

ONE HALL HEALTH COMMITTEE

2025 Year in Review

Chaired by Adam Raulerson

Oct. 2024–Sept. 2025



UNITED WAY
Of Hall County

ONE HALL HEALTH COMMITTEE OVERVIEW

Chaired by Adam Raulerson

MEMBER ORGANIZATIONS

Brenau University

J's Place

Wellroot Family Services

Angel House of Georgia

Georgia Mountain Food Bank

District 2 Public Health

Children's Center for Hope
and Healing

Northeast Georgia Health
System

Sunshine Seniors

A New Veteran

Good News Clinic

Hall County Detention Center

Center Point

Forum Communications

Good Landing Recovery

Hall-Dawson CASA

Gainesville City School
System

Hall County School System

Gateway Domestic Violence
Center

Georgia Department of
Behavioral Health &
Developmental Disabilities

Medlink

Edmondson Telford Center
for Children

Bridging Hope

Eagle Ranch

UGA Extension

Hall County Family
Connection

The HUB

Legacy Link

PTSD Foundation of America

Hall County Government

NAMI Hall

Ryan Joiner Foundation

ONE HALL HEALTH COMMITTEE OVERVIEW

The One Hall Health Committee of United Way of Hall County exists to promote well-being in the community by bringing together like-minded organizations focused on physical, mental, and behavioral health, with the goals of increasing **access**, **collaboration**, and **education**.

ACCESS

- Increase access to resources through Unite Us, a social care network that allows for electronic referrals and communication between non-profits and service organizations to connect local individuals
- Ensure that resources produced are available to special populations and in different languages and through Reach Out Hall County website and social media channels

COLLABORATION

- Strengthen the partnership structure that supports ongoing collaborative efforts

EDUCATION

- Teach people to recognize and respond to improve mental health in our community
- Encourage healthy behaviors that improve mental health
- Normalize mental health conversations and encourage people to reach out when they need support

- Look for additional opportunities to collaborate

ACCESS: HIGHLIGHTS



NGHS PEER SUPPORT PROGRAM

NGMC and the Georgia Council for Recovery partner to provide the **CARES Peer Support Program**, which connects people surviving overdoses or experiencing substance use disorders to Certified Peer Recovery Specialists (CARES) in the Emergency Department.

The CARES program is offered at NGMC Gainesville, NGMC Braselton and NGMC Barrow. Similarly, the Maternal Peer Support/NICU Peer Recovery Program offers support and resources to expecting mothers who are in or seeking recovery from a substance use disorder and mothers with an infant in the NICU with Neonatal abstinence syndrome.

In FY 2025 CARES have provided assistance to over

2,009
INDIVIDUALS

with 3,265 successful post-discharge follow-ups



ACCESS: HIGHLIGHTS



**INCREASE THE NUMBER OF
SPANISH-SPEAKING PROVIDERS
IN OUR COMMUNITY**

Within the NGHS
system, there are

21

Spanish-speaking
mental health
providers*

**Within the NGHS
system, there are
mental health
providers offering
services in 8
languages**



*according to NGHS [Find a Doctor site](#)

ACCESS: HIGHLIGHTS



INCREASE THE NUMBER OF STUDENTS WHO HAVE THE POTENTIAL TO PRACTICE IN MENTAL HEALTH FIELDS

The Gainesville City School System's Mental Health Careers Pathways program identifies and trains high school students with an interest and aptitude to pursue a career in mental health.

24

STUDENTS

completed the Mental Health Careers Pathway Program during the 2024-2025 school year

35

STUDENTS

are currently enrolled for the 2025-2026 school year

50

STUDENTS

Are expected to participate in the program for the 2026-2027 year.

Gainesville City School System has identified

770

students who have the aptitude for the Mental Health Career Pathway

COLLABORATION: HIGHLIGHTS



STRENGTHEN THE PARTNERSHIP STRUCTURE OF ONE HALL HEALTH COMMITTEE TO SUPPORT ONGOING COLLABORATIVE EFFORTS

Committee members met monthly to discuss community needs and engage in collaborative approaches to improve mental and behavioral health in Hall County. Members also served as community ambassadors, sharing key messages to expand awareness and help connect those in need with available resources.



MENTAL HEALTH SOCIAL JUSTICE INITIATIVE

This year, the Gainesville Police Department Mental Health Clinician Program, which was born out of the One Hall Health Committee, received the Greater Hall Chamber of Commerce's Community Service Award for its work to ensure symptoms of mental illness and resource deficiencies lead to support and intervention instead of incarceration.

