

Statewide Communication Plan Promoting Alabama’s Veterans Mental Health Steering Committee Pilot Programs

1. Objectives

- Increase awareness of Alabama’s new VMHSC mental health programs, funded through Opioid Settlement Funds
- Educate veterans and families about **evidence-based, veteran-focused** services
- Drive utilization of crisis care, outpatient therapy, telehealth options, residential treatment, and trauma-focused services
- Ensure outreach reaches rural areas, younger veterans, women veterans, and justice-involved veterans

2. Target Audiences

- All Alabama veterans
- Veterans ages 18–34 (UWill)
- Families and caregivers
- Women veterans, including pregnant/parenting women
- Rural and underserved veterans
- Veterans with PTSD, trauma, or SUD

Stakeholders and Partners

- Veterans Mental Health Steering Committee
 - VSOs
 - ADVA & VA partners
 - Student veteran associations
 - Community mental health centers
 - AL Veteran Resource Center
 - National Guard
 - ADPH
 - ALAHA, MASA
 - Administrative Office of the Courts
 - Healthcare systems & primary care providers
 - Faith-based organizations
 - Employers and higher education institutions
 - Courts and justice agencies
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3. Key Messaging

- **Website:** <https://mh.alabama.gov/veterans-mental-health-pilot-projects/>
- “Free mental health programs for Alabama veterans are now available statewide.”
- “Confidential, evidence-based support designed by people who understand veterans.”
- “Wherever you live, help is now easier to access.”

Social Media Sample Posts

General Awareness Posts

Post: Statewide Launch

Free mental health programs for Alabama veterans are now available statewide. Whether you need crisis support, therapy, trauma-focused care, or substance use treatment — help is here, confidential, and designed by people who understand veterans. Learn more and find services near you.

Post: Access Anywhere

Wherever you live in Alabama — rural, urban, or in between — veteran-focused mental health support is now easier to access. Telehealth, outpatient therapy, crisis care, and residential treatment options are available at no cost to veterans. You served Alabama. Now Alabama is here for you.

Post: For Families & Caregivers

Families play a vital role in a veteran’s wellbeing. Alabama’s new mental health programs offer confidential, evidence-based support for veterans and their loved ones. If someone you care about is struggling, help is available today.

Program-Specific Posts

AltaPointe – Veteran Crisis Care & Treatment Linkage

Post: Crisis Support

Veterans in crisis don’t have to wait. AltaPointe offers veteran-led crisis care, outreach, and follow-up support — all designed specifically for those who served.

Call the Access to Care line at (251) 450-2211 or visit <https://altapointe.org/services/crisis-services/>.

Post: Veteran-Led Teams

AltaPointe’s crisis teams are staffed by veterans who understand the challenges of military life and transition.

If you or a veteran you know needs immediate support, reach out today.

March 2026

Centerstone – 3,000 Free Therapy Sessions

Post: Free Therapy for Veterans

Centerstone is offering 3,000 free therapy sessions to Alabama veterans — in person or via telehealth.

Connect with licensed clinicians who specialize in veteran mental health.

Call 1-866-726-4560 or visit www.centerstone.org/militaryservices (centerstone.org in Bing).

Post: Easy Access to Care

No matter where you live, Centerstone’s network of 37 Alabama providers makes therapy accessible and confidential.

Email militaryservices@centerstone.org to get started.

Sojourn Counseling – EMDR, CBT & Microcurrent Neurofeedback

Post: Trauma-Focused Therapy

Veterans can now access free EMDR, CBT, and Microcurrent Neurofeedback through Sojourn Counseling — in office or through a mobile unit.

Call 205-578-2028 or visit <https://www.sojourncounseling.org/sojournserves>.

Post: Mobile Neurofeedback Services

Sojourn’s mobile MCN unit brings trauma-focused care directly to veterans — especially in rural and underserved areas.

Call 205-259-6215 to learn more.

The Shoulder – Residential Substance Use Treatment

Post: Residential Treatment for Veterans

The Shoulder provides residential substance use treatment tailored to veterans — including women, rural residents, and justice-involved veterans.

Scholarships are available.

Call 251-626-2199 or visit <https://theshoulder.org/>.

Post: Recovery Support

If you or a veteran you know is struggling with substance use, The Shoulder offers compassionate, evidence-based care and long-term recovery support.

UWill – Telehealth for Veterans Ages 18–34

Post: Free Telehealth for Younger Veterans

Alabama veterans ages 18–34 can now receive six free telehealth therapy sessions, plus 24/7 crisis support through UWill.

