



Contact: Shannon Hitchcock
Chief Communications Officer
Prosser Memorial Health
Office: 509-786-6601
Cell: 509-853-8486
shannonh@prosserhealth.org

PROSSER MEMORIAL HEALTH LAUNCHES MUSTANGS MATTER YOUTH MENTAL HEALTH INITIATIVE

In partnership with the Prosser School District, Thrive Coalition, Boys & Girls Club of Prosser and Comprehensive Mental Health

FOR IMMEDIATE RELEASE: May 6, 2020, Prosser, Washington

Prosser Memorial Health, in partnership with the Prosser School District, Thrive Coalition, Boys & Girls Club of Prosser and Comprehensive Mental Health, will launch an online mental health initiative for youth in our community May 7, 2020.

Mustangs Matter is an interactive, social media-based platform where teens can talk to local mental healthcare providers like Heather Morse, Psychiatric Nurse Practitioner at the Prosser Clinic, and discuss a variety of different topics facing youth today. Mustangs Matter has an Instagram page with IGT Live to view the discussions in real time and submit questions and comments. The videos will also be available on the Mustangs Matter website: www.mustangsmatter.org. The website also has a number of resources for youth and parents, phone numbers and a dedicated email, mustangsmatter@gmail.com, where someone can reach out directly if they need additional resources or have a concern they would like addressed privately.

"Mustangs Matter sprung out of conversations I was having in the community when I was conducting face-to-face interviews on community needs in our area and how the Boys & Girls Club in Prosser would respond to those needs. Hands down everyone rated teen mental health as the number one area of need. Our Mustangs Matter partners all have some resources for teens in need of support and resources but after talking we decided it was best to pool our resources and create a platform that was more relatable for our target audience. Thus, we went down the interactive, social media path," said Jessica Hoefer, Resource Director, Prosser Boys & Girls Club.

There is a student advisory group from Prosser High School that is part of this initiative as well. Select students along with a mental healthcare provider will discuss on live stream videos relevant mental health topics that teens face along with ways to cope. "We wanted to make sure

that whatever we ended up doing in response to the teen mental health need was relevant, meaningful and delivered in a way that would get youth interested and engaged in the information,” said Erika Wassom, Project Coordinator, Thrive Coalition.

Future topics include: Dealing with depression, anxiety, suicide prevention, and how to help friends in need.

About Prosser Memorial Health: *For more than 70 years, Prosser Memorial Health has provided high-quality, compassionate, and comprehensive healthcare services to our communities. Service lines include: 24/7 Emergency Department, Orthopedics, Cardiology, General Surgery and ENT/Allergy, Obstetrics and Family Birthplace, Therapy Services, and Primary Care through our local clinics. For more information about Prosser Memorial Health, visit prosserhealth.org.*

About Thrive Coalition: *The Prosser Thrive Coalition was formed in 2013 by eight different community sectors with the mission to reduce youth substance use through prevention and education. The coalition meets monthly to collaborate on events, trainings, and outreach. Together, we work to prevent youth substance abuse prevention and promote positive mental health through meaningful action and education.*

About Prosser Boys & Girls Club: *The Mission of the Boys & Girls Club is to empower all young people, especially those who need us most, to realize their full potential as productive, caring, and responsible citizens.*

About Comprehensive Healthcare: *As one of the largest behavioral health organizations in the state of Washington, Comprehensive Healthcare serves clients in six counties throughout south-central Washington. Comprehensive Healthcare is a Joint Commission accredited organization, providing compassionate, individualized behavioral healthcare since 1972. As a non-profit organization, Comprehensive Healthcare is dedicated to delivering high quality, evidence-based services to individuals, families and organizations.*

###