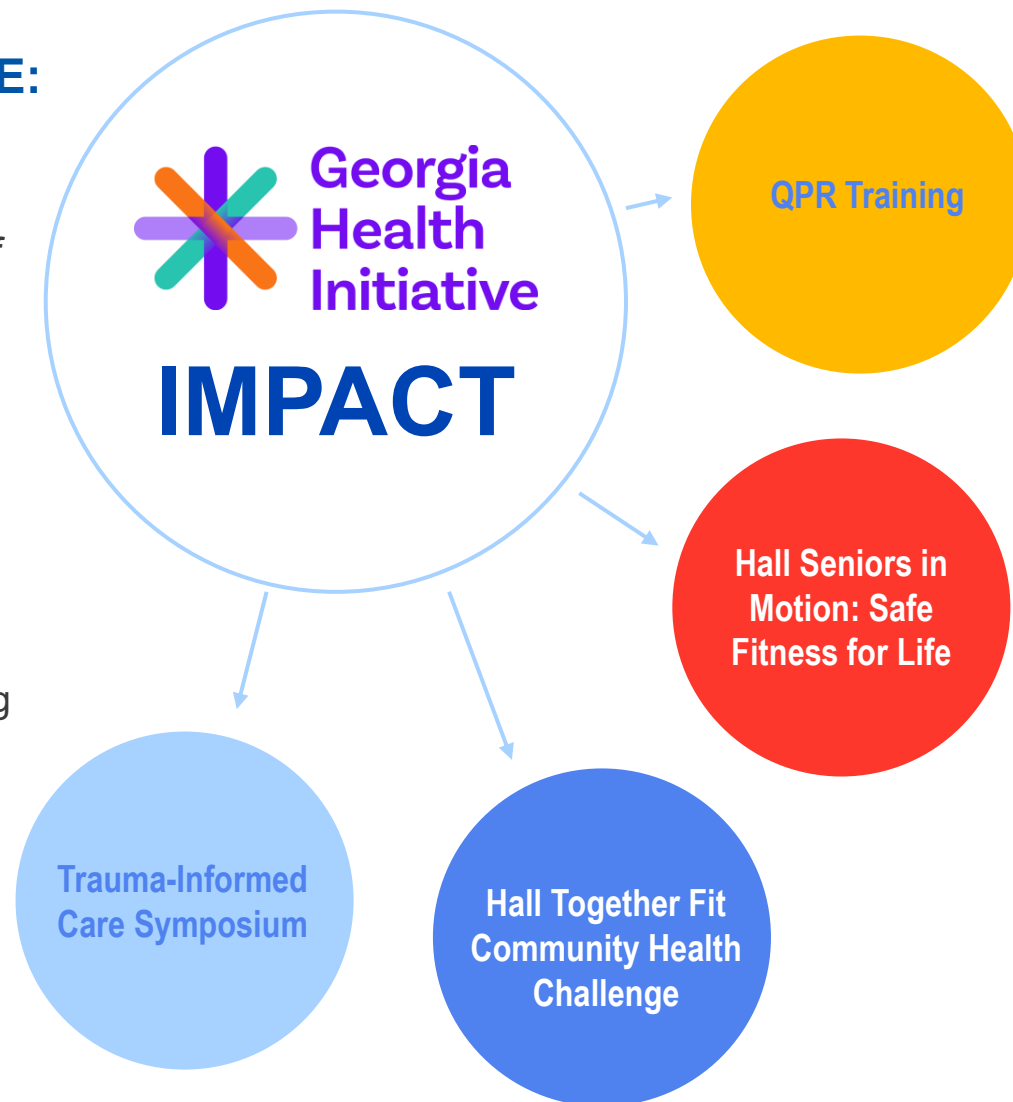
Anjana Freeman, licensed professional counselor and creator of the Gainesville Police Department's Mental Health Clinician Program, accepted the award.



COLLABORATION: GRANTS

GEORGIA HEALTH INITIATIVE: MOMENT OF SPARK GRANT

The Georgia Health Initiative *Moment of Spark* grant aims to fund trusted community anchors who are working together collectively and experiencing a “Moment of Spark” - a period when a timely, inspired idea or condition arises that sets off a chain of events that have potential for significant ripple effects. In 2025, One Hall Health received a Moment of Spark Grant for the committee’s collective work of promoting well-being in Hall County. The grant specifically funded programs to strengthen community-wide mental health awareness, trauma-informed practices, and senior wellness.



Together, these initiatives created a coordinated effort to increase community capacity, expand access to prevention education, and promote both mental and physical well-being across generations. The Moment of Spark investment allowed us to move from awareness to action, equipping residents, professionals, and older adults with practical tools to build a healthier, more resilient community. The Moment of Spark initiatives are individually highlighted as part of our collaborative efforts in the coming pages.

COLLABORATION: EVENT HIGHLIGHTS



THRIVE & CONNECT YOUTH SUMMIT

A collaborative effort between Hall County Schools, Gainesville City Schools, United Way of Hall County, and many others that brings together high school students for a day of empowerment, learning, and meaningful conversations about mental health, personal development, and life skills.

Students attended breakout sessions on topics including Thriving Under Pressure, Empathy and Responsibility, and Hosting Game Night with your Family. They heard an inspiring message from keynote speaker Ryan Stream, reminding them that they have the power to shape their futures, regardless of their past struggles.

Nearly 300 high school students from Hall County and Gainesville City schools attended the March 11 event held at UNG Gainesville.



COLLABORATION: EVENT HIGHLIGHTS



HALL GOES GREEN

In partnership with NAMI, the Ryan Joiner Foundation, and United Way of Hall County, committee members and friends gathered on May 15, 2025, Mental Health Action Day, to raise awareness of the importance of mental health and encourage people to take action in support of their mental health.



