

Psychiatric Intake Response Center 2024 Annual Report



THE PIRC TEAM

Ahmad Brewer, LICSW, PIP
Mindy Cavender, LMSW
Alex Faust, LPC
Ashley Ferguson, LPC
Matt Foster, LPC
Sara Harbison, ALC
Courtney Johnson, ALC

Jalana Johnson, LPC
Leah Johnson, LMFT
Lee Knight, ALC
Carmen Lambert, LICSW
Naren Leopard LICSW, PIP
Ashley Loftis, LPC
Faith Lowe, LMSW

Shannon Messina, LICSW
Susan Smith, LICSW, PIP
Jordan Thurman, ALC
Justin Weatherly, LMSW
Carmen Woods, LICSW

PIRC Administrators and Directors

Thomas “Tom” G. Shufflebarger, MBA, FACHE, President and Chief Executive Officer

Andrew “Andy” Loehr, DNP, RN, CNML, CPNP, Chief Operations Officer

Brandy Reeve, MSN, RN, CPN, CENP, Associate Vice President, Behavioral Health Services

Jesse Tobias “Toby” C. Martinez Jr., MD, Medical Director, Psychiatric Intake Response Center, and Consultation-Liaison Psychiatry; Psychiatrist, Alabama Pediatric Psychiatry, LLC; Clinical Associate Professor, Department of Psychiatry & Behavioral Neurobiology, Heersink School of Medicine, Division of Child and Adolescent Psychiatry, UAB

Cynthia “Cindy” M. Jones, MA, LPC-S, NCC, Director, Psychiatric Intake Response Center (PIRC), Partial Hospitalization Program (PHP)/Intensive Outpatient Program (IOP)

PIRC Advisory Committee Members

Brian Blakes, Fire Chaplain, City of Birmingham
Fire and Rescue Service

Margo Harwell, Director of Alternative Mental Health
Services and Pediatric Tele-Mental Health (PATHS)
Network Project Manager, Children’s of Alabama

Gus Heard-Hughes, Vice President of Programs,
Community Foundation of Greater Birmingham (CFGB)

Cynthia “Cindy” M. Jones, Director of Psychiatric Intake
Response Center (PIRC), Partial Hospitalization Program
(PHP)/Intensive Outpatient Program (IOP), Children’s of
Alabama

Benny LaRussa, Jr., Chief Executive Officer,
Sterling Capital Management

Leigh Long, Social Worker,
Mental Health Community Advocate

Lisa Maloney, Director of Emergency Department,
Children’s of Alabama

Kathy Marino, Mental Health Community Advocate

Jesse Tobias “Toby” C. Martinez Jr., MD, Medical Director,
Psychiatric Intake Response Center, and Consultation-
Liaison Psychiatry; Psychiatrist, Alabama Pediatric Psychiatry,
LLC; Clinical Associate Professor, Department of Psychiatry
& Behavioral Neurobiology, Heersink School of Medicine,
Division of Child and Adolescent Psychiatry, UAB

Laurie Marzullo, MD, Associate Professor, Pediatric
Emergency Medicine, UAB, and Medical Director, Urgent

Care Services, Children’s of Alabama

Brian Massey, Vice President of Government Relations,
Children’s of Alabama

Jennifer McCombs, School Counselor, Alabama School of
Fine Arts (ASFA), Founder of Over the Mountain Counseling

Michelle McGlaughlin, Director of Grants and Contracts,
Children’s Aid Society of Alabama

Artie Nelson, Child, Adolescent, and
Family Psychiatrist, Private Practice

Brandy Reeve, Associate Vice President,
Behavioral Health Services, Children’s of Alabama

Charisse Rupert, Executive Director, Wings Across Alabama
and Board of Directors Member, NAMI Alabama

Robin Sparks, Mental Health Initiative Director,
Community Foundation of Greater Birmingham (CFGB)

Garland Stansell, Chief Communications Officer,
Children’s of Alabama

John Stone, Director of Advancement,
Children’s Aid Society of Alabama

Camille Underwood, School Mental Health Coordinator,
Midfield City Schools, and Founder of
Camille Underwood Consulting

Stacy White, Mental Health Community Advocate

Erica Wilson, Licensed Professional Counselor, Founder of the
Olive Branch Counseling Center, LLC.

A Letter from the PIRC Director

Dear Community Partners, Professionals, Advocates, and Friends:

The Psychiatric Intake Response Center (PIRC) team is honored to serve children, teens, and caregivers statewide who need mental health support and care. The team is at the forefront of assessing callers and patients in crisis and providing safety plans.

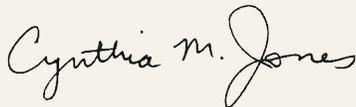
This year I have had the privilege to serve on the hospital's Firearm Safety Steering Committee led by Emergency Department Director and PIRC Advisory Committee Member Lisa Maloney. I learned about alarming statistics related to child safety.

