

**FOR IMMEDIATE RELEASE**

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**Vaya Health Celebrates National Hispanic Heritage Month with a Commitment to Serve and Support the Hispanic Community**

**ASHEVILLE, NC** - Vaya Health, a leading healthcare organization dedicated to ensuring quality behavioral health and intellectual and developmental disabilities (I/DD) services, is honored to continue its commitment to the Latino population during National Hispanic Heritage Month. This commitment reflects Vaya's dedication to promoting diversity, equity and inclusion in healthcare services.

Vaya celebrates the rich cultural heritage and outstanding contributions of Hispanic and Latino communities in the United States and acknowledges the importance of collaborating with community leaders in Vaya's region to address the distinctive behavioral health needs of this community. Certain challenges, such as language barriers and limited access to services due to social determinants of health, can make it difficult for families to access care. Vaya is committed to working with the community to ensure equal access to the services that all individuals need to thrive.

Vaya encourages individuals and families requiring behavioral health or I/DD services to reach out, both during National Hispanic Heritage Month and in the future. Its commitment to the Hispanic community during this month is highlighted through our sponsorship and participation in several community events, including:

- Hispanic Heritage Fiesta (Sept. 16) in Chatham County. The 10th Hispanic Heritage Fiesta celebrates the rich Latin-American cultural traditions and the many contributions of Latinos to the U.S.
- Culturas Unidas Festival (Sept. 16) in McDowell County. The Culturas Unidas Festival was born from the idea of bringing the community together to honor and recognize the diversity of the Hispanic cultures represented in McDowell County and the surrounding area.
- Esperanza 2023 (Sept. 30) in Alamance County. Esperanza 2023 is an event that supports the Spanish-speaking community in Alamance County.

Tracy Hayes, Vaya Health's Chief Executive Officer and Executive Sponsor of Vaya's Diversity, Equity, and Inclusion Committee, expressed the organization's dedication, saying, "At Vaya Health, we believe in the importance of embracing diversity and ensuring that everyone has access to high-quality behavioral health services. National Hispanic Heritage Month is an opportunity for us to celebrate the rich cultural tapestry of the Hispanic community and reaffirm our commitment to providing culturally competent care."

Vaya is dedicated to growing its inclusivity by offering bilingual materials, strengthening the ability to provide bilingual staff who can assist with outreach initiatives in the community and offering bilingual Mental Health training upon request. To learn more about our services and support, please visit [www.vayahealth.com](http://www.vayahealth.com)

### **About Vaya Health**

Vaya Health is a specialty managed care organization that oversees publicly funded behavioral health and intellectual/developmental disability services across a 31-county region of North Carolina. Vaya manages Medicaid, federal, state and local funding to meet member and community needs while advancing whole-person health. Together with our members, provider network and local partners, we're moving forward to a healthier North Carolina. Access to crisis assistance is available 24/7 at 1-800-849-6127. Learn more at [vayahealth.com](http://vayahealth.com).

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