

NEGC Launches Senior Reach Program



The Northeast Guidance Center (NEGC) committed to the health of children adults and families recently launched the Senior Reach program with many minister and community leaders and partners in attendance. The Senior Reach program supports the well-being, independence and dignity of older adults through community education, mental health services, and the connection to community resources.

loss of friends and loved ones as they move through the aging process; challenges which will require attention. “Many seniors have the support of friends and families, others do not” said Sherry McRill president & ceo of the Northeast Guidance Center. “For Senior Reach to be an effective program we need the commitment and involvement of our community to provide the support that can truly make a difference in the lives of this country’s greatest asset-senior citizens”.



Sherry McRill, President and CEO of NEGC addresses Senior Reach breakfast attendees.

By connecting with the Senior Reach program at the Northeast Guidance Center community partners such as churches can become equipped and trained to identify older adults who may need to connect with services in the areas of counseling due to emotional support, care management, referrals to resources, depression screening and treatment or identification and early intervention of prescription drug misuse or abuse.

The senior population is the fastest growing population segment in America. Seven million baby boomers began coming of age in 2011, with 10,000 retiring every day. This population will double by 2040. Communities will be faced with new challenges due to this increased cohort of individuals as well as the unique multiple sets of challenges they will face such as retirement, relocation, health challenges,

For more information regarding the Senior Reach program, to volunteer or learn about issues that impact an older adult’s health contact Melissa Freel 313-505-4811 or Cynthia Jackson 313-308-1400 x434.

The Senior Reach program was made possible through the Michigan Health Endowment Fund and in partnership with the Michigan Association of Community Health Boards.