



# NEWSLETTER

THE CENTER FOR COUNSELING & CONSULTATION



**GROWING HOPE TOGETHER**

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## CARE THAT WORKS TOGETHER: GENOA HEALTHCARE PHARMACY

Did you know there's a pharmacy located right inside The Center—and it's open to the entire community? Our partnership with Genoa Healthcare helps make medications easier to access, easier to manage, and more coordinated with the care clients receive every day.



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## ZERO REASONS WHY CENTRAL KANSAS TEENS ADVOCATE AT THE CAPITOL

Twenty-two students from our Zero Reasons Why Central Kansas youth council recently took their voices to the Kansas State Capitol for Advocacy Day, meeting with state leaders and advocating for the mental health needs of teens across our region.



# DRIVING CARE: MEETING YOU WHERE YOU ARE

## Exploring The Center's Transportation Fleet

Across Barton, Rice, Stafford, and Pawnee counties, care doesn't always happen inside an office. Sometimes it happens in a home, at a school, or on a rural road miles from the nearest town. Every day, The Center's staff travel throughout our region to meet people where they are—because access to care should never depend on someone's ability to get to us.



**“IN 2025 ALONE, CENTER VEHICLES TRAVELED 336,863 MILES ACROSS CENTRAL KANSAS.”**

One of the most important ways we make that possible is through our fleet of vehicles.

Today, The Center operates 52 vehicles that support services across our catchment area that keep us ready whenever our community needs us.

### Transportation as a Bridge to Care

For many individuals and families, transportation can be one of the biggest barriers to receiving help. A missed appointment, a lack of reliable transportation, or living in a rural area can quickly create distance between someone and the support they need.

Our fleet helps bridge that gap.

Center staff use these vehicles to transport clients to appointments, housing resources, employment services, and other critical supports. They also allow our team to deliver care directly in the community—meeting people in the places where they feel safest and most comfortable.

In 2025 alone, Center vehicles traveled 336,863 miles across central Kansas. Those miles represent thousands of moments of care—rides to treatment, visits to homes and schools, crisis responses, and connections that help people stay supported and stable.

### Responding When People Need Us Most

Our vehicles are also essential to programs like Mobile Crisis

Response, where time and accessibility matter.

When someone in our region is experiencing a behavioral health crisis, our team is able to go where we're called, when we're called—arriving in person to provide support, de-escalation, and connection to services.

“Transportation is a critical part of how we deliver care,” says Transportation Coordinator Michael Shook. “Our staff are constantly on the move—picking clients up, traveling between counties, or responding to urgent calls. Having dependable vehicles means we can focus on helping people instead of worrying about whether we'll make it there safely.”

### Prioritizing Safety for Staff and Clients

Just a few years ago, many of our

# “THESE VEHICLES HELP OUR TEAM LIVE OUT OUR MISSION EVERY DAY.”

vehicles were aging, carrying high mileage and increasing maintenance needs. Repairs were becoming more frequent, and parts were sometimes difficult to source. Recognizing how important dependable transportation is to both staff and clients, The Center’s Board supported a transition toward leasing newer, lower-mileage vehicles.

Leasing has allowed us to maintain a fleet that is more reliable, easier to maintain, and safer for everyone on

The 2024 and 2025 Trailblazer models both carry a 5-Star Overall Safety Rating from the National Highway Traffic Safety Administration (NHTSA) and strong crashworthiness ratings from the Insurance Institute for Highway Safety. These ratings reflect strong performance in frontal, side, and rollover crash testing—giving added confidence to the staff and clients who travel in them every day.

Because whether someone is

our leased vehicles are sourced through Marmie Chevrolet, Chrysler, Ford in Great Bend and Ehler Chevrolet in Hoisington.

These partnerships have been incredibly valuable. Local dealerships understand the nature of our work and have been quick to assist with maintenance and service needs, helping ensure our vehicles stay on the road and ready for the next call.

## More Than Vehicles—They’re Tools for Care

While they may look like ordinary vehicles on the road, The Center’s

fleet represents something much bigger. Each one is a tool for connection, safety, and access to care.

Whether transporting a client to services, helping someone maintain independence, or responding to a crisis call in the middle of the night, these

vehicles help our team live out our mission every day.

Because when someone needs help, we go where we’re called—when we’re called.

*And sometimes, that journey begins with the simple turn of a key.*



board.

Many of our newer vehicles include the Chevrolet Trailblazer, chosen for its size, accessibility, and strong safety features—important qualities for vehicles that operate across rural highways, city streets, and changing Kansas weather conditions.

visiting one of our locations or riding with a provider to a service appointment, their safety matters.

