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FOR IMMEDIATE RELEASE:

CHNK Receives NAACP Corporate Award at MLK Day Event

Covington, KY: During its annual Dr. Martin Luther King, Jr. Luncheon on January 17, the Northern Kentucky branch of the National Association for the Advancement of Colored People (NAACP) awarded CHNK Behavioral Health the 2022 Corporate Award for CHNK’s work in the arena of diversity, equity, inclusion, and access. The annual award is presented to a Northern Kentucky business or nonprofit organization that embraces the values of justice and equality. Previous award recipients include St. Elizabeth Healthcare and Transitions, Inc.

“It’s humbling to be recognized as a community leader by members of the Northern Kentucky branch of the NAACP,” said Denise West, CHNK’s director of revenue cycle management. “It was an honor to accept this award for the work we undertake on a daily basis to build bridges to better futures for vulnerable youth and families from diverse backgrounds.”

Joining Ms. West and CHNK CEO Rick Wurth at the MLK, Jr. luncheon were multiple members of CHNK’s affinity group focused on diversity, equity, inclusion, and access. The group meets monthly to discuss opportunities for practicing social responsibility and social learning at CHNK as it relates to racial prejudices and discrimination. Members also coordinate special diversity-focused events and activities throughout the year to help educate staff and clients.

“Martin Luther King, Jr. once said, ‘I have decided to stick with love. Hate is too great a burden to bear.’ As CHNK continues to address adverse childhood experiences growing forth from adverse community environments, I hope and pray that we do so united with a love that will motivate us through the darkness trauma can bring,” reflected Rick Wurth. “At the end of the day, our team is convinced that the bad things that happen in life will not have the last word.”

About CHNK Behavioral Health

Established in 1882, Children’s Home of Northern Kentucky (CHNK Behavioral Health) is a premier provider of behavioral health and substance use treatment services. Outpatient and residential services benefit individuals who have experienced mental health disorders, addiction, abuse, neglect, or other serious trauma. Operating out of three locations in Northern Kentucky, the CHNK team of 100 healthcare professionals takes a trauma-informed and family-focused approach to treatment, annually impacting more than 4,000 individuals. For more information about CHNK, visit www.chnk.org. For assistance with treatment services, call 1-844-YES-CHNK.

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Photo: CHNK CEO Rick Wurth and CHNK Director of Revenue Cycle Management Denise West hold the 2022 Corporate Award presented to them by the Northern Kentucky brand of the NAACP. *Photo credit: CHNK Behavioral Health*