

Agency becomes the ROCK

Halton Child and Youth Services has changed its name to Reach Out Centre for Kids or ROCK.

The change, announced during National Children's Mental Health Week, comes after a strategic planning and consultation process conducted by the agency.

"Working with the board of directors, ROCK conducted a strategic planning process which entailed thorough consultations with volunteers, staff, funders, and community supporters. We also did a review of the history and purpose of the organization as part of mapping out our strategic direction for the years to come," said Michael Kingston, Deputy Chief of Police, Halton and chair of ROCK's board.

"We know that there are insufficient resources to meet our community's needs. Consequently, we are committed to developing innovative partnerships and initiatives that will serve to ensure that our children and youth get the help that they need, for the quality of life that they deserve," he added.



ROCKS's new logo.

In announcing the new name, ROCK executive director Ron Rodgers said, "While our name and visual identity are different, one thing that will not change is our commitment to delivering high quality programs and services to help infants, children, teens and adults who have, or are at risk of developing, mental health problems."

"In making this announcement, we are signaling a new approach for ROCK. This will become apparent in terms of our enhanced visibility in the community, new partnerships we will develop because shrinking resources has underscored the need to combine our efforts with like-minded community partners, and finally the activities we will undertake to raise awareness of the issues facing our children and youth," said Kingston.

ROCK helps infants, children, teens and adults live healthier lives through: early assessment and diagnosis; effective and innovative treatment and therapy; and prevention and early intervention for those having, or at risk of developing, mental health problems or mental illness.

An accredited children's mental health centre offering over 30 programs and services, ROCK is the largest children's mental health service provider in Halton Region, and serves the community through locations in Burlington, Oakville and Milton.

In Halton, 6,000 people, from infants to age 19, are receiving some form of mental health services. Many are victims of sexual, physical or emotional abuse. With early detection and appropriate treatment, chances are excellent that most children with mental health needs can recover and lead healthy lives.



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