## Supporting Local Partnerships

Our fleet also reflects The Center’s commitment to supporting local businesses whenever possible. Many of

# CARE THAT WORKS TOGETHER: GENOA HEALTHCARE PHARMACY

## Care That Works Together: Inside The Center's Partnership with Genoa Healthcare Pharmacy

When it comes to behavioral health care, the right medication at the right time can make a meaningful difference in someone's recovery journey. That's why The Center for Counseling and Consultation partners with Genoa Healthcare Pharmacy, located right inside our Great Bend facility at 5815 Broadway Ave.

This partnership helps remove barriers that can often stand between clients and the medications they need—making care more coordinated, convenient, and personal.

### A Shared Mission for Better Health

Genoa Healthcare's mission closely aligns with the work happening at The Center every day. Their focus is simple but powerful: improving the quality of life for individuals living with behavioral health and other complex health conditions through a higher level of pharmacy services.

By operating directly within behavioral health clinics across the country—including here at The Center—Genoa creates a model where pharmacy services and clinical care work hand in hand.

In day-to-day practice, that collaboration is constant. Genoa pharmacy staff work closely with The Cen-



ter's providers to answer medication questions, support insurance needs, and help ensure clients are able to stay consistent with their treatment plans.

### Convenience That Supports Recovery

For many individuals receiving behavioral health services, something as simple as picking up a prescription can become a barrier. Transportation challenges, busy schedules, or difficulty organizing medications can all affect whether someone stays on track.

Having a pharmacy located within The Center helps remove many of those obstacles.

Clients are able to fill all of their prescriptions in one place, often at the same location where they see their provider. Genoa's team can also synchronize medications so they refill at the same time, simplifying what might otherwise be a complicated process.



Expires: 04/01/2028

Additional services make access even easier, including:

1. Free mailing of prescriptions
2. Free pre-filled pill organizers
3. 24/7 pharmacy support
4. Refill reminders by phone
5. Specialized monthly medication packaging to help patients stay organized

One service that particularly stands out is Genoa's care packaging system, which organizes medications into clearly labeled packets based on when they should be taken. For individuals managing multiple prescriptions, this simple system can make daily medication routines far easier to follow.

# “HAVING THE PHARMACY INSIDE THE CENTER MEANS CLIENTS CAN FOCUS ON THEIR RECOVERY WHILE WE HELP MAKE MEDICATIONS SIMPLE, ACCESSIBLE, AND CONSISTENT.”

## Collaboration That Improves Outcomes

The close working relationship between the pharmacy team and The Center’s clinicians often makes a real difference for clients.

Pharmacy staff communicate regularly with providers through phone, email, and in-person conversations, and they participate in medical staff meetings to stay aligned with treatment teams. This integrated approach allows challenges to be addressed quickly.

For example, when a client was recently discharged from a treatment facility and had run out of medication, Genoa staff worked alongside the facility and Center providers to quickly coordinate new prescriptions and ensure the individual had what they needed.

This type of communication helps ensure clients don’t fall through the cracks during critical moments in their care.

## A Pharmacy for the Whole Community

While Genoa is located within The Center, many people may not realize that the pharmacy is open to everyone—not just Center clients.

Community members can transfer prescriptions from any provider and fill a wide range of medications, including:

1. Antibiotics
2. Maintenance medications

3. Diabetic supplies
  4. Behavioral health medications
- And many other common prescriptions

Because Genoa operates in a smaller, clinic-based environment, the experience is often more personal than a traditional retail pharmacy.

In many cases, the pharmacy team knows patients by name—creating an atmosphere that feels welcoming, familiar, and supportive.

## Making a Difference Every Day

For the staff at Genoa, working within a behavioral health organization brings a deeper sense of purpose.

Seeing individuals make positive changes in their lives—and witnessing the impact of the services provided at The Center—is one of the most rewarding parts of the job.

Their goal is simple: when someone walks through the pharmacy doors, they hope patients leave feeling supported, cared for, and relieved that someone is helping them navigate their medication needs.

Consistency with medication is an important part of many treatment plans, and the Genoa model has shown promising results. Research has found that individuals using a Genoa pharmacy experience medication adherence rates of more than 90 percent, along with 40 percent fewer hospitalizations and 18 per-

cent fewer emergency room visits.

These outcomes reflect the power of coordinated care—when providers, pharmacists, and support staff all work together for the wellbeing of each individual.

## Getting Started Is Easy

For community members interested in transferring their prescriptions, the process is simple.