Blair C. Diaz, CPA, PC · Follow
May 1, 2025 · 🌱
We're joining @United Way of Hall County's #hallgoesgreen Mental Health Campaign this May to help spread the word that everyone faces challenges that can affect their mental wellbeing. Remember, You're Not Alone. #hallgoesgreen
Learn more at www.unitedwayhallcounty.org/reachout

Downtown Gainesville
May 9, 2025 · 🌱
We're joining United Way of Hall County's #hallgoesgreen Mental Health Campaign this May to help spread the word that everyone faces challenges that can affect their mental wellbeing. Remember, You're Not Alone!
Learn more at www.unitedwayhallcounty.org/reachout
#hallgoesgreen #GVLGA #downtowngainesvillega #gainesvillega #mentalhealthawarenessmonth

Ryan Joiner Foundation is in Gainesville · Follow
May 15, 2024 · 🌱
Thank you to everyone who joined us bright and early to walk up and down Green Street in green, showing community support for mental health! 🌱 Special thanks to United Way of Hall County for bringing us together and NAMI Hall for their invaluable support. Together, we're making this year's Go Green for Mental Health bigger and brighter than ever! #MentalHealthAwareness #CommunitySupport #hallgoesgreen

Christy Davidson Moore and 1 other
Like
Longstreet Clinic
May 2, 2025 · 🌱
Comment
We're joining United Way of Hall County's #hallgoesgreen Mental Health Campaign this May to help spread the word that everyone faces challenges that can affect their mental wellbeing. Remember, You're Not Alone. #hallgoesgreen

The Butler Center is with United Way of Hall County · Follow
May 7, 2025 · 🌱
Mental health concerns are more common than you think. 1 in 5 people will experience a mental health condition in any given year, and everyone is affected by mental health.
#hallgoesgreen
Find the information and resources you need:
www.unitedwayhallcounty.org/reachout
#gainesvillega #hallcountyga #hallgoesgreen #mentalhealthmatters

United Way of Hall County
May 2, 2025 · 🌱
May is Mental Health Awareness Month—and it's time to Turn Awareness into Action.
All month long, we're breaking stigma, sharing to... See more
7
Like Comment Share

1 in 5 PEOPLE struggle with a mental health issue
UNITED WAY Of Hall County | REACH OUT.
1
Like Comment Share
Comment as Callie Tatum Flack

COLLABORATION: EVENT HIGHLIGHTS



TRAUMA INFORMED CARE SYMPOSIUM

United Way of Hall County and Hall County Family Connection partnered to host a Trauma Informed Care Symposium on September 24, 2025. Attendees explored approaches to healing, understanding, and empowering individuals impacted by trauma and heard from guest speakers Anjana Freeman and Seth Garble.

In addition, each person received a complimentary copy of “What Happened to You” by Dr. Bruce Perry and Oprah Winfrey to supplement the conversation and further help make the shift from asking “What’s wrong with you?” to “What happened to you?”.

110
ATTENDEES



Funded through Moment of Spark Grant

COLLABORATION: HIGHLIGHTS



HALL SENIORS IN MOTION: SAFE FITNESS FOR LIFE

United Way of Hall County, the Gainesville Community Service Center, and the Hall County UGA Extension Office partnered to host the Hall Seniors in Motion: Safe Fitness for Life event.

This free community event was held at the Gainesville Community Service Center on October 24, 2025, and focused on safe fitness strategies for those 60+ to maintain their activity and health. Participants enjoyed watching a fitness demonstration and hearing from a guest speaker on safe fitness strategies to maintain their activity and health. Everyone in attendance also received resistance bands to put what they learned into practice at home.

