for most recent calendar year. PBHA's fiscal year is from April 1 to March 31. PBHA operates under the fiscal sponsorship and support of the United Way of Amarillo & Canyon. PBHA financials are reviewed by United Way of Amarillo & Canyon and included as part of UW's fiscal audit, per GAAP accounting standards.

**IN-KIND  
SUPPORT:**

Community/PBHA Stakeholders:  
**628 HOURS**

United Way of Amarillo and Canyon:  
**\$41,349.96**

**UNDUPLICATED  
SERVED:**

**953 TOTAL**  
574 in Potter and Randall Counties  
683 in Rural/Regional

## 2024 PANHANDLE BEHAVIORAL HEALTH ALLIANCE – ORGANIZATION LEVEL LOGIC MODEL

**GOAL:** To serve as backbone organization for mental health and wellbeing in our PBHA footprint for increased access to care capacity, specifically around the quality and quantity of care.

RESOURCES	ACTIVITIES	OUTPUTS	SHORT-TERM OUTCOMES	LONG-TERM OUTCOMES
Funding for staff Technology tools, internet, meeting space Funding for PBHA Programs Subject Matter Experts/Trainers Engagement with leadership Cross-sector engagement within the “System” Engagement with community In-Kind Support (Services) Other In-Kind	<p><b>1.1.a.</b> Shared Agenda/Vision for increased access to care capacity: Identify &amp; engage stakeholders, strengthen organizational network/alliance</p> <p><b>1.1.b.</b> Continuous communication with stakeholders and communities.</p> <p><b>1.2.a.</b> Align Activities/Promote Collaboration: Convene and Facilitate relationships, trust and respect among stakeholders</p> <p><b>1.2.b.</b> Align Activities: Provide Technical Assistance, Project Support, and other opportunities</p> <p><b>1.3.a.</b> Conduct monthly Measurement Work Group meetings</p> <p><b>1.3.b.</b> Facilitate data sharing for data-informed decision making</p> <p><b>1.4</b> Mobilize funding for PBHA and Alliance members around access and focus areas</p>	<p><b>1.1.a.</b> Shared vision</p> <p><b>a.1.</b> Four Stakeholder Meetings and one Annual Meeting</p> <p><b>a.2.</b> # of PBHA Stakeholders # of PBHA Members</p> <p><b>1.1.b.</b> Annual PBHA &amp; Panhandle Mental Health Guide site traffic</p> <p><b>1.2</b> # of Technical Assistance/ consultations with PBHA staff or consultants.</p> <ul style="list-style-type: none"> <li># of new members</li> <li># of trainings conducted</li> </ul> <p><b>1.3.a.</b> Nine Measurement Work Group meetings annually</p> <p><b>1.3.b.</b> Increased data sharing:</p> <ul style="list-style-type: none"> <li>Mental Health page analytics</li> <li># of partners posting data on PBHA Mental Health data page</li> <li>At least one stakeholder meeting with data focus</li> </ul> <p><b>1.4</b> # of grants reviewed (identified and pursued)</p> <ul style="list-style-type: none"> <li># of grants with letters of support issued</li> <li># of times local funders align with PBHA goals</li> </ul>	<p><b>1.1.a.</b> At least 50% will have increased knowledge</p> <p><b>1.1.b.</b> Increased communication and engagement with</p> <ul style="list-style-type: none"> <li>5% Increase in new users, and 5% increase in repeat users to PBHA and Panhandle Mental Health Guide websites</li> </ul> <p><b>1.2</b> Increased coordination between counties and stakeholders:</p> <ul style="list-style-type: none"> <li># of Work Group projects</li> <li># signed/active MOUs and partnership agreements</li> </ul> <p><b>1.3</b> Increased data sharing and use of data to identify gaps/barriers</p> <p><b>1.4</b> Increase in #/% of grant applications submitted</p> <ul style="list-style-type: none"> <li>Increase in #/% of supporting letters issued</li> </ul>	<p><b>1.1</b> Expanded access to care capacity</p> <p><b>1.2</b> Improved quality of access to care services; Improved community collaborations</p> <p><b>1.3</b> Increased use of data to improve program design, policies, procedures and delivery</p> <p><b>1.4</b> Increased capacity for coordination or collaboration</p> <p>Increase in the # of grants funded related to BH access.</p>

The PBHA logic model shows the relationship between our resources, planned activities, the direct results of those activities and the desired long-term changes or impacts we want to achieve. It expresses how we expect our work to produce results, and it serves as a tool for planning, evaluation and communication.





*The Panhandle Behavioral Health Alliance is improving how our region promotes mental well-being in everyday life.*

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#### **2024 ALLIANCE LEADERSHIP**

**Judy Day**, Co-Chair, Community Volunteer  
**Laura Street**, Co-Chair and Founder, Laura Street Consulting  
**Dave Clark**, Texas Organization of Rural & Community Hospitals  
**Mary Coyne**, AscentHealth Consulting and MCMC  
**Meg DeJong-Shier**, WTAMU Social Work  
**Libby Moore**, Texas Panhandle Centers  
**Kiley Murray**, United Way of Amarillo & Canyon  
**Patrick Osei-Hwere**, WTAMU Media Communication  
**Jeremy Hill**, National Telecommunications and Information Administration

#### **2024 PBHA WORKGROUP CHAIRS**

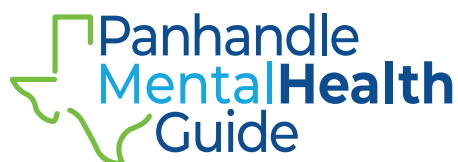
**Jennifer Hale**, Community Wellness & Access Chair, Amarillo ISD  
**Joseph Dad**, Community Wellness & Access, RHN Medical & Dental Group  
**Judy Day**, Measurement Co-Chair, Community Volunteer  
**Patrick Osei-Hwere**, Measurement Co-Chair, WTAMU  
**Rene Havel**, Provider Shortage Chair, NWTHS Behavioral Health  
**Shanna James**, Justice Reentry Co-Chair, Amarillo Public Health  
**Natalie White**, Justice Reentry Co-Chair, Community Supervision and Corrections Department

Panhandle Behavioral Health Alliance • 2207 Line Avenue • Amarillo, TX 79106 • 806.350.5277  
[info@panhandlebehavioralhealthalliance.org](mailto:info@panhandlebehavioralhealthalliance.org) • [PanhandleBehavioralHealthAlliance.org](http://PanhandleBehavioralHealthAlliance.org)



United Way of Amarillo & Canyon is the fiscal sponsor and an active supporter of PBHA.

**988** | SUICIDE & CRISIS LIFELINE



Find resources at: [PanhandleMentalHealthGuide.org](http://PanhandleMentalHealthGuide.org)