



The change is our name.

Contact

Morgen Irwin
Director of Digital Marketing
TRAINOR Associates
135 Oxford Rd. New Hartford, NY 13413
(315) 797-7970 ext. 116
mirwin@trainor.com

FOR IMMEDIATE RELEASE

Kids Oneida Announces the Evolution to ICAN

UTICA, NEW YORK (May 16, 2019) – Kids Oneida is thrilled to announce the launch of their new brand as Integrated Community Alternatives Network (ICAN).

Founded in 1997 as a home-based mental health services program for children in Oneida County, aptly named Kids Oneida, the organization was built around the core vision of keeping families together. Since that time, Kids Oneida has grown into a 16-program entity reaching communities across six counties in Central New York and serving individuals from prenatal to end-of-life care.

“While the organization’s vision and mission of empowering individuals and families remains the same, the depth and breadth of services we offer and the individuals we’re able to help has evolved exponentially. The name Kids Oneida no longer speaks to the whole of our organization,” said Executive Director and CEO Steven Bulger. “ICAN is intended to encompass our previous growth and position us for further expansion if that’s what the future holds.”

From fewer than ten employees and service providers to a team now more than 350 strong, ICAN has seven satellite sites and offers school, community, and at-home programming in 6+ counties, all aimed at empowering personal wellness and restoration with the ultimate goal of keeping (more) families together.

Kids Oneida, now Integrated Community Alternatives Network (ICAN), is a non-profit organization that serves as a unique home and community-based network that provides individualized and non-traditional services and care to the highest risk youth, families and adults, with social, emotional, mental health, and behavioral challenges.

For more information, please visit www.ican.family. For additional media materials, please visit www.ican.family/media.

###



Integrated
Community
Alternatives
Network

Our Story

Keeping Families Together

Integrated Community Alternatives Network, or ICAN, a non-profit organization, is a unique home and community-based network that provides individualized and non-traditional services and care to the highest risk youth, families and adults, with social, emotional, mental health and behavioral challenges. We have been a mainstay in the Central New York community for over 20 years. Our vision is in keeping families together, and our mission is empowering individuals and families.

Our Philosophy

HOW WE HELP YOU

ICAN was established based on the principles of Wraparound services, philosophy and model of care. This approach to children's' mental health has gained both statewide and national attention as an extremely effective way to keep families together. It is now generally accepted that the most effective approach to addressing a severely emotionally disturbed child's needs is through a coordinated community-based team of support rather than an out-of-home placement.

Treatment plans, utilizing the Wraparound approach, are developed as a team with the individual or family, focusing on their strengths and the goals they choose to address.

We at ICAN have consistently demonstrated that positive outcomes can be achieved, despite significant trauma, mental illness and psychosocial stressors through this strength and team-based approach.



Integrated
Community
Alternatives
Network

Timeline

Mid 90's

Oneida County's Department of Social Services and Mental Health began to consider ways in which out-of-home placements of children with serious emotional disturbances could be decreased.

1996

Oneida County was awarded a prestigious Robert Wood Johnson grant to be used as seed money for the start-up of the program.

1997

Integrated Community Alternative Network (ICAN), a non-profit care management entity, was established.

1998

A decade after the first discussions were initiated, Kids Oneida began full operation when it was licensed by the New York State Office of Mental Health as an Article 31 (Parts 587/588) outpatient clinic with a number of waiver provisions.

2007

ICAN's name was changed to Kids Oneida, Inc. It continues to be funded through a number of sources including the Oneida County Department of Social Services, Medicaid and individualized service contracts only.

2012

Kids Oneida was deemed by the New York State Office of Mental Health as the first KO/ACT Waiver Demonstration Project in New York State.

2017

Kids Oneida celebrated 20 year anniversary.

2019

Today, we have rebranded our organization back to ICAN from Kids Oneida, because we are no longer "just kids" and no longer "just Oneida." We have come full circle to close the gaps in services in our area as well as the continuum of care, in that we now serve prenatally through the end of life in more than six counties, and the possibilities for us are endless!



Integrated
Community
Alternatives
Network

ICAN Programs

Kids Oneida

As the flagship program of ICAN, and the only children's Assertive Community Treatment (ACT) pilot program in New York State, the Kids Oneida program utilizes Wraparound services that are focused on addressing the intensive needs of children with emotional, behavioral and mental health concerns.