The Centers for Disease Control and Prevention reported firearm-related deaths, encompassing homicide, suicide, and unintentional shootings, being the number one cause of death for children and adolescents (ages 1-19) since 2020. Johns Hopkins Bloomberg School of Public Health also reported from 2013-2022 the rates of gun suicide among Black youth ages 10-17 tripled and, for Hispanic youth ages 10-17, more than doubled.

Children's of Alabama and UAB are in partnership with BeSMART, a national program dedicated to protecting kids by raising awareness about the importance of secure gun storage. Both hospitals are committed to providing a solution to this epidemic by offering gun locks and safety education to anyone who is interested. The BeSMART initiative is happening at the hospital and in our communities. Children's employees distributed more than 4,000 gunlocks and safety education to employees, patients, their caregiver, and the community in 2024.

The physical, mental, and emotional safety of all children is paramount. As Children's partners, please join us by promoting safety for all children by sharing with your community PIRC's services and BeSMARTforKids.org resources.

Appreciatively,



Cynthia "Cindy" M. Jones, MA, LPC-S, NCC
PIRC Director, Children's of Alabama



Mission

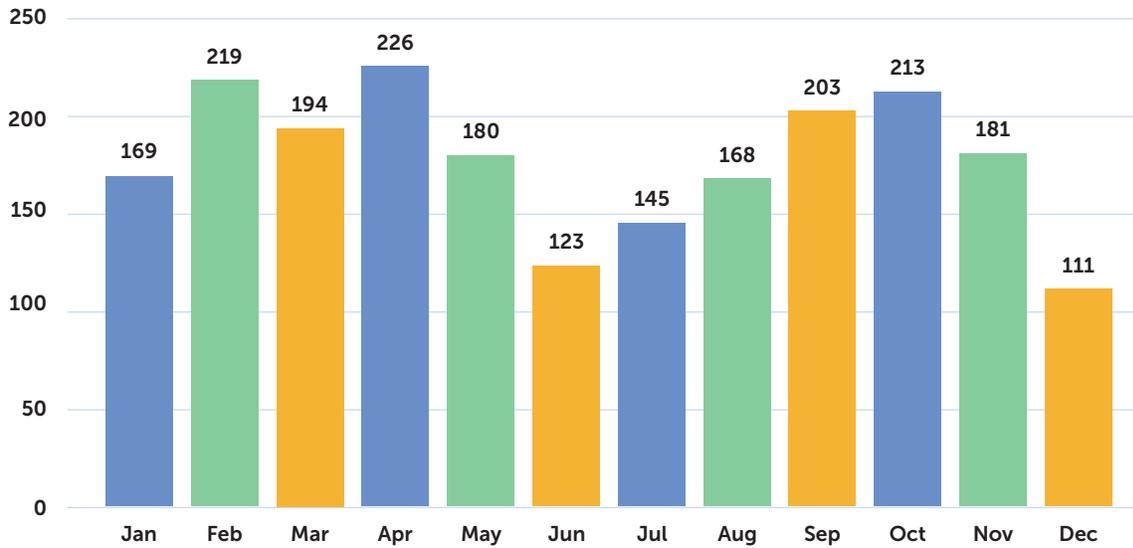
To promote positive mental health, provide the right resources to those seeking help, offer expert care, maintain and garner new community partners, and through advocacy, destigmatize children's mental health.