40
ATTENDEES



Funded through **Moment of Spark Grant**

COLLABORATION: EVENT HIGHLIGHTS



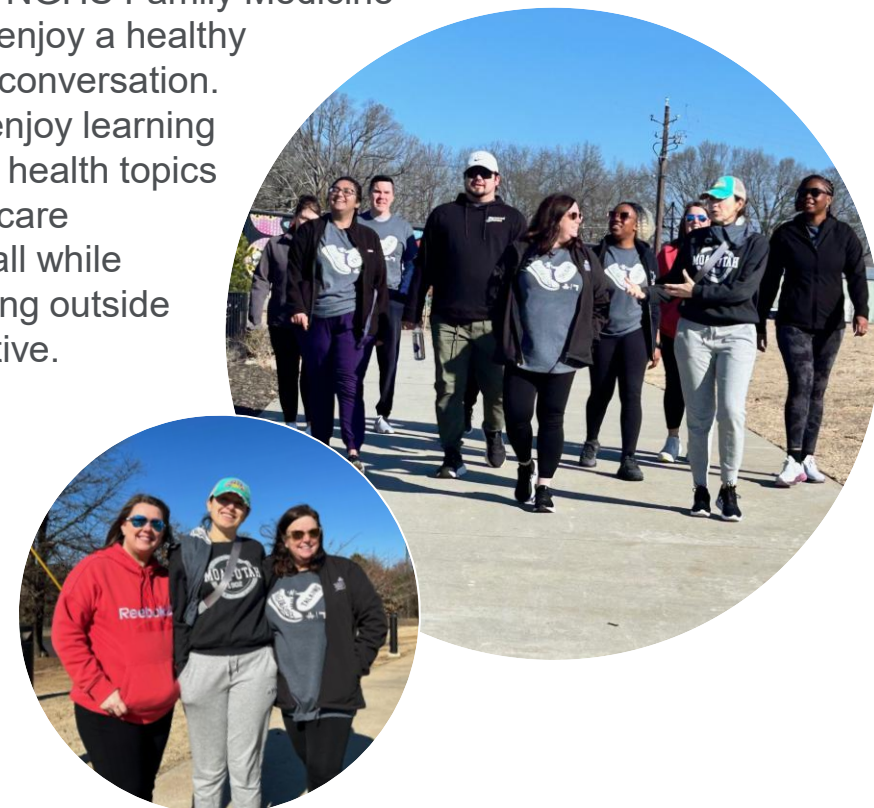
QPR TRAINING

Question, Persuade, Refer (QPR) training equips individuals to recognize suicidal thinking and behavior warning signs. Participants learn how to ask difficult questions, how to persuade someone to seek help, and where to refer people who may be at risk.



WALK WITH A DOC

The first Saturday of each month anyone interested in taking steps for a healthier lifestyle is invited to join NGHS Family Medicine Residents to enjoy a healthy walk and fun conversation. Participants enjoy learning about current health topics from a healthcare professional all while enjoying getting outside and being active.



Funded through **Moment of Spark Grant**

EDUCATION: HIGHLIGHTS



REACH OUT CAMPAIGN

Reach Out is an initiative of the One Hall Health Committee working to normalize seeking help for mental health support and to educate the community that mental health is as important as physical health. Our work encourages others to reach out and check in so no one in Hall County feels alone.

This year, we launched a new Reach Out Hall County website and social media channels to serve as informational hubs for mental and behavioral health information and resources in the community.



**REACH
OUT.**

UNITED around mental health

EDUCATION: HIGHLIGHTS



REACH OUT WEBSITE

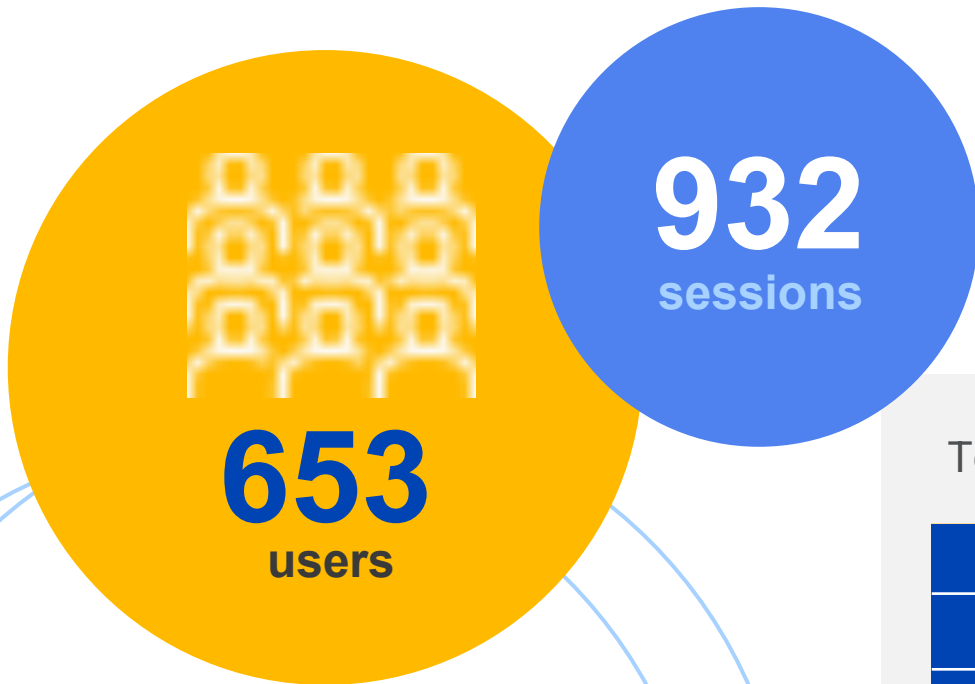
The new site launched June 5, 2025, and houses blogs and video resources, and highlights the priority areas of the One Hall Health committee - mental health, healthy lifestyles, substance abuse, and suicide prevention.

Check it out at: reachouthallco.org



EDUCATION: WEB SITE HIGHLIGHTS

WEBSITE RESULTS



This data reflects the period of Oct. 1, 2024, through June 4, 2025, for the Reach Out mental health web pages on the United Way of Hall County website.

