



June 10, 2019

Join us in the #CareforNC Campaign

We're excited to introduce you to the #CareforNC campaign!

#CareforNC is a joint effort of the Partnership for Community Well-Being, a new partnership that includes Eastpointe, the state's six other LME/MCOs, and two large provider groups that bring high-quality behavioral and I/DD care to North Carolinians in all 100 counties.

We coordinate care across multiple systems. But most importantly, we are advocates for the families and communities we serve. Regardless of the future of the public behavioral health system, we are here to raise awareness for the countless people whose lives have been changed and communities that have been strengthened by the services the system provides.

Later this week, we will be launching the #CareForNC campaign to shed light on the personal and community stories of those served by North Carolina's public behavioral health system. For this campaign to be successful we need your help!

Since 2011, the public managed care system has provided whole-person care, helping countless North Carolinians to reach their full potential and strengthen their communities.

Unfortunately, this good news and these inspirational stories can get lost in a narrative about politics and state funding. This negative narrative has caused people to lose sight of the success of our public system.

With your help, through the #CareForNC campaign, we can help shift the public narrative to focus on the positive stories of people served and communities strengthened by the system. **In the coming days, we will be launching a new website, generating a social media campaign, and producing videos to help share these powerful stories.**

Time is of the essence as we are already in the middle of the legislative session when important decisions could be made regarding the future of the system and how it serves you and your family. You will soon be receiving more details on how you can help.