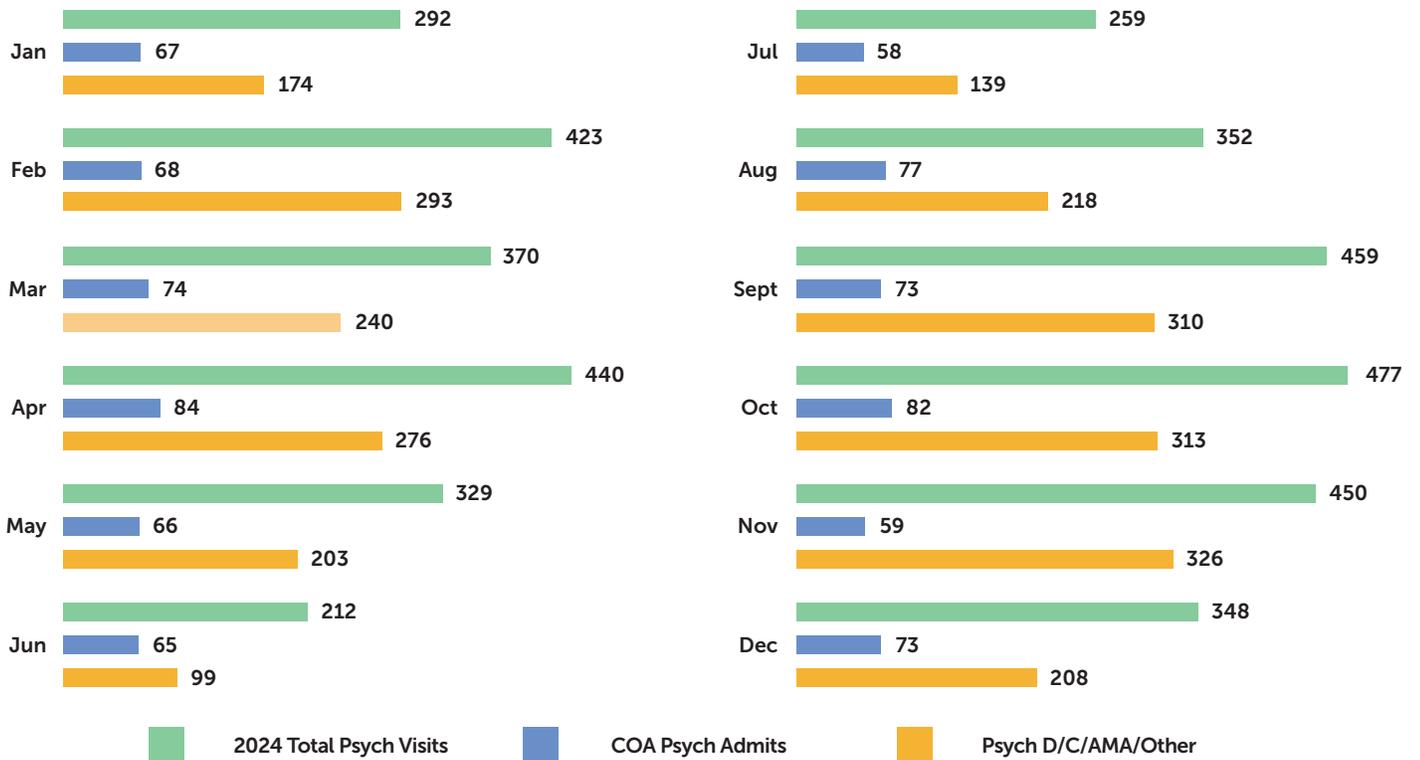
The Firearm Safety Steering Committee organized a gun lock and safety education giveaway at Children's main campus. Distributing gun locks and education material are (left to right) Safe Kids Coordinator Leslie Brown; Information Systems Manager Ginger Brady; and PIRC Director Cindy Jones.