Top 5 Reach Out Pages

1	Reach Out Landing Page
2	Videos Landing Page
3	Speaker's Bureau
4	Promotional Materials
5	Reports

Top 10 URLs on United Way's website between Oct. 2024 and June 5, 2025

1	www.unitedwayhallcounty.org
2	www.unitedwayhallcounty.org/compasscenter
3	www.unitedwayhallcounty.org/aboutus
4	www.unitedwayhallcounty.org/basicneeds
5	www.unitedwayhallcounty.org/race
6	www.unitedwayhallcounty.org/reachout
7	www.unitedwayhallcounty.org/gethelp
8	www.unitedwayhallcounty.org/volunteer
9	www.unitedwayhallcounty.org/housing
10	www.unitedwayhallcounty.org/onehall

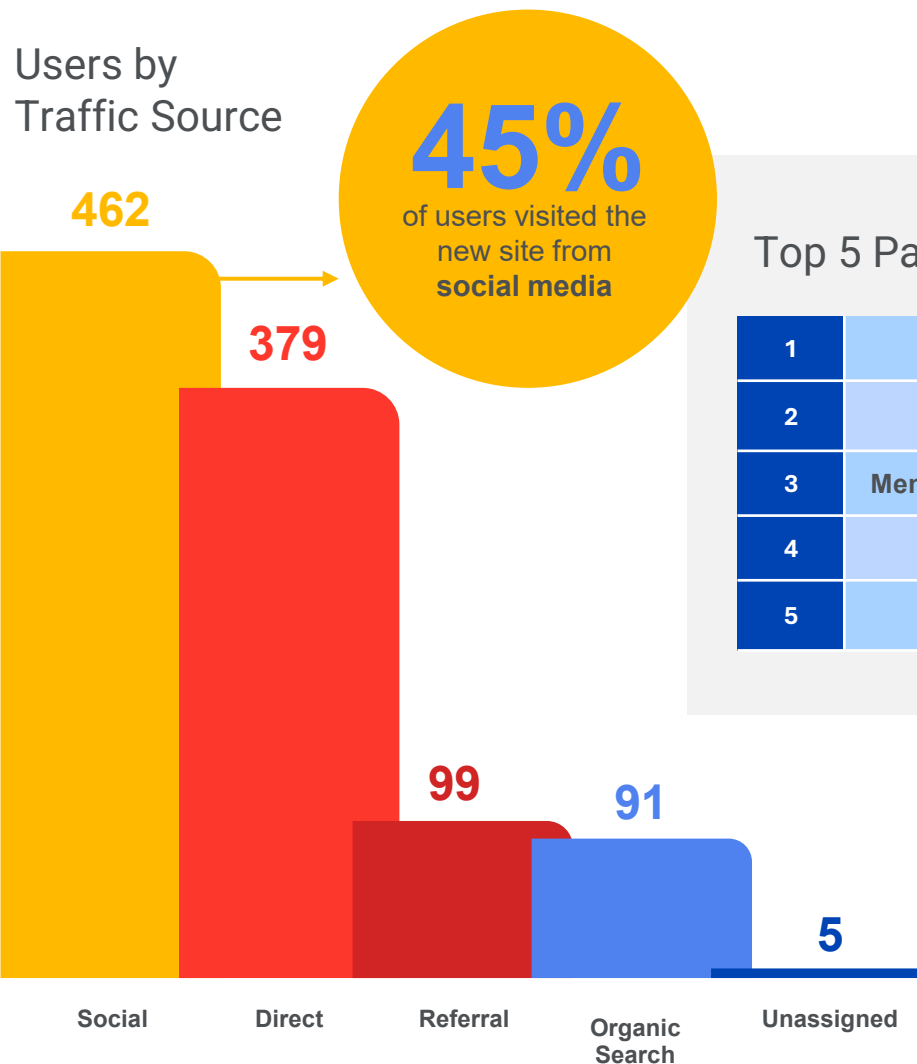


EDUCATION: WEB SITE HIGHLIGHTS

NEW REACH OUT HALL COUNTY WEBSITE LAUNCHED JUNE 5, 2025



The following data reflect the period of June 5, 2025, through Sept. 30, 2025, for the newly launched Reach Out Hall County website.



Top 5 Pages

1	Home Page
2	Community Partners
3	Mental Health First Aid Training
4	Mental Health
5	Resources

EDUCATION: HIGHLIGHTS



REACH OUT SOCIAL MEDIA

Launched an Instagram and Facebook account for Reach Out in May 2025 to have a dedicated social media presence for mental and behavioral health information and resources and to share encouraging and uplifting content.

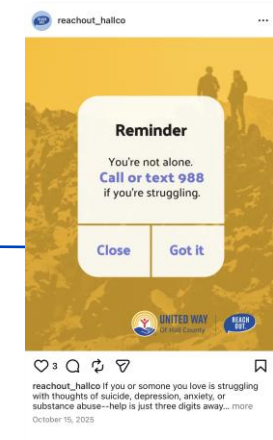


EDUCATION: SOCIAL MEDIA HIGHLIGHTS

SOCIAL MEDIA CAMPAIGNS

88
SOCIAL POSTS

Between Oct. 2024
and Sept. 2025



21,879

OCT – APRIL

Part of UWHC social account

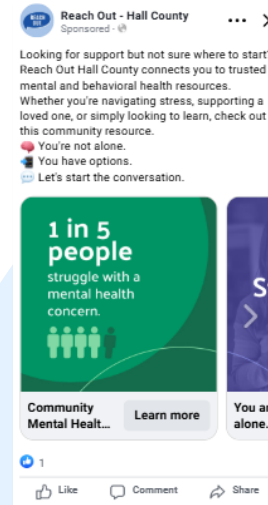
26,817

MAY – SEPT

Reach Out social account

48,696

TOTAL REACH



Brand awareness ad ran for **15 days** in **July** and **August** to promote the new website.

