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The Church Of God In Christ, Inc.

www.cogic.org

pr@cogic.org

**Church of God In Christ, Inc. Launches National PSA on Mental Health in
Collaboration with U.S. Department of Health and Human Services'
Center For Faith-based and Neighborhood Partnerships**

(Memphis, TN February 29, 2024) In a groundbreaking relationship aimed at combating mental health challenges, the Church of God In Christ, Inc. (COGIC), one of the largest African American Pentecostal denominations in the United States, is proud to announce the launch of its first national Public Service Announcement (PSA) on mental health. This initiative is in collaboration with the U.S. Department Of Health and Human Services' Partnership Center, marking a significant step towards improving health outcomes within the African American community and beyond.

Recognizing the critical need for accessible mental health support and resources, COGIC and the HHS Partnership Center have come together to address this pressing issue head-on. The PSA emphasizes that there is hope and support available for those facing suicidal crisis or emotional distress, highlighting the availability of the Suicide and Crisis Lifeline. Operating 24/7, this free and confidential service provides immediate assistance from trained crisis counselors, helping thousands of individuals navigate through their darkest moments towards a path of healing.

The 988 dialing code is prominently included within the PSA as a monumental advancement in crisis care transformation across the United States. This easy-to-remember number serves as a universal access point, ensuring that no matter where an individual resides, they can connect with a professional who can offer guidance and support.

Bishop J. Drew Sheard, the Presiding Bishop of the Church Of God In Christ, Inc., expressed his enthusiastic support for the initiative, stating, "This collaboration and PSA are vital steps towards breaking the stigma associated with mental health in our communities. It is imperative that we provide avenues of support and healing for those in need. The 988 dialing code is not just a number—it's a lifeline for many, symbolizing hope, and the availability of help at any time. We are committed to ensuring that our members and the wider community know that they are not alone in their struggles."



CHURCH OF GOD IN CHRIST, INC.

930 Mason St. | Memphis, TN 38126

Office: 901.947.9319 | Fax: 901.947.9327

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Dr. Que English, Director, Center for Faith-based and Neighborhood Partnerships, U.S. Department of Health and Human Services said, “We are excited about our relationship with the Church of God In Christ and their Presiding Bishop J. Drew Sheard in addressing mental health and its associated stigma. Seeking help for mental health challenges is an act of self-care and empowerment. It demonstrates strength and resilience in prioritizing one’s own mental well-being and taking proactive steps toward healing and recovery. We thank these trusted messengers for sharing their stories.”

The PSA, which includes COGIC leaders and members, is a testament to the denomination and the HHS Partnership Center's commitment to fostering a society where mental health is prioritized, and support is readily accessible. By bringing this message to a national platform, they aim to reach individuals from all walks of life, offering a message of hope and a reminder that help is just a call away.

For more information about the Suicide and Crisis Lifeline, please contact 988. Let us come together to support one another and build a stronger, healthier community for all. The PSA’s can be viewed at www.cogic.org

About Church of God In Christ, Inc.

The Church of God In Christ, Inc. (COGIC) is a Pentecostal-Holiness Christian denomination with a predominantly African American membership. With 13,000 churches in 105 countries and millions of adherents globally, COGIC is committed to improving the spiritual, physical, and mental health of its community, guided by the teachings of Jesus Christ.

About the U.S. Dept. of Health and Human Services’ Center for Faith-based and Neighborhood Partnerships

The HHS Partnership Center works to engage faith-based and community organizations in health initiatives. The Center aims to build partnerships that advance health, wellness, and the delivery of services, focusing on areas such as mental health, suicide prevention, substance use disorders, and maternal health.

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