PIRC DATA

Total PIRC Calls: Jan-Dec 2004



Total Emergency Department Psychiatric Consults: Jan-Dec 2004



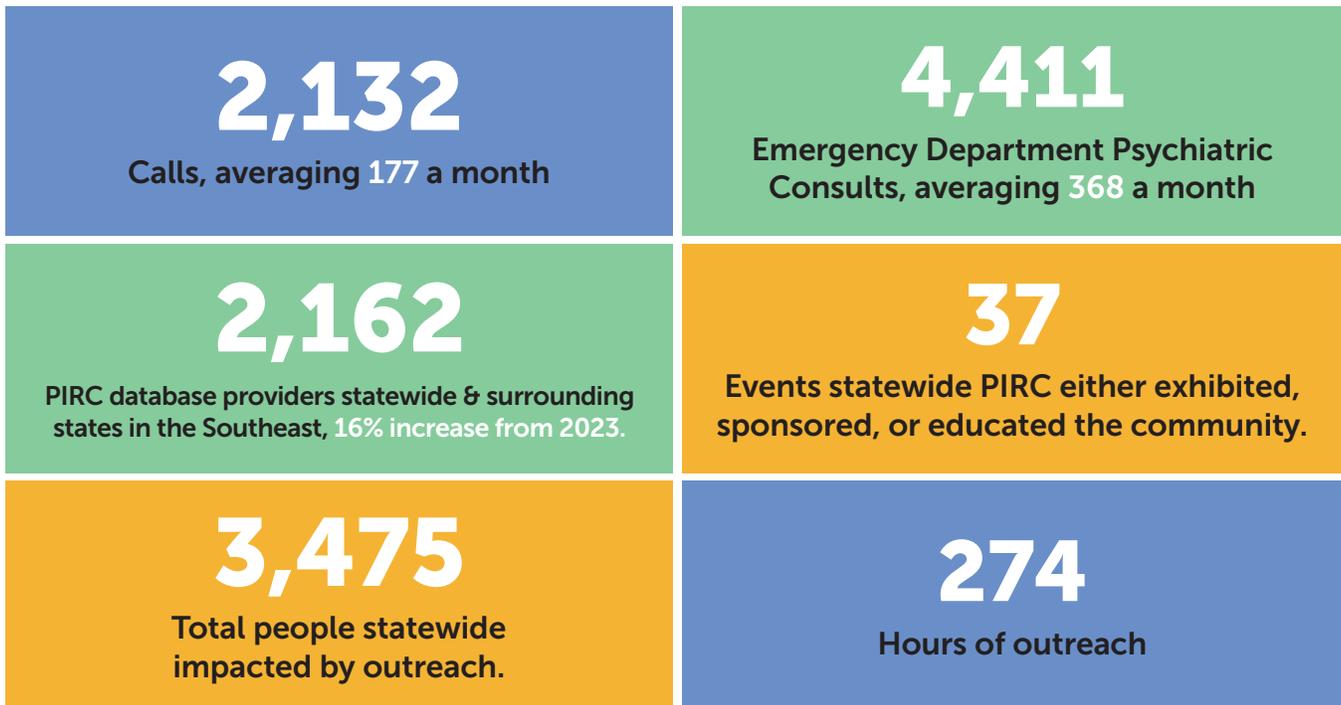
PIRC IMPACT



The Psychiatric Consult Team interviews and evaluates children, teens, and caregivers who are experiencing a mental health crisis 24/7 in Children's Emergency Department. Pictured left to right: PIRC Therapist Susan Smith; PIRC Director Cindy Jones; PIRC Therapist Amory Strange; Nurse Practitioner Shaquenta Powe; PIRC Medical Director Dr. Jesse Tobias "Toby" C. Martinez, Jr.; PIRC Therapist Shannon Messina; and Nurse Practitioners Courtney Reeves and Teresa Moore.



PIRC Therapist Carmen Lambert was recognized during Allied Health Week as an award nominee in Behavioral Health Counseling.



"This is the best thing that has happened in the last three days while trying to find services for my daughter. You have been a blessing. ...Thank you so much!"

PIRC call with Mother of 15-year-old daughter struggling with depression

PIRC COMMUNITY OUTREACH



PIRC Therapist Susan Smith provided information on Children's Behavioral Health Department, including PIRC services at the Alabama American Academy of Pediatrics (AL-AAP) Conference.



PIRC Therapist Shannon Messina talked to participants at the Mental Health Equity and Liberation Summit presented by Black Women's Mental Health Institute.

Mental Health/Healthcare Providers

13th Annual National Peer Program Conference presented by the Jennifer Claire Moore Foundation and ThriveWay

17th Annual Doing What Matters for Alabama's Children Conference presented by Challenge 21, Tuscaloosa's Promise, and Tuscaloosa County Children's Policy Council

18th Annual NPAA Conference presented by the Nurse Practitioner Alliance of Alabama

2024 Children's of Alabama Inaugural Pediatric Emergency Medicine Symposium

Alabama Academy of Family Physicians (AAFP) Conference

Alabama American Academy of Pediatrics (AL-AAP) Conference

Alabama Department of Mental Health (ADMH) and Pediatric Access to Tele-Health Services (PATHS) Parent Child Interaction Therapy (PCIT) Training

Alabama Partnership for Children Help Me Grow Alabama Care Coordinators

Children's of Alabama Mental Health Awareness Conference

Children's of Alabama Practical Day of Pediatrics Conference

Jefferson and Shelby County Mental Health Roundtable

Mental Health Equity and Liberation Summit presented by Black Women's Mental Health Institute

UAB Employee Assistance & Counseling Center (EACC) employees

"I give PIRC information out multiple times a day."

Dr. Tori Anderson, Pediatrician, Redmont Pediatrics, Jefferson County

PIRC COMMUNITY OUTREACH



Preschool Partners' mother and student learn about PIRC services during a parent meeting.



The Calhoun County community hosted an "Aloha to Better Mental Health" event at EXCEL Academy. PIRC services were exhibited at the event which aimed at promoting mental health awareness and well-being.

Schools

3rd Annual "Just Be" Well Pickens County Back-to-School Rally

2024 FOCUS Rally: Health and Wellness Expo

Alabama Department of Education's (ALSDE) Committee for Guidelines for Suicide Awareness, Prevention, Intervention, and Postvention

Calhoun County Schools' "Aloha to Better Mental Health" Event at EXCEL Academy

Hewitt-Trussville Middle School Mental Health Fair

Hoover City Schools School Nurses Training Day

Preschool Partners Parents Meeting

United Way of Central Alabama's Birmingham Coalition for Student Mental Health Committee



The FOCUS Rally is held once a year to engage students statewide in the prevention of adolescent risky behaviors. This student is learning about community services at the event where PIRC and PHP services were featured.

"I just wanted to say that you all were an amazing resource for my students last year. We appreciate all you do. You are a Godsend."

Melanie McGee, 6th Grade Counselor,
Hewitt-Trussville Middle School, Jefferson County

PIRC COMMUNITY OUTREACH



PIRC Therapists Matt Foster and Faith Lowe and Psychiatric Consult Team, Medical Director Jesse Tobias "Toby" C. Martinez Jr., MD, and Nurse Practitioner Teresa Moore are among the Children's team that attended the annual NAMI Birmingham Walk. The hospital won again for the most team members to participate.

Community Events

Alabama Department of Mental Health (ADMH) Promoting Positive Early Experiences and Relationships (PPEER) in Alabama Advisory Council

Alabama State Association of Cooperatives (ASAC) Producer's Ball

Black Women's Mental Health Institute and Black Belt Community Foundation's Suicide Awareness and Prevention Health Summit

Children's of Alabama Mental Health Awareness Month

Fiesta BHM Spanish Cultural Event

NAMI Birmingham Walk

Nurture of Alabama's 3rd Annual Community Mental Health Day

Shelby Co. Sheriffs Mental Health Crisis Response Training

Turning Point Ministries Summer Festival



PIRC Advisory Committee member Robin Sparks, right, attends the yearly Nurture of Alabama's Community Mental Health Day in Birmingham. She is pictured with the event's President and Founder Crystal Mullen-Johnson.

