

For Immediate Release
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El Paso Community Encourage to Continue Seeking Help Following the August 3, 2019 Shooting ~ El Paso Strong Multi-Media Campaign ~

(El Paso, TX December 2019) As the El Paso community heals from the horrific events of the August 3rd shooting, area agencies continue to provide services to those affected. The El Paso Office of Emergency Management, along with Emergence Health Network and other community partners, is proud to announce the launch an informational campaign designed to remind borderland residents that help is available, especially now during the holiday season. “Although it’s been a few months since the shooting rattled our community, we know the healing process will take some time. EHN along with our other community partners want to remind residents that seeking help is one of the first steps towards recovery now and in the months to come,” said Kristi Daugherty, CEO Emergence Health Network.

The 12-month multi-media campaign is designed to let victims, families, first responders and the entire community know that there is support available for those coping with psychological and emotional effects associated with the mass shooting.

The campaign features radio and television spots, along with digital displays and relies heavily on social media to get the message out in our community. This effort includes local members of the community speaking about their feelings of loss and healing; and encouragement for other residents to be El Paso Strong and seek help. “Our community has been through a lot and the trauma that we suffered that day, whether directly or indirectly is not something that goes way quickly. Some residents may experience triggers, such as the holidays that can be emotionally challenging, “said Jorge Rodriguez, Assistant El Paso Fire Department Chief/Office of Emergency Management. “Not only do we encourage residents to seek help, but to also share these videos on their social media pages. We are El Paso Strong, but together we are stronger.”

Press Conference

El Paso Strong Informational Campaign Launch

When: Thursday, December 19, 2019

Where: Emergence Health Network
201 East Main Street, 6th Floor
ONE San Jacinto Building

Time: 11:30 am