Genoa’s pharmacy team handles the details—often needing just a few basic questions answered to begin the transfer process.

It’s one more way this partnership helps make care easier to access, easier to manage, and easier to trust.

Because at The Center, healing doesn’t happen in isolation. It happens when people and services come together to support the whole person—every step of the way.

Thank you to Genoa Pharmacy for being a valued partner in care.



5815 Broadway Ave  
Great Bend, KS 67530  
620-603-7016  
<https://www.genoahealthcare.com>



CENTER FOR COUNSELING 2026

# STAFF PARTY

This year's Staff Appreciation Celebration brought our team together for an evening of laughter, connection, and well-deserved recognition. From our lively Family Feud showdown to honoring years of service and peer-nominated awards, the night was a reminder of the incredible people who make our mission possible every day.



CENTER FOR COUNSELING 2026

# STAFF PARTY

## EMPLOYMENT WITH THE CENTER

Becky is one of 120+ dedicated staff members who make up the team at The Center for Counseling and Consultation.

Our impact in the community is possible because of the incredible people who show up every day to care for our clients.

If you're compassionate, hardworking, and ready to make a difference, we invite you to explore our open positions and join our team.

Together, we'll cultivate help, hope, and healing in our communities.

SCAN HERE TO VIEW THE CENTER'S CAREER OPENINGS TODAY.



# CULTIVATING CARE: STAFF FEATURE

Through lived experience, compassion, and a willingness to do whatever clients need, Becky Byers helps individuals find support, strength, and a path forward.



clients get to appointments, to connecting them with resources, to leading cooking and baking groups (Mondays for cooking, Thursdays for baking), her role is rooted in flexibility, compassion, and meeting people exactly where they are.

"Pretty much whatever the clients need," she says when asked what a typical day looks like.

### Meeting Needs, Big and Small

In addition to case management, Becky oversees the Dry Pantry, which provides essential items to anyone receiving services at The Center. Open weekdays from 8 a.m. to 5 p.m., the pantry offers clothing, shoes, coats, kitchen items, and more. And if someone needs something larger that isn't

available, Becky doesn't stop there—she helps track down community resources to make it happen. Her approach reflects the heart of The Center's mission: removing barriers so people can focus on healing and growth.

### A Perspective That Builds Trust

What drew Becky to behavioral health work is deeply personal. She shares openly that she and members of her family have experienced mental health challenges. That lived understanding shapes the way she connects with clients.

"Clients sometimes feel like we don't know what they're going through," she explains. "I can honestly say I've walked

**"BECKY HAS A NATURAL ABILITY TO MEET PEOPLE WHERE THEY ARE AND HELP THEM SEE THE STRENGTHS THEY MAY NOT YET SEE IN THEMSELVES."**

*Connie Holliday, CSS Director*

At The Center for Counseling and Consultation, every staff member brings something meaningful to the work they do—but some bring a perspective that can only come from lived experience. Rebecca "Becky" Byers is one of those people. As an Adult Case Manager and coordinator of the Center's Dry Pantry, Becky's days rarely look the same—and she prefers it that way. From helping

STAFF  
SPOTLIGHT:  
BECKY  
BYERS



**“DON’T JUDGE A BOOK BY ITS COVER. IF YOU CAN FIND SOMEONE’S STRENGTHS, THAT’S WHAT HELPS THEM MOVE FORWARD—AND THAT’S OUR JOB.”**

Outside of work, Becky enjoys spending time with her kids and her dog, being outdoors, kayaking, farming, building projects, puzzles, diamond art, and wood burning. When it comes to music, she’s all about country—it’s her go-to mood booster. And if she’s stopping for coffee, you’ll most likely find a latte in her hand (or a can of Mountain Dew, depending on the day).

**Why Becky Matters to Our Mission**

Becky’s story is a powerful reminder that compassion often grows from experience. By bringing empathy, honesty, and determination to every interaction, she helps clients feel supported—not just as individuals seeking services, but as people with strengths, potential, and a path forward. That’s the heart of cultivating help, hope, and healing.

helping people. She believes that with even a small amount of support, individuals can move toward

**“I HAD THE PRIVILEGE OF WORKING ALONGSIDE BECKY ON THE CSS TEAM, AND WHAT STOOD OUT EVEN THEN WAS HER GENUINE HEART FOR PEOPLE. SHE MEETS CLIENTS WITH HONESTY, COMPASSION, AND A WILLINGNESS TO DO WHATEVER IT TAKES TO HELP THEM SUCCEED.”**

*Shionta Gray, COO*

their goals. Her guiding philosophy reflects that belief:

“Don’t judge a book by its cover. Everyone is their own person. If you can find their strengths, it’s going to make them who they are—and that’s our job, to help them find those strengths.”

