



The **SERVESTRONG** initiative, which is offered to municipal associations by the National League of Cities, is designed to provide first responders and their families access to web-based behavioral health services, which includes resources for mental health and substance use disorders, offered by providers familiar with the stresses and trauma experienced by members of the law enforcement, firefighter, emergency medical services, dispatcher, and corrections communities.

“This initiative illustrates the Association’s commitment to providing our members access to the tools necessary to help recruit, retain, and most importantly, support public safety employees who tend to the needs of our residents, business owners and visitors.”  
- Catherine Conlow, MMA Executive Director

The **SERVESTRONG** platform provides two levels of services:

■ **SERVICES FOR ALL.**

The program provides access to a breadth of self-serve resources that all employees can use to set betterment priorities, complete self-assessment checks, and access resources on a variety of subjects. Links to the Maine Municipal Employees Health Trust programs and services (e.g., Employee Assistance Program; Mental Health First Aid; Aspire365; etc.) are also provided.

■ **TRAUMA-BASED TELEHEALTH THERAPY FOR FIRST RESPONDERS.**

In addition to the services outlined above, first responders have access to resilience training and therapy for trauma-based behavioral health conditions, 24/7 telehealth-therapy, and text services that are 100% confidential and consolidated for one-stop convenience.

**HIGHLIGHTS OF THE PROGRAM INCLUDE:**

- **SERVESTRONG Website.** A web-based platform, accessible 24/7, that provides access to essential resources tailored for first responders and their family members. <https://servestrong.memun.org/>
- **Professional Mental Health Assessments.** Behavioral health assessments and accompanying telehealth-therapy services are designed to work together to provide first responders services for their most pressing challenges in a confidential environment.
- **Trauma-Based Telehealth Therapy for First Responders.** First responders have access to behavioral health care resources based on the information participants provide during an initial assessment. Employees who want to connect with a behavioral health care professional will receive profiles from recommended providers to ensure the best fit possible
- **Tailored, Trusted & Vetted Resources.** The program is designed to meet first responders where they are by providing access to on-demand resources, text services, self-guided programs and telehealth services that are vetted by trusted providers who understand the unique behavioral health needs of first responders.
- **Preventative Telehealth Therapy.** The program also provides access to support prior to a diagnosis of PTSD, substance use disorder or other significant behavioral health condition.
- **100% Confidential.** The services provided are 100% confidential.
- **Additional Resources.** First responders who are participants in a Maine Municipal Employees Health Trust medical plan can also access available resources at [www.MMEHT.org](http://www.MMEHT.org).



For more information about the ServeStrong program, please visit MMA's website at [www.memun.org](http://www.memun.org) or contact Kate Dufour at [kdufour@memun.org](mailto:kdufour@memun.org).