Kids Herkimer

Since 2008, Kids Herkimer has been working collaboratively with the Department of Social Services in Herkimer County, to avoid unnecessary out-of-home placements such as foster care and residential treatment centers.

Kids Otsego

Since December 2018, Kids Otsego has been keeping families together by providing in-home preventive services.

Evelyn's House

At Evelyn's House, we strive to assist young mothers with successful integration in the community. We accomplish this by helping them find their own apartments, graduate high school, obtain employment, develop important parenting and life skills, utilize community resources, and attain ultimate self-sufficiency within their community.

Healthy Families of Herkimer County

Healthy Families of Herkimer County is a free, voluntary and fun, home-based program that assists expectant families and new parents with the changes that come with pregnancy and the birth of a child.

Healthy Families of Oneida County

Our services provided through Healthy Families of Oneida County, are home-based, and are designed to support expectant families and parents in making a healthy home as they experience pregnancy and anticipate the birth of a new child.

Nurturing Parenting Program

With this program, our goal is to serve as a resource to teach parenting and life skills, and provide a safe, comfortable, and supervised setting at our main office so parents can focus on maintaining strong bonds and effective parenting techniques with their children.



Integrated
Community
Alternatives
Network

Peer Support

Our Peer Support Program consists of highly trained Peer Support Specialists who are credentialed through the Office of Mental Health and Families Together in New York State as Family Peer Advocates and Certified Recovery Peer Advocates.

Traumatic Brain Injury/Nursing Home Transition and Diversion (TBI/NHTD) Waiver

The Waiver program utilizes Medicaid funding to provide support services to individuals at risk of nursing home care or with the desire to return home from nursing home care.

Adult Care Management

Our Adult Care Coordinators assist in improving the physical, mental, and emotional well-being of adults who have either a serious mental illness, HIV/AIDS and/or two or more chronic medical conditions.

Children's Care Management

Children's Care Management provides families with family-driven community resources to promote healthier lifestyles and positive changes in both physical and mental health. At ICAN, within our Children's Care Management program, quality services is our priority.

Service Provision for Individual Needs (SPIN)

SPIN, ICAN's most flexible program, follows a fee-for-service model, and allows outside agencies and organizations to purchase any of our services for their population based on their needs.

Community Education & Training

We pride ourselves on sharing our knowledge and expertise through community education and training on various topics impacting families. Knowledge Empowers You (KEY) specifically provides proven curriculum, energetic and relatable group leaders, community resources, and covers topics that are most relevant and important to students and teens. All trainings are tailored and presented in a variety of settings, depending on school or community need.

School Based Services

While mental health supports are often lacking in many schools, ICAN's School Based Services are a resource to fill this gap, and promote children's health and well-being. ICAN is, and has been, the premier provider of children's mental health services in our community for over 20 years.

Juvenile Justice Programs

ICAN's Juvenile Justice Programs strive to teach lasting and effective transitional life skills that will help youth find success academically and/or vocationally so they can belong as a contributing member of society.



Integrated
Community
Alternatives
Network

Steven Bulger

CEO / Executive Director

Steven Bulger has over twenty years' experience in the behavioral health field with fourteen years at ICAN, serving as CEO/Executive Director since 2014. ICAN is a nonprofit provider of innovative home and community based interventions in Upstate New York.

Bulger received a Bachelors in Psychology and Political Science from Niagara University in 2003 and a MBA in Health Services Management from SUNY Polytechnic Institute in 2013. He is a 2014 graduate of Leadership Mohawk Valley.



Starting at ICAN fourteen years ago, Bulger was hired as an entry-level Service Coordinator. He was promoted to the position of Residential Outreach Manager in 2008, and was instrumental in creating the Return Home Early Project which has received national attention by both the Building Bridges Initiative and the White House Council for Community Solutions. In 2010, he was promoted to the position of Director of Operations and became responsible for the day to day operations of the agency including human resources, marketing, and information technology. ICAN has seen significant growth since Bulger's appointment as CEO/Executive Director, and now provides services to 1,200 families' everyday through 16 programs across six Upstate New York counties.

