



Key Messaging and Talking Points

Overview

Integral Care is the Local Mental Health Authority (LMHA) and Local Intellectual and Developmental Disability Authority (LIDDA) for Travis County. Since 1967, our mission has remained the same: to provide accessible, high-quality mental health care and social services—at low or no cost—to individuals affected by mental health conditions, substance use disorders, and intellectual or developmental disabilities. We support people in achieving well-being and independence through compassionate care available 24/7.

Our vision is Mental Health and Well-Being for Everyone.

Adult Services

Integral Care supports adults living with mental illness and substance use disorders in reclaiming and maintaining their mental and physical health. Through personalized counseling, we help individuals strengthen their emotional well-being. Our substance use treatment programs promote recovery and long-term stability. We offer supportive housing that fosters independence and healing, along with wellness services that address chronic health conditions such as diabetes. By providing these essential tools, Integral Care empowers individuals to achieve mental health and well-being, realize their full potential, and actively contribute to our community.

Child & Family Services

Integral Care provides personalized care for children and families beginning with a thorough, expert assessment to understand each child's unique needs. Our team works closely with families to uncover underlying challenges and develop a tailored care plan that supports mental health and well-being. Services may include individual therapy, family counseling, in-home and in-school visits in Austin, Pflugerville, Del Valle, and Manor, medication management, treatment for substance use, and suicide prevention.

[Integralcare.org](https://www.integralcare.org)



Crisis Services

Integral Care is available 24/7 to support anyone experiencing a mental health crisis; no appointment is needed. We understand that urgent challenges like suicidal thoughts, overwhelming stress, or substance use concerns do not follow a 9-to-5 schedule. That is why we offer immediate help through our 24-hour helpline at 512-472-HELP (4357), connecting individuals to care whenever they need it. For those who require in-person support, our Psychiatric Emergency Services (PES) location at 1165 Airport Blvd. is open around the clock. Walk-ins are welcome at any time, day or night, because mental health emergencies deserve timely, compassionate care.

Intellectual and Developmental Disabilities

As the Local Intellectual and Developmental Disability Authority (LIDDA) for Travis County, Integral Care helps individuals with IDD gain health, independence, and access to vital resources. A formal diagnosis is the gateway to essential services such as educational support, SSI benefits, Medicaid waivers, and more. Our team conducts expert assessments to determine eligibility and guide individuals and families through their options, ensuring they are connected to the right support as early as possible. Navigating the IDD system can be complex. Integral Care provides hands-on assistance with benefits applications and other critical processes, so families do not have to face it alone. We are often the first stop for IDD services, offering compassionate care and guidance every step of the way.

Housing and Homeless Services

Stable housing is the foundation for health and independence. Without it, achieving wellness — both mental and physical — becomes incredibly difficult. That is why Integral Care integrates housing support into our mental health recovery programs. For over 20 years, we have worked to move people from the streets into safe, affordable housing as quickly as possible. We meet individuals where they are — on the street, in the community, or in our clinics — building trust and connecting them to services that support their recovery. When people have access to housing, counseling, primary care, and substance use treatment, they gain the tools to heal, grow, and thrive.

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Who We Help

Individuals in Travis County affected by mental health conditions, substance use disorders, and intellectual and developmental disabilities — regardless of income or insurance status.

What Problem We Solve

We address the barriers that prevent people from achieving mental wellness, stability, and independence — including lack of access to care, housing, and support services.

How We Do It

By providing high-quality, compassionate mental health care and social services that are affordable, accessible 24/7, and tailored to each person's unique needs, including crisis support, housing assistance, counseling, and integrated health care.

Core Brand Messaging

Long Version:

Integral Care is the Local Mental Health Authority (LMHA) and Local Intellectual and Developmental Disability Authority (LIDDA) for Travis County. Our mission has been the same since 1967—to provide high-quality mental healthcare and social services at low or no cost to anyone affected by mental health conditions, substance use disorders, and intellectual or developmental disabilities. We help people regain mental health and maintain independence in their lives.

Short Version:

Integral Care provides high-quality, low-cost healthcare and social services to anyone affected by mental health conditions, substance use disorders, and intellectual or developmental disabilities within Travis County.

Tailored Messaging for Specific Audiences

Your Gift Powers Hope and Healing

When you give to Integral Care, you are investing in a trusted organization with a long-standing commitment to community impact and fiscal responsibility. We are proud to hold a Platinum Seal of Transparency from GuideStar and an 87% rating on Charity Navigator—clear proof that your generosity is used wisely and where it’s needed most. Every donation helps provide life-changing mental health care, substance use recovery, and housing services to thousands of people in our community each year.

Investing in Integral Care is investing in Austin’s Future

- You can help someone go from crisis to recovery. Your donation can help someone right here in Austin overcome a mental health crisis and get their life back on track.
- You care about Austin and it is hard to ignore the growing challenges some of our neighbors face. If you have ever wondered whether you can make a difference, here’s the good news: by supporting Integral Care, you can help fellow Austinites get care that really works, regardless of their ability to pay.
- A donation to Integral Care helps prevent things like:
 - Suicide and escalating mental health crises
 - Homelessness linked to untreated mental illness
 - Jail time for people who need care, not punishment
 - Chronic substance use without access to treatment
 - Traumatic involuntary hospitalizations
- Together, we can help our neighbors gain back good health and lead stable, independent lives.

