

Alabama Department of Mental Health

Brand Narrative

Why we exist

Everyone's spirit needs healing at different points in life. The Alabama Department of Mental Health (ADMH) is committed to providing that healing through access to holistic care – at any level of need and through many methods. Our goal is to maximize wellness for all through person-centered care that promotes independent living and decision making. ADMH's providers and partners across the state connect individuals to specific resources to meet their specific need. They thoughtfully educate each person regarding their diagnosis and process for care. With proper support and expert guidance, all Alabamians can thrive.

What we hope to do

ADMH will continue to focus funding to help educate providers in creating a sustainable business model. Easy access to services is crucial, so we will foster an administrative structure that streamlines the process. We will bolster our workforce by making career advancement a strategic priority. ADMH will work closely with our state's universities and colleges to get eligible candidates into the workforce faster through job training and internship programs. We seek to break out of any siloed mindset to share a greater understanding of resources and capabilities.

How we serve

In your community, ADMH, its providers and partners offer support and hope. Even more, together, we offer a path to independence with more choices. We will continue to evolve our resources to meet the changing needs of the people we serve. Giving time for recovery through patience, providers and partners can reconnect families and communities. Social engagement, employment, and financial health are among the most vital of benefits.

ADMH's providers and partners focus on a continuum of care — a lifecycle from crisis care to daily care, where we accompany the individual through their recovery journey and beyond. We believe in empowerment. Self-efficacy in any phase of recovery gives individuals the optimal opportunity for long-term health.

Where we are going

All Alabamians deserve integrated, responsive mental health care. As a single point of entry for services, we can all make healthier, stronger individuals, families, and communities when we provide open access to care. With core tenets to be transparent and trustworthy – ADMH staff, providers and partners will provide the highest quality education, training and services. We are bridge builders. ADMH is a reliable partner, proactive and efficient. Our organization is committed to making care easy to use for everyone at any phase of life. We are united in our efforts to give compassion and empathy care to all we serve.