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Contact: Mackenzie Summar, PR Associate
713-838-9050 ext. 374
MSummar@eastersealshouston.org

Easter Seals Joins Forces with Blue Cross and Blue Shield of Texas to Help Mitigate Social Conditions that Impact Health

HOUSTON, TEXAS (July 31, 2019) Easter Seals Greater Houston today announced it was awarded a $75,000 grant by Blue Cross and Blue Shield of Texas (BCBSTX) as part of the company’s statewide effort to support community-based organizations addressing social factors that impact health.

With these funds ESGH will serve 50 individuals that are veterans and or current military as well as their family members. This will include services such as digital trainings through app reviews and videos, face-to-face counseling and counseling via tele-health, especially for those without transportation or living in rural areas. The funding will also help create sustainability for Easter Seals Greater Houston’s behavioral health services by securing contracts to provide services, by leveraging services through tele-medicine and the use of apps and mobile technology to support traditional counseling and combining mental health services with wrap around service through tele-health.

“We are so grateful for the generous investment BCBSTX is making in Easter Seals Houston. Not only will it be matched dollar for dollar by Health and Human Services Texas Veterans + Family Alliance grant, it but will allow us to provide life changing services to military families while sharing what we learn with people around the world through our BridgingApps website,” said Elise Hough, CEO of Easter Seals Greater Houston.

Investing in and partnering with like-minded organizations on community health initiatives builds on BCBSTX’s long history of supporting local communities and helping families and individuals thrive. Through these efforts, BCBSTX aims to help improve the lives of people in the communities it serves by addressing social factors that affect health and well-being. Easter Seals Greater Houston is proud to have partnered with BCBSTX for many years through special event and grant funding and is honored to be on the forefront of mental health with them.

“As the largest health insurer in Texas with a presence in 254 counties, we have a unique and big-picture perspective about social influencers that are affecting not only our members but Texans in general,” said Dr. Dan McCoy, President of Blue Cross and Blue Shield of Texas. “We also have a responsibility to be actively involved with helping to change the trajectory for Texans when it comes to community health and those social and environmental conditions that prevent people from having healthy lives.

“Our aim in seeking collaborative partners to invest in is to not only improve the health of our members, but also the health of communities we serve,” McCoy continued. “That’s why partnering with organizations that are on the ground connecting people to the services that they need – transportation, housing and behavioral health resources – is so vitally important.”

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About Easter Seals Greater Houston
Easter Seals Greater Houston, Inc. is a non-profit corporation established to provide comprehensive services to individuals of all ages with all types of disabilities and their family members. For more information, visit www.eastersealshouston.org