



Contact: Kathryn Ribant Payne
Director of Marketing and Communications
(248) 858-7766 ext 1266
kribantpayne@ofsfamily.org

For Immediate Release

Oakland Family Services behavioral health program to be renamed as Day One

Rebranding applies to agency's mental health and substance abuse programs

Pontiac, Mich. (May 23, 2017) – Oakland Family Services' mental health and substance abuse counseling services will now be known as *Day One, a Program of Oakland Family Services*. The new name is the result of a rebranding effort aimed at better describing what these services offer the community.

The new name and logo reflect the idea that Day One is a starting point for a new beginning and that every day of treatment is just as important as the first. Every visit is treated with care and consideration at Oakland Family Services.

"This new identity for our behavioral health services reflects our longstanding commitment to assisting those embarking on a path toward their brighter future, whether it is their first time seeking help, or if they are returning to try again," said Oakland Family Services President & CEO Jaimie Clayton.

Offerings that fall under the Day One service line include treatment for all ages, including for issues related to anxiety and depression, abuse of alcohol and drugs, and family trauma. Day One also features the area's only women's specialty intensive outpatient substance abuse program, Project Recovery Intensive Services for Mothers (PRISM).

As part of the process of rebranding this line of service, Oakland Family Services surveyed agency stakeholders, including current clients. Feedback received was positive, noting the name meant a fresh start, a new beginning, and a way forward.

"Day One is a step forward," said one client. "Understanding each day is a new day to go in the right direction in thought, action and deed. For me it is happiness."

The agency's early childhood services, Children's Learning Centers, Specialized Services for Youth program and foster care and adoption services will remain under the Oakland Family Services name.

Oakland Family Services is a private, nonprofit 501 (c) (3) serving the community since 1921 and dedicated to providing individuals and families the opportunity to build brighter futures. The agency's prevention, education and treatment services touch the lives of more than 40,000 individuals throughout southeastern Michigan. The agency has offices in Pontiac, Berkley, Rochester Hills and Walled Lake. For more information, go to www.oaklandfamilyservices.org.

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