



FOR IMMEDIATE RELEASE

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**The BridgeWay Supports the Governor's Challenge to Prevent Suicide among Service Members,
Veterans, and Their Families**

Member of Leadership Team Chosen to Serve on Governor's Challenge for Arkansas

North Little Rock, AR – April 20, 2021 — The BridgeWay announced that Bruce Trimble, M.A., A.P.R., Director of Business Development, has been selected to serve on the United States Department of Veteran's Affairs Governor's Challenge for the state of Arkansas. Arkansas is one of 27 states taking part in the Governor's Challenge and working to develop and implement state-wide suicide prevention best practices for Service Members, Veterans, and their Families (SMVF), using a public health approach.

The United States Department of Veterans Affairs (V.A.), Veterans Health Administration (V.H.A.) has partnered with the Substance Abuse and Mental Health Services Administration (SAMHSA) to continue this initiative. SAMHSA's Technical Assistance (T.A.) Center works with states and communities to strengthen their behavioral health systems serving SMVF. The TA Center provides support through the provision of technical assistance and the promotion of ongoing interagency collaboration. Since 2010, the SAMHSA Service Members, Veterans, and their Families Technical Assistance (SMVF TA) Center has provided technical assistance support to state and territory, military and civilian interagency teams working to strengthen behavioral health systems that serve service members, veterans, and their families. Technical assistance is also provided to SAMHSA stakeholders and grantees on issues and resources related to the behavioral health needs of service members, veterans, and their families.

Governor's Challenge Overview

The [Governor's Challenge](#) is a call to action, asking state military and civilian interagency teams to embark on a process of collaborating, planning, and implementing suicide prevention best practices and policies for SMVF state-wide. Technical assistance offered through this initiative is designed to provide a forum for states to consider how existing policies, procedures, infrastructure, and resources influence the systems' effectiveness that support SMVF. Teams will develop state-wide plans based on a comprehensive public health approach and the [National Strategy for Preventing Veteran Suicide](#).

State-Level Veteran Suicide Data

The V.A. is leading efforts to understand suicide risk factors, develop evidence-based prevention programs, and prevent Veteran suicide through a public health approach. As part of its work, V.A. analyzes data at the national and state levels to guide the design and execution of the most effective strategies to prevent Veteran suicide. The 2018 state data sheets present the latest findings from V.A.'s ongoing analysis of suicide rates and include the most up-to-date state-level suicide information for the United States. The [Arkansas datasheet](#) includes information about Veteran suicides by age, sex, and suicide method and compares this with regional and national data. After accounting for age differences, the Veteran suicide rate in Arkansas:

- Was not significantly different from the national Veteran suicide rate.
- Was significantly higher than the national general population suicide rate.

Said Trimble about serving the Governor's Challenge for Arkansas, "I consider it an honor to serve those who have so bravely served our country. Given that suicide is preventable, it's essential that we lean in and work together to solve this problem." An avid mental health advocate, Trimble was appointed by the Governor of Arkansas to the Arkansas Suicide Prevention Council in 2015 and served as co-chair from 2015 to 2017. In 2018, he was instrumental in establishing a call center for the Arkansas Suicide Prevention Hotline.

About The BridgeWay

Founded in 1983, The BridgeWay Hospital is the only freestanding psychiatric hospital in Arkansas with distinct programs for acute mental health, serious mental health, and substance use disorder treatment for adults, as well as behavioral healthcare for adolescents, ages 13-17, and children, ages 4-12. We

offer a continuum of services designed to help people experiencing behavioral, emotional, or addictive problems that can lead to fractured lives. To schedule an assessment, or make a referral, call our Assessment and Referral Department at 1-800-245-0011, or visit our website at www.TheBridgeWay.com.

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