**Life Beyond the Office**



in their shoes.”

That perspective allows her to meet people without judgment—and helps clients feel seen, understood, and supported.

**Finding Strengths in Everyone**

When asked what she finds most rewarding, Becky keeps it simple:

# JOIN OUR TEAM



## WE ARE HIRING

Join a team that's making a difference every day. At the Center for Counseling & Consultation, we're cultivating help, hope, and healing in our community—together. Apply today and be part of something meaningful.

**APPLY  
NOW!**

### SUBSTANCE USE COUNSELOR

- 1 Bachelor's Degree in psych, counseling, social work, or marriage & family
- 2 Licensed or Temp Licensed Addiction Counselor

### CRISIS THERAPIST

- 1 21 years or older
- 2 Master's degree
- 3 Ability to work after hours

### ATTENDANT CARE - COMMUNITY BASED SERVICES

- 1 Valid Drivers License
- 2 Working knowledge of social service resources

### CASE MANAGER | PEER SUPPORT - CRISIS TEAM

- 1 Bachelor's degree or equivalent work experience
- 2 21 Years or older
- 3 Personal experience with mental illness

### LICENSED MENTAL HEALTH THERAPIST

- 1 21 years or older
- 2 Master's degree in psychology, counseling, social work, or marriage and family (dual license in SU preferred)

**For More Information:**

[www.thecentergb.com/jobs](http://www.thecentergb.com/jobs)

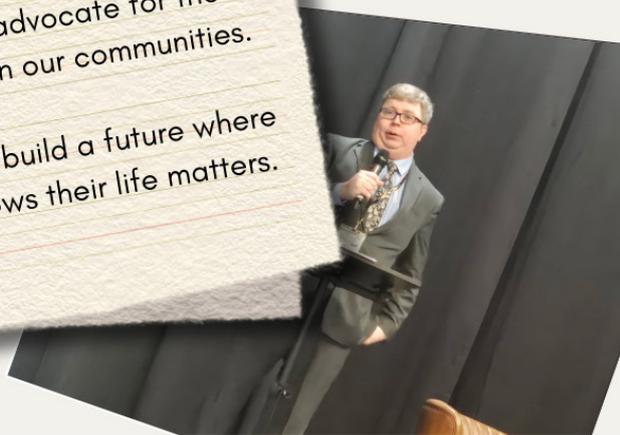


# #ZEROREASONS WHY 2026 Advocacy Day



Twenty-two students from our Zero Reasons Why Central Kansas groups traveled to the State Capitol for Advocacy Day, lending their voices to support mental health awareness and suicide prevention for teens across our region. While in Topeka, the group met with Representative Sherri Brantley and Senator Tory Blew to share their experiences and advocate for the needs of young people in our communities.

Their voices are helping build a future where every young person knows their life matters.



# MARCH SCHEDULE

## Mental Health & Related Calendar Recognitions:

### MAR

- Self Injury Awareness Day - 1st
- Teen Mental Health Day - 2nd
- International Women's Day - 8th
- International Day of Happiness - 20th
- Gambling Awareness Month
- Social Work Month

## FIND THE CENTER OUT AND ABOUT THIS MONTH

<b>Mar. 2</b>	Eisenhower School Literacy Night
<b>Mar. 21</b>	Laundry Love - Great Bend, Hosted by United Way
<b>Mar. 25</b>	Laundry Love - Larned, Hosted by United Way
<b>Mar. 23</b>	GBHS Safety and First Aid Night
<b>Mar. 31</b>	Real World



## DO YOU WANT THE CENTER TO BE AT YOUR EVENT?

Scan the QR code above to request The Center be present at your event. We can't wait to hear from you!



# MENTAL HEALTH BY NUMBERS: OUR IMPACT (2025)

## OUR STATS

*At The Center, numbers tell a story of impact. Each statistic reflects real people, real support, and real hope. Here's a look at the difference we're making together in our communities. Check out these stats from 2025, with more to come soon!*

**2,904**  
CLIENTS SERVED IN 2025

**16.7%**  
TEAM MEMBER  
GROWTH IN 2025

**806**  
NEW CLIENTS  
2025

### AGE





HELP US IMPROVE.  
TAKE OUR SHORT COMMUNITY SURVEY BY  
CLICKING THE BOX BELOW.

**CLICK  
HERE**

THE CENTER FOR  
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**LIFELINE**