"We were searching for professionals who knew about Functional Neurological Disorder (FND) and the BEST way to treat it!! Intense treatment programs have been brought up. WOW!!! Thank you so much for all the info. I actually reached out to Dr. (Cynthia) Ward (Atlanta Psychologist given as a provider) blindly. We talked yesterday and have an appointment Monday. THANK YOU from the bottom of my heart!"

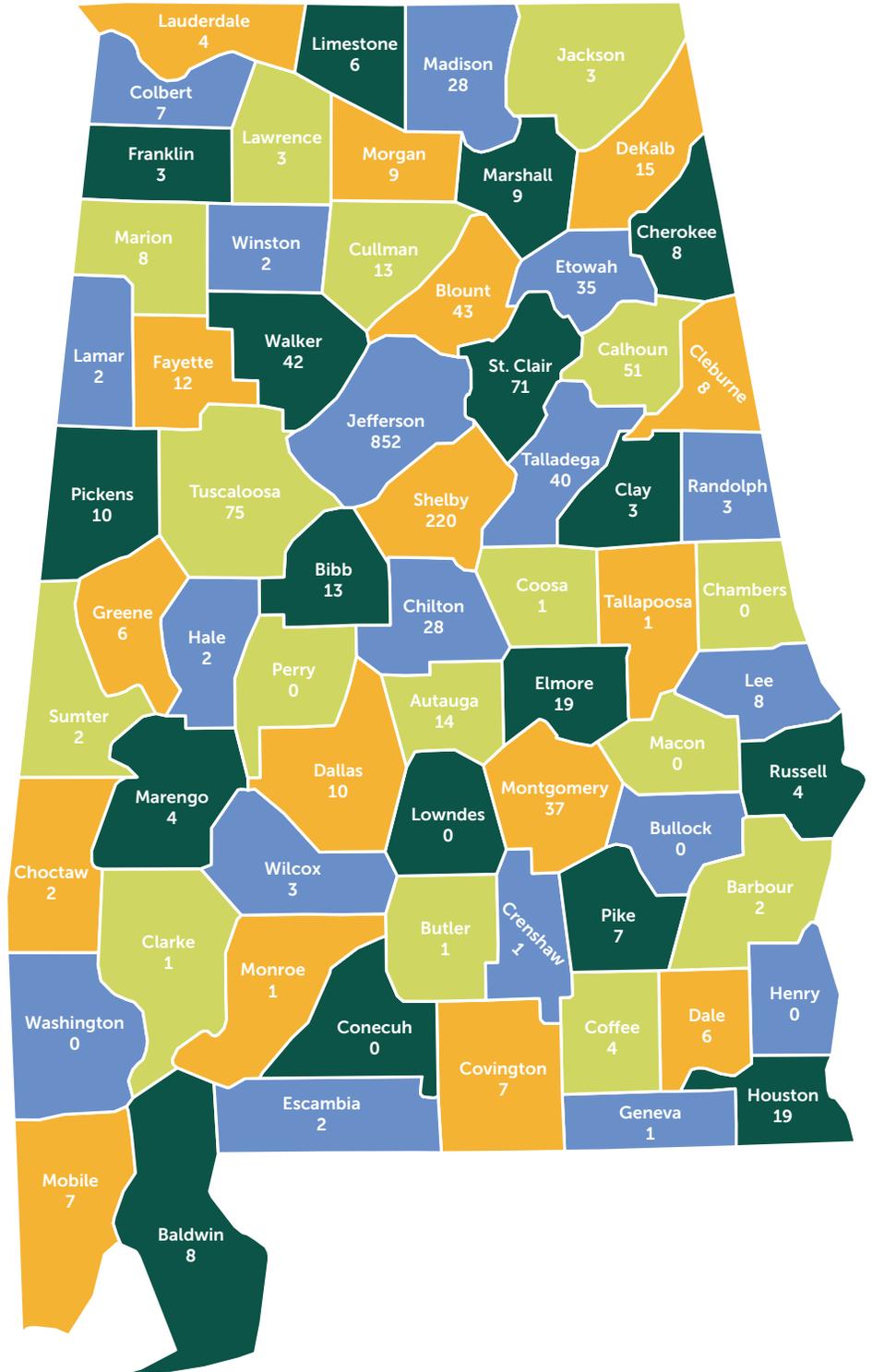
Mother of 10-year-old son diagnosed with Functional Neurological Disorder (FND), who had waited at least four months to find a FND specialist.