Call 205-928-6059 or visit <https://uwill.com/alabama-veterans-mental-health/>.

Post: 24/7 Crisis Care

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Day or night, UWill provides immediate crisis support with follow-ups and check-ins — at no cost to Alabama veterans ages 18–34 and their partners.

Audience-Focused Posts

Post: Women Veterans

Women veterans — including pregnant and parenting women — now have access to free, confidential mental health services statewide.

Your service matters. Your wellbeing matters.

Post: Rural Veterans

Living in a rural area shouldn't mean going without care. Alabama's new veteran mental health programs offer telehealth, mobile services, and crisis support wherever you are.

Post: Justice-Involved Veterans

Veterans involved with the justice system can now access specialized mental health and substance use treatment programs designed to support recovery and reintegration.

Partner & Stakeholder Posts

Post: Community Partners

We're proud to work with VSOs, ADVA, community mental health centers, the National Guard, faith-based groups, and Alabama's healthcare systems to reach veterans statewide. Together, we're expanding access to life-changing care.

Post: Courts & Justice Agencies

Courts, law enforcement, and justice agencies across Alabama are helping connect veterans to free mental health and substance use treatment programs.

Collaboration saves lives.

4. Program-Specific Information

AltaPointe – Veteran Crisis Care and Treatment Linkage

<https://altapointe.org/services/crisis-services/> or Call (251) 450-2211 for the Access to Care line

Education/prevention/screening, outreach and engagement, and crisis services are tailored to veterans with follow-up and linkage to outpatient treatment.

The program is led by a veteran peer and reservist therapist, and it is composed of two teams staffed by veterans that are housed in AltaPointe's Crisis Center.

Centerstone – 3,000 Free Therapy Sessions for Veterans (In Person or Telehealth)

www.centerstone.org/militaryservices or Call 1-866-726-4560, or email militaryservices@centerstone.org

The project connects veterans to a contracted network of 37 service providers/licensed behavioral health clinicians in Alabama.

Sojourn Counseling – Free EMDR, CBT, & Microcurrent Neurofeedback (MCN) Services to Veterans

<https://www.sojourncounseling.org/sojournserves> or call 205-578-2028 for counseling; 205-259-6215 for Microcurrent Neurofeedback

Evidence-based therapies such as Microcurrent Neurofeedback (MCN) services are offered at no cost to veterans, both in office and through a mobile service unit.

The Shoulder – Residential Substance Use Treatment and Recovery Services to Veterans

<https://theshoulder.org/>, or Call 251-626-2199 or email info@theshoulder.org

Preventative outreach and residential substance use treatment services to veterans are offered through the project.

Services will focus on veterans with substance use disorder, including women (especially women who are pregnant or parenting), rural residents, and individuals involved with the criminal justice system. Scholarships are available.

UWill – Free Telehealth Therapy and Crisis Calls for Veterans Ages 18-34

<https://uwill.com/alabama-veterans-mental-health/> or call 205-928-6059

Six telehealth therapy sessions are offered to every Alabama veteran ages 18-34, their spouses and partner. In addition to immediate, 24/7 telehealth crisis care with follow-ups and check-ins. This program is free of cost to veterans in Alabama.

5. Communication Channels & Tactics

- Direct provider marketing (paid or earned)
- Digital Outreach
- News release
- Interviews with Providers
- Website / Landing Page
- Social Media
- Email Outreach
 - Emails to stakeholders of ADMH, ADVA, VSOs, colleges, employers direct from agency or organization

C. Traditional Media

Print and Digital

- Flyer for:
 - VA clinics, Vet Centers, and VSOs (in partnership with Dept. of VA and ADVA)
 - County health departments (ADPH)
 - Municipal partners (ALM, ACCA)
 - Libraries (Alabama Library Association)
 - Law enforcement, Firefighters, DMVs & courthouses (ALM and ACCA, AOC)
- Graphics for Social Media and websites

D. Community Outreach

Veterans Service Organizations (in partnership with ADVA)

- Inclusion in Meeting announcements
- Inclusion in Program presentations
- Printed materials distribution

Community and Faith-Based Groups

- Inclusion in Meeting announcements
 - Inclusion in Program presentations
 - Bulletin inserts
 - Inclusion in Veteran events and mental health workshops
 - Printed materials distribution
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6. Metrics & Evaluation

Awareness

- Website analytics
- Social reach
- Material distribution counts

Outcomes

- Program Utilization
 - Veteran satisfaction
 - Increased access among rural, younger, and women veterans
 - Reduced crisis episodes
 - Improved continuity of care
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