



Health is now Healthy Community, remaining focused on

MENTAL HEALTH

Together, we can improve well-being for all.

As Heart of Arkansas United Way looks to measure and share our impact more clearly, we've updated our language. Our Healthy Community impact area encompasses what was formerly our Health focus area – but our priorities haven't changed. Heart of Arkansas United Way's Healthy Community partners are focused exclusively on meeting the mental health needs of individuals and families in our community and helping people move from trauma to healing.

Eligible Mental Health Programs

Direct mental health counseling services:

- Individual, group, or family therapy provided by licensed mental health professionals
- Community-based support groups led by credentialed facilitators with clinical oversight
- Services that reduce financial barriers, including sliding-scale, low-cost, or no-cost therapy options

Programs providing mental/emotional wellness and behavioral health services

- Training and education for non-practitioners (i.e. program staff, volunteers, individuals in close contact with individuals in crisis) in responding to the mental health needs of clients or program participants
- Programs that act as a pathway to clients accessing counseling services

Ineligible Programs

To ensure funding is directed toward increasing access to mental health services, the following types of programs are not eligible:

- Direct mental health counseling programs without credentialed mental health providers
- Programs where mental or emotional health is not a clearly defined priority or outcome

Focused on ALICE

44% of hardworking Arkansans fall below the ALICE (Asset Limited, Income Constrained, Employed) threshold. ALICE households have incomes which exceed the Federal Poverty Level, but are not high enough to cover their basic needs. **We rely on ALICE, and yet ALICE is too often making critical sacrifices to make ends meet.**

Our goal is to support individuals and families who are working hard but struggling to afford consistent mental health care—particularly those who are uninsured, under-insured, or part of the ALICE (Asset Limited, Income Constrained, Employed) population.

For more information about ALICE families in our state, visit unitedforalice.org/state-overview/Arkansas.

Research and Resources

Want to learn more? Check out the resources we use to guide our strategy and decision making.

National Alliance on Mental Illness

www.nami.org/advocacy/state-fact-sheets/

Published in 2021, NAMI's state fact sheet helps to demonstrate the scope of mental health challenges in Arkansas, particularly barriers around cost.

- Among adults surveyed who needed needed mental health care, 49.5% did not receive it because of cost.
- Arkansans are over 3x more likely to be forced out-of-network for mental health care than for primary health care.

Research of your own!

We'd love to know about the research and data you're using to guide your own strategy! If your organization is conducting your own research to demonstrate your program's impact, or utilizing other respected sources, please share that with us in your application.