PIRC STATISTICS

PIRC Callers by County*

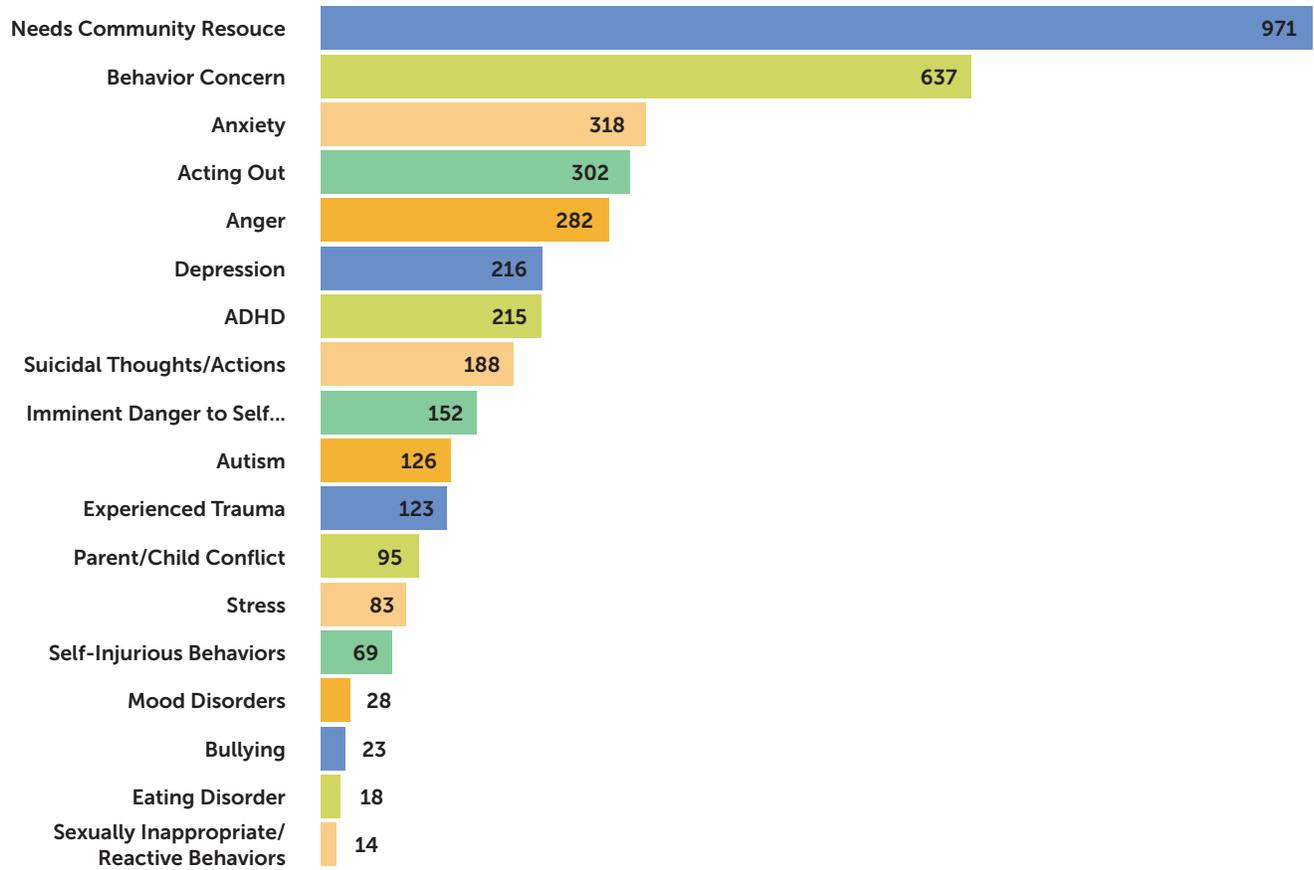
Total: 2,132

*323 Unanswered. 3 were identified from out of state.



