

FOR IMMEDIATE RELEASE

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Ohio's COVID Care Program Links Franklin County Residents with Support Services

Columbus, OH – To ensure underserved communities most impacted by the pandemic are connected with crisis services, the Alcohol, Drug and Mental Health Board (ADAMH) of Franklin County has launched Ohio's COVID Care Program, funded through a FEMA grant.

“We recognize that communities of color and immigrant populations have been disproportionately affected by COVID-19 and their needs extend beyond physical health. We know there are significant mental health impacts as well as the very real implications of housing and food insecurity,” said ADAMH CEO Erika Clark Jones. “Bringing Ohio's COVID Care Program to Franklin County enables us to reach out and provide direct support to all members of our community.”

Community-based resource teams are providing on-the-ground outreach and connection to free financial, food, housing and health services through three providers: National Church Residences, Community for New Direction and Ethiopian Tewahedo Social Services. Community members can access these resources through a 24-hour hotline, 614-278-0190, established in partnership with Netcare Access and staffed by trained clinicians who can offer emotional support and linkage to services.

To ensure that intended audiences are reached, Nativa Inc., a locally-based and minority-owned communications agency, was enlisted to develop a multilingual marketing campaign. Nativa's integrated cultural marketing campaign focuses on informing and engaging Black, Hispanic and Appalachian families as well as immigrant communities (Somali, Bhutan/Nepal, Congolese, Ethiopia/Eritrea, and Burmese). This campaign will run through June 2021.

For anyone experiencing hardship due to COVID-19, please visit <https://adamhfranklin.org/lpp/> or call 614-278-0190. Language assistance is available in Amharic - Amariñña / አማርኛ, Arabic - العربية, Nepali - नेपाली, Spanish - español, Somali - Af-Soomaali, Swahili, Kiswahili, and French - français.



About the ADAMH Board of Franklin County

The Alcohol, Drug and Mental Health Board of Franklin County, also known as ADAMH, offers life-changing possibilities to individuals and families living with mental health or addiction issues. ADAMH, a levy-funded county agency, partners with more than 30 nonprofit agencies located in neighborhoods throughout the county to provide accessible and affordable behavioral health services. To learn more about ADAMH, visit the website at adamhfranklin.org. ADAMH – Where Better Begins.

About Nativa

Nativa is an SBA certified 8(a) and minority-owned marketing and communication agency that focuses on using data-driven insights to guide the development of culturally relevant, integrated marketing and advertising communications strategies, advertising, citizen outreach, and market research.

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