28,080

AD REACH

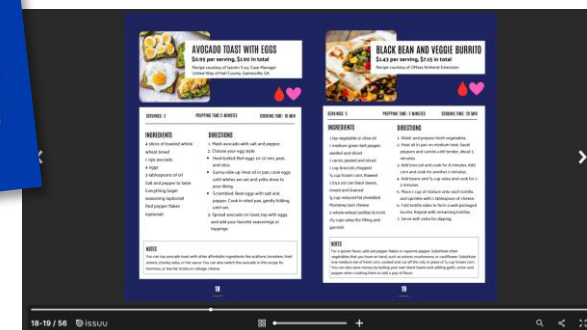
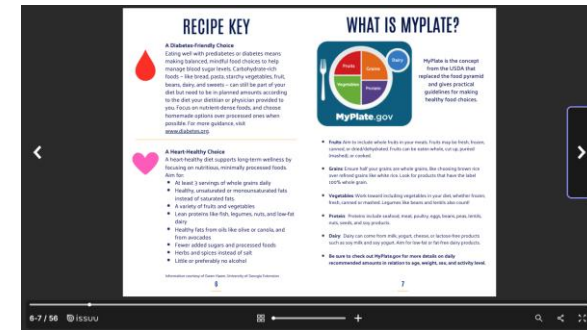
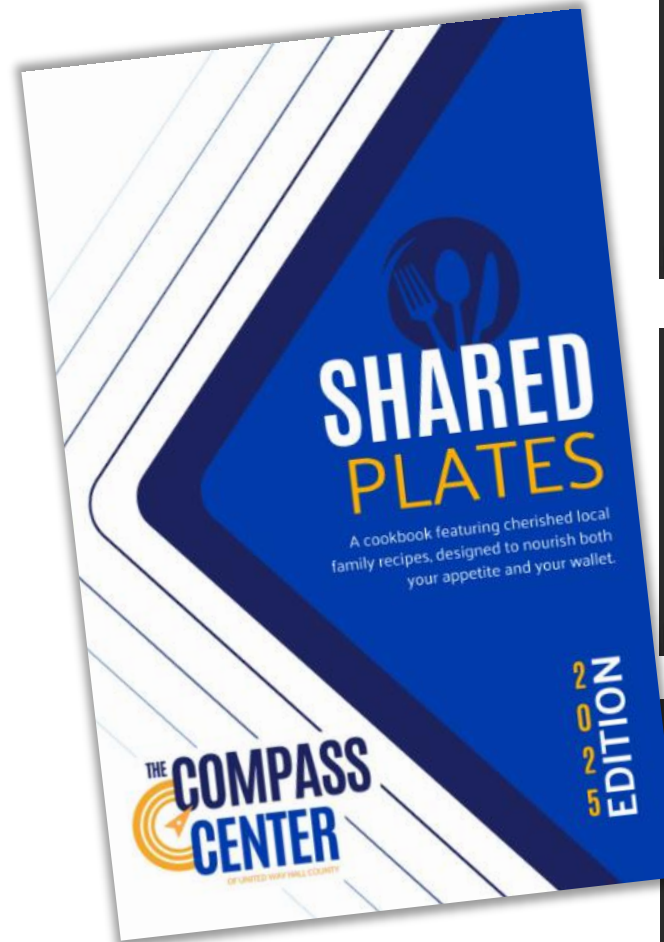
\$100
AD BUDGET

EDUCATION: HIGHLIGHTS

SHARED PLATES COOKBOOK

In response to the challenges faced by families in Hall County as they navigate the rising costs of groceries while striving to maintain a healthy diet, the Health subcommittee, in partnership with Compass Center, developed and published *The Shared Plates Cookbook*.

The goal of the cookbook is to empower families to make nutritious meals without compromising their budgets and ultimately helping to build a healthier, more resilient Hall County. The electronic version of the cookbook is available on the [United Way of Hall County website](#) and limited print editions are available at the United Way office.



EDUCATION: HIGHLIGHTS



REACH OUT COMMUNITY EXPERT PANEL VIDEOS

Five videos were created featuring panels of community leaders and experts discussing a range of topics on issues affecting mental health. Videos are housed in a video library on the Reach Out website, and short-form reels were shared on Reach Out's social media channels.



[Supporting Someone with an Addiction](#)



[Understanding Women's Physical and Mental Health](#)



[Finding a Healthy Balance for Technology Usage](#)



[Coping with Grief](#)



[Helping Teens Cope with Stress](#)

425

View on
YouTube

10,165

Views of the short
form versions on
social media

EDUCATION: HIGHLIGHTS



United We Run Race Collaboration

200 bookmarks with an encouraging message promoting Reach Out as a community resource were distributed to runners in race bags on the day of the race.