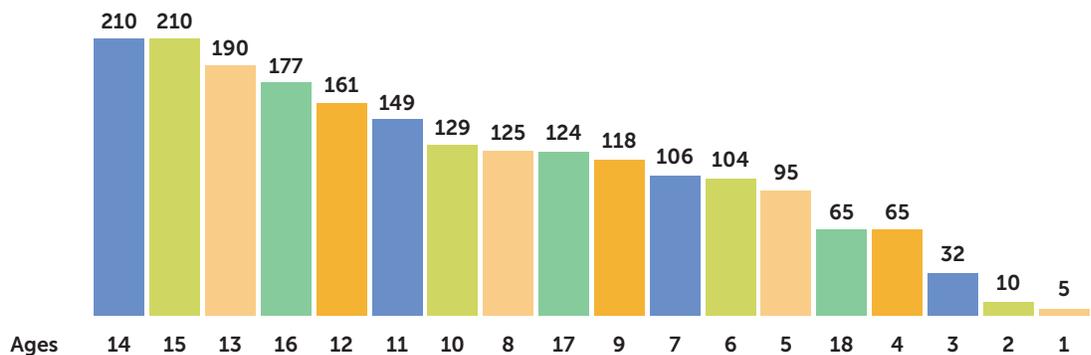
PIRC STATISTICS

Caller's Primary Concern*



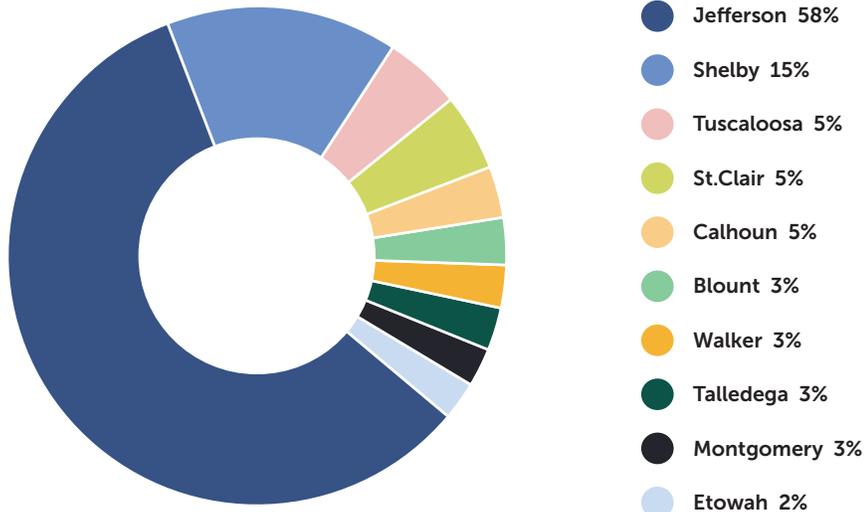
*Multiple concerns by callers are represented.

