**Readjustment Counseling Services (RCS)**

**Vet Center Branding and Awareness Campaign**

**Outreach Materials Content**

**January 13, 2021**

# Brochure (Streamlined)

## Powerful Opening (X words)

**Slogan.**

Connection to Vet Centers.

## Our Priorities (157 words)

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| --- | --- |
|  | **Safe and confidential.** Our records cannot be accessed by other VA offices, the DoD offices, military units, or other community networks and providers without your permission or unless required to avert a life-threatening situation. Here, you can be as open as you want – there’s absolutely no judgement. |
|  | **Guided by professionals who get it.** Our highly trained counselors and team members are dedicated to seeing you through the challenges that come with managing life during and after the military. Most of us have also served, so we understand common Veteran and military experiences. |
|  | **No cost. No strings attached.** Vet Center services are available to you at no cost, regardless of discharge character, and without you needing to be enrolled in VA health care or having a service-connected disability. We also have appointments available to fit your schedule and encourage you to stop by for more information. |

***97% of our clients said their appointments were scheduled at a time that worked for them!\****

## Who We Are (38 words)

Conveniently located in your community, Vet Centers help you and your family build meaningful connections and develop tools for achieving success in both your military and civilian life.

***97% of our clients would recommend Vet Centers to others!\****

## Our Services (107 words)

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|  | **Counseling**. We provide individual, group, couples, and family counseling to talk through problems, brainstorm solutions, discuss what resources are available, and work with you to create effective and practical plans for your personal growth. |
|  | **Referrals**. We provide medical, benefit, employment, and other VA and community referral services to help you and your family navigate time consuming tasks like applying for VA benefits or finding a job. |
|  | **Community engagement**. Vet Centers help you connect with your community by working with local partners and using our resources to advocate for your needs. Ultimately, this allows us to create a greater support system for you and your family. |

## Our Core Benefits (133 words)

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|  | **Warm, welcoming** **environment.** Our Vet Center community treats you like family. We work hard to ensure you feel respected, safe, relaxed, and comfortable with everyone while you are here. |
|  | **Community of support.** Whether you come in for one-on-one counseling or to participate in a group session, at Vet Centers you can form social connections, try new things, and build a support system with people who understand you and want to help you succeed. |
|  | **Practical and therapeutic services.** At Vet Centers, one size does not fit all. From talk therapy to recreational activities, our team works with you to identify your individual goals and find the right plan that meets them. |

***99% of our clients find Vet Centers to be welcoming and courteous!\****

## Our Eligibility Requirements (171 words)

If you are a Veteran or service member, including members of the National Guard and Reserve, you can access our services if you:

* Served on active military duty in any combat theater or area of hostility.
* Experienced military sexual trauma (regardless of gender or service era.)
* Provided mortuary services or direct emergent medical care to treat the casualties of war while serving on active military duty.
* Served stateside during a national disaster as a member of the National Guard or Reserve.
* Participated in a drug interdiction operation as a member of the U.S. Coast Guard (regardless of location.)
* Performed as a member of an unmanned aerial vehicle crew that provided direct support to operations in a combat theater or area of hostility.
* Accessed care at a Vet Center prior to January 2, 2013 as a Vietnam-Era Veteran.

We encourage you to contact us, even if you are unsure if you meet these criteria. If we can’t help you, we will find someone who will.

**Please visit or call us to learn more.**

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| **Veterans** | **Active-duty service members** | **Members of the National Guard and Reserve** | **Family members** |

## To Vietnam Veterans (53 words)

**To Vietnam Veterans, with thanks**

It is because of Vietnam Veterans that Vet Centers exist today. These Veterans refused to be forgotten, refused to be stigmatized, and insisted on a program where they were at the center of their care. We remain grateful to them for ensuring generations of men and women can turn to the support and community of a Vet Center.

## Vet Center Logistics (customizable space)

Please add in the contact information for your Vet Center in this space. Be sure to include your:

* Vet Center name
* Address
* Phone number
* Any identifiable features that will help someone find your location. For example, you could say, “We are located in ABC Medical Plaza on the right just past the XYZ restaurant.” Please try to limit this description to 100 characters or less.

## Additional Resources (84 words)

**Find a Vet Center:** [www.va.gov/find-locations](http://www.va.gov/find-locations)

**Vet Center Call Center**

**Call us 24/7**: 877-WAR-VETS (877-927-8387)

**Can’t Make it to a Vet Center?**

Our services are also offered through Mobile Vet Centers, virtual appointments, and other community locations that might be more convenient.

**Veterans Crisis Line**

If you or someone you know is in crisis or having thoughts of suicide, call 1-800-273-8255 and Press 1, text 838255, or chat online at <https://www.veteranscrisisline.net/chat>.