Community Focus

As the Local Mental Health Authority for Austin and Travis County, we work in close partnership with local leaders and elected officials to develop innovative, community-driven solutions to mental health challenges. Together, we’re building sustainable systems that meet the evolving needs of our city and county—serving 30,000 Austinites each year.

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Some of the ways we help:

- Treating severe and persistent mental health conditions
- Helping 8K people per year recover from substance use disorder
- Reducing homelessness for over 2K individuals last year
- Diverting people with mental illness away from jails and ERs and into treatment
- Preventing unnecessary hospitalization or police interaction for people with intellectual or developmental disabilities in a crisis.

Impact Focus

In the past year, thanks to generous donor support, Integral Care made a life-changing difference for more than 30,000 people across Travis County. Together, we:

- Reduced homelessness: Helped 2,169 Austinites transition from living on the streets to having a place to call home.
- Responded to 91,678 calls from individuals in crisis, offering hope and saving lives.
- Supported recovery: Guided over 8,000 people on their journey to healing from substance use disorder.
- Empowered independence: Provided assessments, diagnoses, and long-term care solutions for 200 individuals with intellectual or developmental disabilities, helping them live more independently.

Impact Focus | Permanent Supportive Housing

Permanent Supportive Housing (PSH) works—and the data proves it. Integral Care operates two PSH communities that provide stable housing for people who were previously unhoused, and a third will open in 2026. Integral Care's Terrace at Oak Springs was Austin's first PSH development. Residents receive integrated services including healthcare, counseling, substance use treatment, and job support—all under one roof.

After five years of operation, the results are in:

- 51% fewer ER visits
- 30% fewer medical hospitalizations
- 40% fewer psychiatric hospital admissions

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These outcomes translate to real savings for taxpayers—an average of \$8,663 saved per resident, per year. This is a smart, cost-effective solution that strengthens lives and communities.

Impact Focus | The Inn, Crisis Residential Facility

Investing in Integral Care is a smart way to respond to mental health crises—and save taxpayer dollars. Integral Care offers a cost-effective alternative to psychiatric hospitalization through its crisis residential facility, The Inn. Designed for individuals experiencing acute psychiatric episodes, The Inn provides short-term, intensive care in a safe, supportive environment.

An economic analysis by The University of Texas found:

- \$3,621 saved per person compared to a psychiatric hospital stay
- \$4,914 saved per person compared to a community hospital stay
- Over three years, 1,719 individuals received care at The Inn, resulting in up to \$2.82 million in healthcare system savings

The Inn delivers high-quality care at a fraction of the cost—helping people stabilize while reducing the burden on emergency rooms and hospitals.

Impact Focus | 911 Collaboration

Integral Care is proud to partner with the Austin Police Department (APD) to improve how our community responds to mental health crisis calls. By integrating trained mental health professionals into 911 responses, we're helping law enforcement officers, supporting individuals in crisis, and reducing costs for taxpayers. A recent study found that adding mental health services to emergency calls led to a 50% reduction in officer time spent on scene, use of force, and arrests.

Building on this success, a new partnership between APD, Integral Care, and Austin-Travis County EMS has launched Austin FIRST — the Field Integrated Response Support Team. This innovative program dispatches a specialized team to mental health emergency calls in the downtown area. The team includes:

- An Integral Care mental health clinician
- An EMS paramedic

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- An APD officer trained in mental health response

Together, they respond to 911 calls involving individuals experiencing severe or complex mental health symptoms — such as delusions, paranoia, or risk of self-harm — ensuring that people in crisis receive the care and support they need.

“Elevator Pitch” / Headline Messages

◆ Commitment to Access

“Integral Care is a community-based mental healthcare provider. We treat any person in need of care, including those experiencing severe, persistent conditions, regardless of age, income, housing status, and language spoken.”

◆ Board Member

“As a Board member, I’m proud to support Integral Care’s mission to ensure mental health and well-being for everyone in Travis County. We provide 24/7 access to care—whether it’s crisis support, therapy, housing, or help navigating IDD services—so individuals and families can thrive, regardless of income, age, or background.”

◆ Executive Leadership

“Integral Care is a cornerstone of community health in Travis County. We solve complex challenges—mental illness, substance use, and IDD—by delivering integrated, accessible care. Our services reduce ER visits, support recovery, and empower individuals to live independently. We’re not just a provider—we’re a lifeline.”

◆ Mental Health-Focused

“Integral Care helps people in Travis County regain mental health and stability through 24/7 access to counseling, crisis care, and wellness services. We meet people where they are—at home, in schools, or in the community—to ensure no one faces mental health challenges alone.”

◆ Substance Use-Focused



“We support recovery and long-term wellness for individuals affected by substance use. Through personalized treatment, housing, and wellness services, Integral Care helps people reclaim their lives and contribute to our community.”

◆ **IDD-Focused**

“Integral Care is often the first stop for families navigating intellectual and developmental disabilities. We provide expert assessments, connect individuals to vital resources, and offer hands-on support to ensure every person can live a healthy, independent life.”

◆ **Housing-Focused**

“Stable housing is the foundation for recovery. Integral Care connects people experiencing homelessness with safe, affordable housing and wraparound services — including mental health care, substance use treatment, and primary care. With the right support, individuals not only heal — they thrive and contribute to a stronger Austin.”