The Power of Outreach in Behavioral Health

*By **George Vessels Jr, MSW***
Housing Director for Homeless Outreach Services

At Bridgeway Behavioral Health Services, outreach isn't just a service—it's a lifeline. For individuals facing serious mental health or substance use challenges, the path to care often begins outside of traditional clinical settings. That's where we come in. Our outreach teams meet people where they are: on the streets, in shelters, at community hubs, building trust and offering a connection to the resources they may not even realize are available. Outreach is often the first step in breaking cycles of isolation, stigma, and crisis. It's a compassionate, consistent presence that says, "You matter. Help is here."

Bridgeway has long been a leader in community-based outreach throughout Union County and beyond. We partner with hospitals, law enforcement, shelters, and other organizations to ensure no one falls through the cracks.

Outreach is proactive care. It prevents hospitalizations, reduces emergency responses, and most importantly, helps individuals begin their recovery on their own terms. We don't wait for people to come to us. We go to them, with respect, hope, and the promise of a path forward.