Back to School Stickers

Printed and distributed 30,000 stickers with uplifting messages for all Hall County and Gainesville City Schools to give to students at Open House events

Reach Out Blogs

In conjunction with the launch of the new Reach Out website, relaunched a monthly blog series and produced six articles written by community experts. Topics included:

[Self Care](#) | [The Intersection of Physical Health & Mental Health](#)
[Back to School Jitters](#) | [Healthy Tech Use for Kids and Teens](#)
[Suicide Prevention Month & Building a Culture of Care](#)



Coping When the Season is Not the Way it was Supposed to Be

📅 December 11, 2025



No Person Left Behind

📅 November 7, 2025



Raising Digital Natives: A Guide to Healthy Tech Use for Kids and Teens

📅 August 14, 2025

EDUCATION: HIGHLIGHTS

HALL TOGETHER FIT COMMUNITY CHALLENGE

With funding through the Moment of Spark Grant, the Health subcommittee launched a community fitness challenge to highlight how taking care of your physical health can not only make you feel physically better but also mentally better.

Key Tactics



Flyer

Developed a flyer for local organizations and businesses to distribute, which could be easily shared via email and partnered with United Way of Hall County and the UGA Extension office to help spread the word about the campaign.



Social Media

Created a month-long social media campaign encouraging participation and focusing on simple, sustainable ways for people to boost their overall health. Each week we featured a theme, helpful tips, and weekly giveaways to encourage participation.



7,500+ Views

4,000+ Accounts reached

6 Individuals entered to win

2 Prizes awarded
Including a \$200 Publix gift card and a smart watch

EDUCATION: HIGHLIGHTS

MENTAL HEALTH AWARENESS MONTH

Hall Goes Green

In collaboration with NAMI Hall, the Ryan Joiner Foundation, and United Way Hall County, businesses and organizations across the county joined the Hall Goes Green effort. They displayed signs and banners and lit their offices in green during May to help raise awareness about mental health in the community.

The One Hall Health Committee coordinated a mental health walk down Green Street for **Mental Health Action Day**. Committee members and friends wore green and walked down Green Street to help raise awareness of the importance of mental health.

Partnered with

14

local organizations to display Mental Health Month banners across Hall County

100

Mental Health Month yard signs on display around the county



Bill Maine with Access WDUN interviewed Lauren Joiner and Adam Raulerson about the work of the One Hall Health Committee, the Hall Goes Green movement, and why it is so important to talk about mental health.

50

Mental Health month posters distributed to local businesses to display



EDUCATION: HIGHLIGHTS

MENTAL HEALTH AWARENESS MONTH

Developed a calendar with daily activities to help improve mental well-being

MAY IS
Mental Health Awareness Month

REACH OUT.
check in.

Monthly Goals						
1	2	3	4	5	6	7
Write down three self-care goals for the month	Spend time in nature	Scan your body and notice how you feel	Unplug at least an hour before bed	Move your body for 20 minutes	De-stress and unwind with a hobby	Go to bed 30 minutes early
8	9	10	11	12	13	14
Listen to your favorite music	Support a cause you care about	Spend 10 minutes journaling	Send a thank you note or text to someone in your life	De-clutter and organize one space at home or at work	Take 10 deep breaths and see how you feel	Be gentle with yourself when you make a mistake
15	16	17	18	19	20	21
Wear green to support mental health awareness	Do something kind for someone	Sit still for 5 minutes and just breathe	Call a friend to connect	Drink only water today	Allow yourself time to rest and reset today	Write down something good that happened today
22	23	24	25	26	27	28
Donate something you never use	Set boundaries with yourself and others	Go for a walk outside	Have a "no plans" afternoon and notice how that feels	Share a meal with family or friends	Try a creative activity	Text a friend just to check in
29	30	31				
Make a list of 3 traits you love about yourself	Treat yourself to something special	Do something that makes you happy				

Follow us for more information and resources at www.reachouthallco.org

UNITED WAY
Of Hall County

REACH OUT.

EDUCATION: HIGHLIGHTS

MENTAL HEALTH AWARENESS MONTH

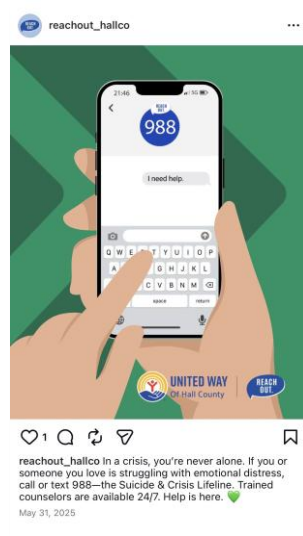
13

9,106

total social media reach

SOCIAL MEDIA POSTS SHARED

featuring mental health-related information and resources throughout the month of May



reachout_hallco In a crisis, you're never alone. If you or someone you love is struggling with emotional distress, call or text 988—the Suicide & Crisis Lifeline. Trained counselors are available 24/7. Help is here. [View more](#)



reachout_hallco Feeling stuck? 🤔 That's your sign to take a breath—and take one small step. [View more](#)
Action Step: Change your environment. Take a... [View more](#)



reachout_hallco #DidYouKnow 1 in 5 people experience a mental health concern? That means someone you love—or you—could be struggling silently. Let's speak up, check in, and be the support someone needs. [View more](#)



