

Sí Se Puede Behavioral Health Center

The future is in our hands. Let's make health equity a reality in our community!

Increasing access to substance use treatment is essential to the well-being of our community. Santa Cruz County is in the midst of a substance use disorder (SUD) epidemic, and it will take our entire community to create real solutions. Of the thousands of community members experiencing SUD, a small fraction successfully enter treatment due to high costs, limited program openings and stigma around addiction. Encompass Community Services is addressing these factors head on by increasing access to affordable, evidenced-based, culturally aware programming that supports community members' lifelong recovery.

The project.

Encompass is building a new, state-of-the-art Sí Se Puede Behavioral Health Center in Watsonville to deliver high quality, accessible and personalized substance use disorder (SUD) and mental health treatment to **more than 1,300 community members a year.**

Our all-in-one campus will allow us to meet every individual where they are in their recovery journey through connected programs with varying levels of care – from residential to outpatient treatment – **all in an atmosphere of dignity and respect where they can thrive.**

The center will build on our 30-year history of serving the Watsonville community – including thousands of agricultural workers and their family members — through bilingual programming that is led by Latinos with lived experience with SUD.

We are developing the Center with MidPen, Housing, Inc. who is simultaneously building 72 affordable homes next door. Co-locating our beautiful campuses will increase access to treatment and housing while also reducing the stigma around seeking treatment.



Our community and families need and deserve this center.

Rural communities like Watsonville are being disproportionately impacted by the opioid epidemic. According to a recent national survey, nearly **half of rural adults say they have been directly impacted by the opioid epidemic** either by knowing someone, having a family member addicted, having taken an illegal opioid, or dealing with addiction themselves. The impact on agricultural workers is even more alarming – **74 percent of agricultural workers say they have been directly impacted**, and 76 percent say it would be easy for someone in their community to access a large amount of prescription opioids or painkillers without a prescription.

Our new center promotes whole-person health, reduces stigma, and improves outcomes.

Providing bright, new, fully outfitted facilities sends a message that those seeking treatment are worth investing in and reduces stigma around seeking treatment – for individuals, for their families and for their communities. **Substance use disorder is a chronic disease.** It is not a moral failing or a personal weakness. Just like diabetes or hypertension, it requires ongoing care and support from medical and behavioral health experts, and in some cases, medication-assisted treatment. That is exactly what our new center will provide.

The campus is also designed with dedicated spaces for family therapy, a 30-seat classroom to provide ongoing educational programming for family and community members, and a synthetic turf children’s play area to welcome families for visits with residential program participants. **Helping individuals and their family members better understand SUD and how treatment works helps keep families together and improves outcomes for our whole community.**

The center expands on the successes of our long-running treatment programs.

Our program model is exceptional, but the spaces do not reflect the quality of care we provide. At its founding in 1991, our Sí Se Puede residential program was the first bilingual and monolingual (Spanish) recovery program in the state. The program was developed and is led by Latinos with lived experience with addiction who have dedicated their lives to creating a brotherhood of recovery. The facility is an aging 1940s-era home that is at capacity, in need of significant structural repairs, and does not provide the appropriate spaces for the level of care clients need and deserve. If we cannot build a new center to replace aging structures and expand our capacity, we are at risk of having to close our program. Even continuing to operate our program out of the current spaces will require significant investment in structural repairs. Developing this center will build on the wins of our 30-year-old program and ensure we can continue serving the community’s for at least 30 more.

Together, we can make high quality behavioral healthcare accessible to all.

Currently, those in our community who need the most support have the least access to quality care. Accessing SUD and mental health services is especially difficult for Medi-Cal beneficiaries and uninsured individuals who must rely on limited openings at Drug Medi-Cal certified programs, such as Encompass’s Sí Se Puede program. Our new center will allow us to expand our programs to serve more than 1,300 community members per year, the vast majority of whom will be low-income.

The need is great.

COVID-19 is exacerbating our community’s already critical mental health and substance use issues. According to a 2020 CDC survey, 40% of U.S. adults reported struggling with mental health or substance use in the prior 30 days. Additionally, according to an annual report by the Santa Cruz County Coroner, drug-related deaths are on the rise in our community. Alarming, the rate of accidental drug deaths among our Latinx community members doubled between 2019 and 2020. We urgently need to expand bilingual treatment capacity in the historically underserved and predominantly Latinx community of Watsonville.

Simply put, this project cannot wait.

Our community needs a new behavioral health center now to address critical and growing health needs that are only becoming more acute in the wake of COVID-19. The sooner we reach our project fundraising goal, the sooner we can break ground and expand our services.

Encompass has a long history of supporting those in greatest need.

Encompass is the largest provider of health and human services in Santa Cruz County. We have been delivering culturally appropriate and evidence-based safety net services in Santa Cruz County for nearly 50 years. We are over 90% publicly funded with an annual budget of \$32M. **For nearly 50 years,** Encompass has provided person-centered behavioral healthcare services to our community.

The project is shovel ready, financially sustainable, and well supported by the community.

We are shovel ready. We have purchased the land and completed project entitlements through the City of Watsonville. Once the campus is built and outfitted, Encompass will operate **financially sustainable** fee-for-service programming.

Our goal is to break ground in June 2023 and open the center in 2024. We are finalizing designs for the building permits to begin construction and our fundraising campaign is well underway. Our fundraising goal is \$13M. To date, we have reached nearly \$5.9M from individual donors, major gifts, foundations, grants, and loans. To reach our goal, we are seeking contributions from a variety of private and public sources, and recently submitted a highly competitive application for several million dollars in funding through the State's Behavioral Health Continuum Infrastructure Project (BHCIP).

Our project enjoys **significant community support** from community leaders and elected officials who are intimately familiar with the critical needs of South Santa Cruz County. Letters of support are available upon request.

Your Investment

A gift to Encompass's Sí Se Puede Behavioral Health Center is an investment in our families and community that will multiply over time. We project that over 10 years, our center will serve:

- **2,450** people through residential SUD treatment
- **10,055** people with outpatient-treatment needs through outpatient SUD treatment, Medication Assisted Treatment, recovery support services, mental health therapy and DUI programs

With your support, we can address our community's urgent treatment needs and bring us closer to realizing a future where everyone in our community can access to the benefit of good health through high quality care that treats them with dignity and respect.

For more information please contact:

Liz Burkhart | Director of Development & Community Relations

Liz.Burkhart@encompasscs.org | 831-753-3099

www.SiSePuedeCenter.org