

MEDIA ALERT

Contact: Pao Yang, President & CEO—The Fresno Center
Phone: (559) 255-8395
Email: Pao.yang@fresnocenter.org

Fresno, Ca. On 4/30, 2021—FRESNO COUNTY

RE: The Fresno Center launches Mobile Mental Health Unit During Mental Health Awareness Month! *During unprecedented times of need, Anthem Blue Cross joined The Fresno Center to offer access to mental health services via a mobile mental health unit, during Mental Health Awareness Month.*

WHAT: Mobile Mental Health Unit Launch Event.

WHEN: We will unveil with a Launch Event this coming Monday, May 3, 2021
11 a.m. – 12:30 p.m. Brief remarks followed by media interviews and a short reception.

WHERE: The Fresno Center 4879 E. Kings Canyon Rd. Fresno, Ca 93727. Parking Lot.
Google Maps: <https://goo.gl/maps/19FduPujqGbX8hoJ6>

MEDIA INTERVIEW AND PHOTO/VIDEO OPPORTUNITIES:

Media is invited to join Anthem Blue Cross, The Fresno Center, and dignitaries to capture footage of the unveiling and conduct interviews. Remarks will be made by, and interviews will be offered with:

- Pao Yang, The Fresno Center President & CEO
- Dr. Cheng Vang, The Fresno Center Director Clinical Services
- Janet Paine, Anthem Blue Cross Program Director
- Jerry Dyer, Mayor of Fresno
- Luis Chavez, Fresno City Council President
- Sal Quintero, Fresno County Board of Supervisors District 3

WHY: Despite recent efforts to address barriers and help Fresno area communities increase access and use of mental health services, it continues to be an issue. To address this, The Fresno Center engaged in a partnership with Anthem Blue Cross, who funded a mobile mental health service office that can be driven to any rural area and provides consumers with a safe place to receive mental health services while maintaining their privacy. The retrofit van will be capable of connecting vulnerable populations with access to healthcare, information, education, and critical services, such as telehealth, food, case management, screenings, vaccinations, and more. This mobile office, along with Anthem's support, will have the ability to reach more than 5,000



people per month. The mobile unit will support high quality integrative behavioral health services; especially for patients in rural areas and those youth to adults who may be struggling to get behavioral healthcare through traditional means because of issues such as transportation, family obligations, or changeable work schedules. Services include:

- crisis screening/assessment
- intervention/support
- counseling services
- connecting or referring clients to community resources

Pao Yang says, “access to and utilization of mental health services have been a long-time issue seen in many communities, but particularly among our community of color in rural part of Fresno County. These individuals are disproportionately affected by persistent, and often increasing, health disparities. We are very grateful for the support of Anthem.”

About The Fresno Center: 501C3 non-profit organization

Founded in 1991, the mission of The Fresno Center is to assist individuals in becoming self-sufficient, self-fulfilled, and productive members of the community while fostering cultural preservation and promoting cross-cultural understanding. It has a long-standing history of providing traditional and culturally competent, and linguistic services to the growing needs of underserved and unserved, low-income residents in Fresno County. www.fresnocenter.org

About Anthem:

Anthem Blue Cross helps improve health care access and quality for Californians by developing innovative care management programs and services. Anthem Blue Cross’ top priority is the health and well-being of our consumers and we are committed to providing members with access to comprehensive health care. Through health education and community outreach programs, members are empowered to choose and sustain a healthy lifestyle. Anthem Blue Cross is the trade name for Blue Cross of California. Anthem Blue Cross and Blue Cross of California Partnership Plan, Inc. are independent licensees of the Blue Cross Association. ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross name and symbol are registered marks of the Blue Cross Association. Blue Cross of California is contracted with L.A. Care Health Plan to provide Medi-Cal Managed Care services in Los Angeles County. To learn more, visit <https://mss.anthem.com/ca>. Follow us on Twitter or on Facebook

MEDIA & ONSITE CONTACT:

Cheri Cruz, The Fresno Center, Director of Public Relations

Phone: 559-728-7214

Email: cheri.cruz@fresnocenter.org