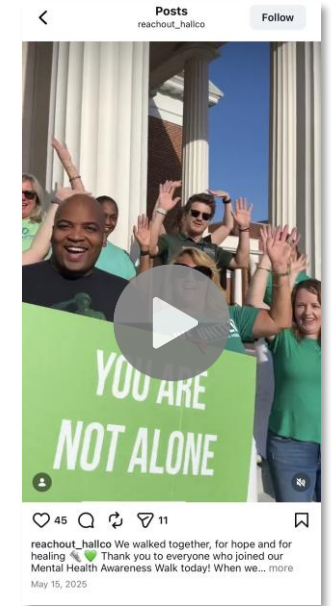
reachout_hallco Feeling overwhelmed? 😓 You're not alone. When life feels too heavy, take a breath, write down what's stressing you out, and tackle one small thing at a time. [View more](#)



reachout_hallco Tomorrow is Mental Health Awareness Day—let's show up and stand together. [View more](#)
Wear green on May 15 to show your support, spark... [View more](#)



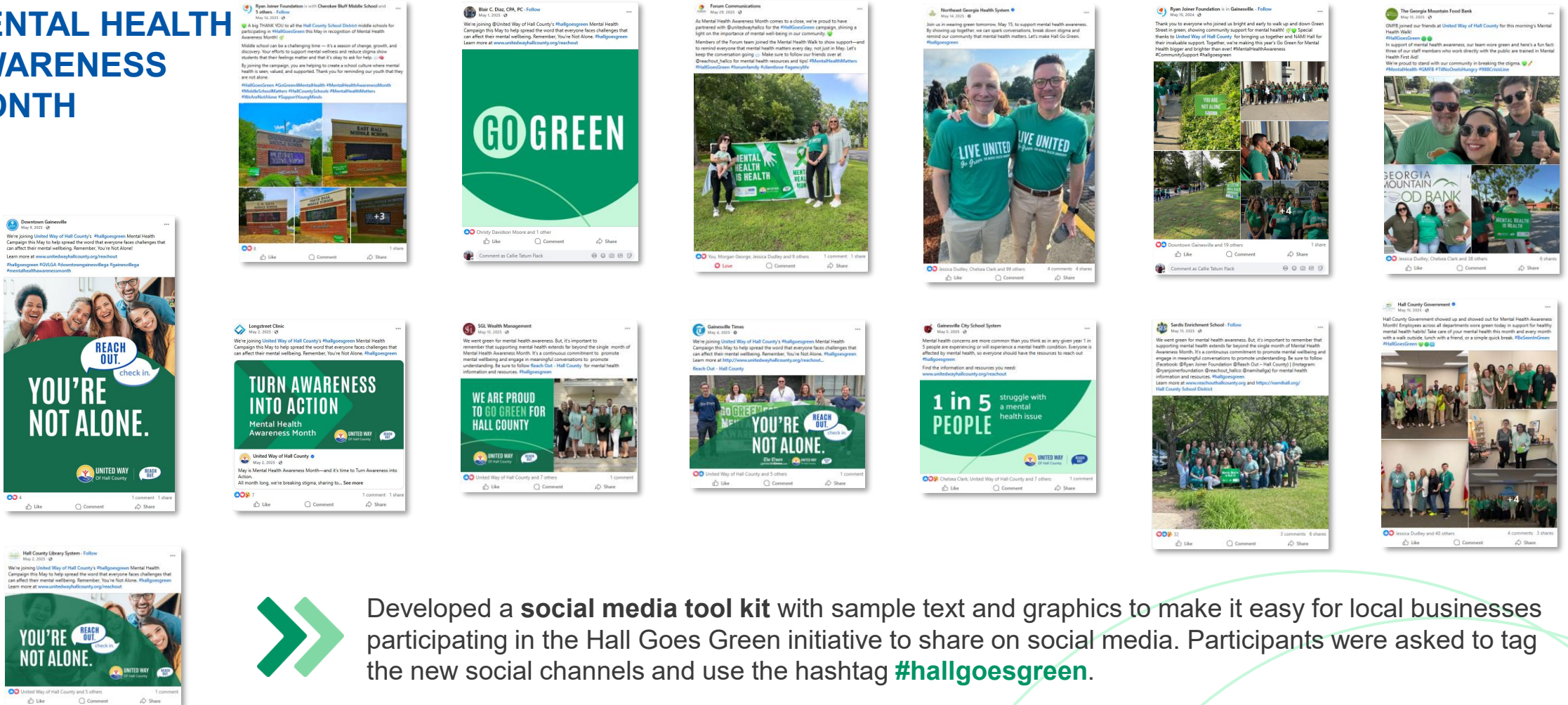
reachout_hallco Mental health is just as important as physical health—but fewer than half of those who need help actually seek it. [View more](#)
Let's change that. [View more](#)



reachout_hallco We walked together, for hope and for healing 🙌 Thank you to everyone who joined our Mental Health Awareness Walk today! When we... [View more](#)

EDUCATION: HIGHLIGHTS

MENTAL HEALTH AWARENESS MONTH



Developed a **social media tool kit** with sample text and graphics to make it easy for local businesses participating in the Hall Goes Green initiative to share on social media. Participants were asked to tag the new social channels and use the hashtag **#hallgoesgreen**.

GET INVOLVED!

Join the **One Hall Health Committee** and help work toward a community where all residents are healthy and safe.

One Hall Health meets the **third Wednesday of each month.**

Call **Pam Kenney at 770-536-1121** for more information.

LEARN MORE

unitedwayhallcounty.org/onehall-health



UNITED WAY
Of Hall County