Number of Caller's Concerns by Ages

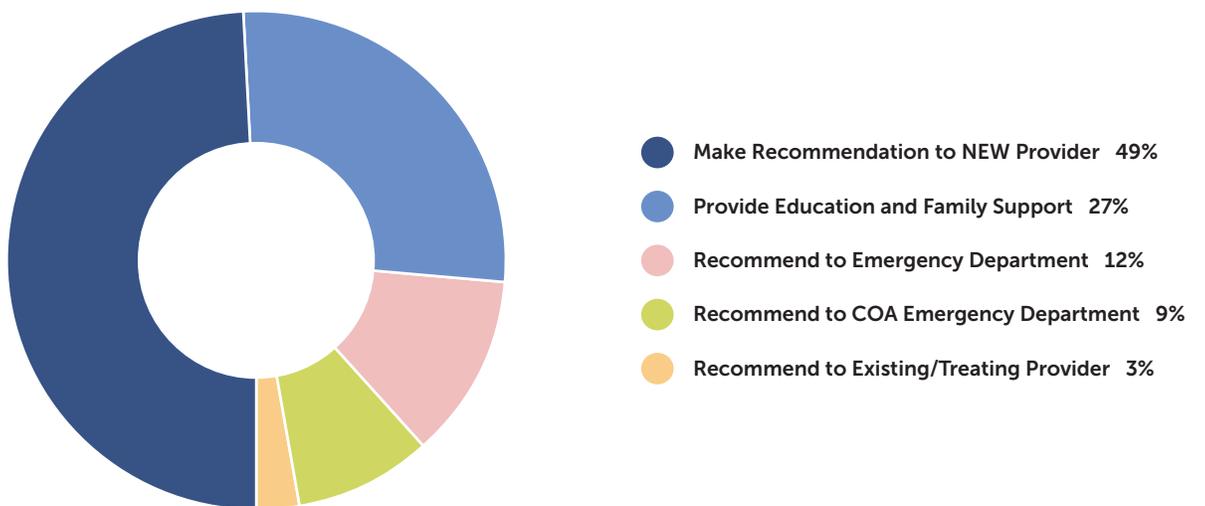


PIRC STATISTICS

Top 10 Counties by Caller

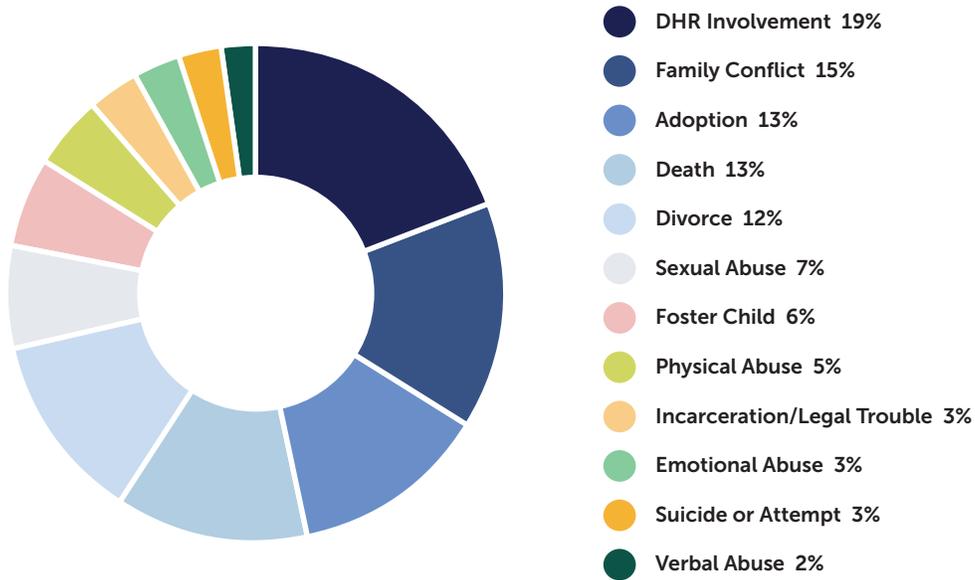


Caller's Disposition Profile

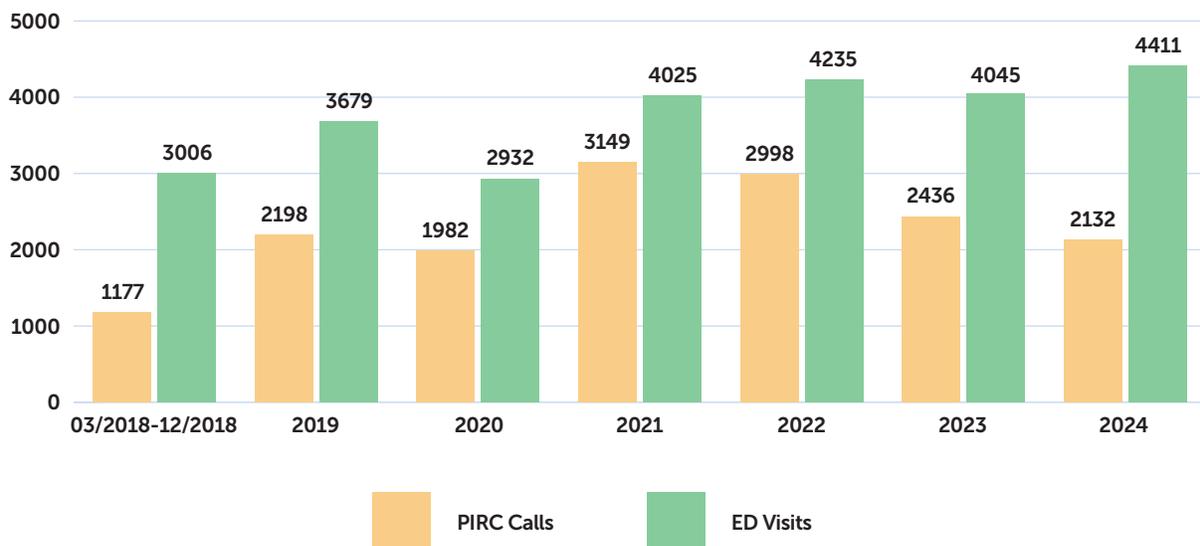


PIRC STATISTICS

Caller's Psychosocial Indicators



PIRC Growth Since 2018



PIRC FUTURE PLANS



PIRC Therapist Ashley Ferguson talks to those attending the Black Women's Mental Health Institute and Black Belt Community Foundation's Suicide Awareness and Prevention Health Summit, which helped bring attention to black suicides.



PIRC team members are recognized by Children's of Alabama during Allied Health Week. Pictured from left to right are PIRC Therapists Matt Foster, Faith Lowe, Shannon Messina, and Susan Smith, and PIRC Director Cindy Jones.

The PIRC is on the frontlines of children's behavioral health. Thanks to the ongoing exceptional work by the Psychiatric Consult Team and PIRC Therapists, Children's can address our youth mental and public health crises. Their experience and unique clinical skills are used to determine whether a child is safe or not or whether the caregiver will find the right care or not. Being able to give this guidance and direction can change patient's or caregiver's fears to hope and frustrations to peace of mind. It is a privilege for us to have that opportunity every day.

2025 Goals

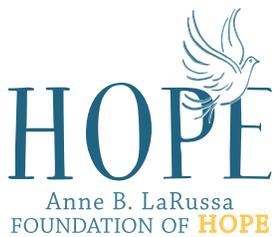
- » Focus PIRC database listings on updating and adding statewide ARC programs, autism testing providers, and psychological and neuropsychological testing providers.
- » Promote firearm safety at community outreach events to help decrease child and adolescent firearm-related deaths by homicide, suicide, and unintentional shootings.
- » Target community outreach to smaller, rural communities statewide.
- » Continue partnership with the PATHS program to support statewide pediatricians, family practice physicians, and nurse practitioners.
- » Identify new partnerships with community stakeholders.

"There is a great need for behavioral health-related services for our youth in Northeast Alabama. The PIRC at Children's Hospital has provided our youth with the comprehensive primary care services needed in a time of crisis."

Yashika Fomby, District Mental Health Coordinator,
Jacksonville City Schools, Calhoun County

The PIRC provides these services thanks to generous support from The Daniel Foundation of Alabama, the Walker Area Community Foundation, the Community Foundation of Northeast Alabama, the United Way of Central Alabama, and individual donors.

The PIRC was established in partnership with The Anne B. LaRussa Foundation of Hope's support.





Psychiatric Intake
Response Center
205.638.PIRC (7472)

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ChildrensAL.org/PIRC



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Behavioral Health
at Children's of Alabama

