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**FOR IMMEDIATE RELEASE: Oct. 4, 2021**

Thrive has launched the Community, Assessment, Response and Education (CARE) Team, a new program that will provide support to young people who are contemplating suicide or suffering mental health struggles.

Thrive, the North Valley Community Foundation's healing initiative, will operate the CARE Team, which will provide support when a young person is suicidal, has attempted suicide or has taken their life by suicide. Youths or families who need help can call the CARE Team number, 530-783-CARE (2273), to be connected to a CARE Team coach.

"The CARE Team is an example of innovative community organizing at its best," said Danelle Campbell, Thrive's program director. "Last spring, community members expressed their concerns about the youth in Butte County who are struggling with mental health issues and suicide. They identified the need to strengthen the ability to respond quickly, consistently and effectively in the most serious situations. In a matter of a few short weeks, the CARE Team vision was created, a primary and secondary clinical lead were identified and a team of amazing community healers, the CARE Team coaches, were selected. And now we are ready to launch and respond to the youth and families in our community."

The CARE Team can be activated by anyone who calls — self-referrals, family members, teachers, administrators, first responders, caregivers, staff of youth-serving organizations, peers or friends. CARE Team support is free.

The CARE Team message line does not have live operators. Anyone seeking immediate help for a crisis response emergency should call 911.

The CARE Team follows in the footsteps of the youth-driven "End the Silence" campaign, encouraging the community, particularly young people, to talk about suicide and mental health concerns.

Thrive focus group responses revealed 76% of high schoolers report knowing someone who is

struggling. The California Healthy Kids survey reported that in Butte County, 38% of 11th-graders and 30% of seventh-graders reported they had seriously considered attempting suicide. Suicide is the second-leading cause of death nationally in people ages 10-24, according to the Centers for Disease Control.

“Not only will the CARE Team provide support to the young person who is suffering and their family, but the coaches will help navigate the resources available and assist with the warm transition to long-term support if necessary,” said Campbell. “This might be one of the most important supportive services a young person or family needs: reducing barriers, providing support and promoting healing.”

Thrive and the CARE Team are a collaborative effort involving many partners and advisers.

“Thrive is eager to take the lead with this initiative,” said Campbell. “Given the innovative nature of the program design, and the need to be flexible and adaptable during program implementation, it seemed appropriate for Thrive to oversee this cutting-edge pilot program. We will be working in collaboration with other community agencies and organizations to support this initiative and look for opportunities for long-term sustainability.”

For more information about the CARE Team, please visit [www.nvcf.org/careteam](http://www.nvcf.org/careteam) or email [thrive@nvcf.org](mailto:thrive@nvcf.org).