Bulger has presented on the innovative ICAN model across the country with presentations at the Annual Research and Policy Conference on Child, Adolescent, and Young Adult Behavioral Health in Tampa, FL, the Mental Health Association of San Francisco Annual Conference, in San Francisco, CA, University of Maryland's Training Institutes National Conference: Leading Change – Integrating Systems and Improving Outcomes in Behavioral Health for Children, Youth, Young Adults, and Their Families in Washington, DC and the Annual Conference on Advancing School Mental Health in Las Vegas, NV. He was recognized in 2004 by Baker Victory Services with the Service to Youth Award, and in 2016 with the Follow the Leader Award through Leadership Mohawk Valley.

He currently serves as a Board Director for the following entities: New York State Coalition for Children's Behavioral Health, SUNY POLY College of Business Management Professional Advisory Board, and the Emerging Workers division of the Workforce Development Board.

Steven and his wife Laura reside in Westmoreland, NY with their two children Breana and Stevie. Bulger is actively involved in coaching Pop Warner Football and Little League Baseball in his home community.



Integrated
Community
Alternatives
Network

Kristen Rasmussen

Chief Operating Officer

Kristen Rasmussen has over thirty years' experience in the behavioral health field with five years at ICAN, serving as an executive team member since 2013. ICAN is a nonprofit provider of innovative home and community based interventions in Upstate New York. ICAN provides services to 1,200 families daily through 16 programs across six counties.

Rasmussen received a Bachelor of Science in Cultural & Women's Studies from SUNY Empire State College in 2012 and a Master of Social Work degree from Syracuse University in 2018.



Rasmussen began working with ICAN fifteen years ago as an independent contractor. She was hired as an Associate Executive Director five years ago with the responsibility of oversight of programs and services. Having spent her entire career serving children and families in the greater Utica area, she was able to bring her vast experience and skillset to the organization, complementing the existing leadership team. Since joining the ICAN team, the organization has stabilized and improved programming, diversified funding streams, and created new program offerings for families. Under Rasmussen's leadership, ICAN's programs and services have experienced significant growth.

For the past twenty-two years Rasmussen has been asked to present and be a keynote speaker at numerous professional conferences in the upstate, N.Y. region on various topics including; Therapeutic Crisis Intervention, Comprehensive Behavior Management, Positive Parenting, Mindfulness, Alternative Approaches to Wellness and Creating Safe Spaces. Discovering yoga in her late teens, Rasmussen has infused a blend of traditional Western psychology and alternative Eastern spiritual practice in all of her work with individuals. As a strong advocate for wellness in the workspace, she facilitates yoga and mindfulness sessions with staff. Rasmussen has played a significant role in positively impacting the culture of the organization.

Rasmussen has spent the majority of her career as a social justice advocate by promoting positive change within the community. She has a special ability to connect with youth and her career has had an intentional focus on youth with significant mental/behavioral health challenges, the LGBTQ community, the homeless youth population, and teen parents.

Kristen and her partner Kent reside in New Hartford, NY with their son Lukäs and a lovely tribe of animals. The Rasmussen's also have two grown daughters, Britt and Emma and a grandson Quinn. Rasmussen's family has a passion for the outdoors, hockey, music and the arts. Rasmussen enjoys hiking, kayaking and practicing yoga & mindfulness.

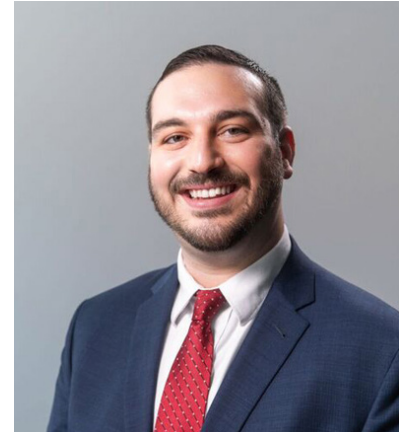


Integrated
Community
Alternatives
Network

Chris Lambe

Chief Financial Officer

Chris Lambe has more than a dozen years of experience with financial reporting, and is going on his fifth year at ICAN, serving as a financial executive team member since 2015. Lambe graduated from Whitesboro High School and went on to receive a Bachelors in Accounting from Alfred University, and then obtained a license in Certified Public Accounting. He is a 2016 graduate of Leadership Mohawk Valley.



Starting at D'Arcangelo & Co., LLC, Lambe worked his way from Intern to Manager, with experience across both the tax department and audit department.

In addition to preparing personal, corporate, and nonprofit tax returns, Lambe also specialized in bookkeeping and managerial consulting with a specific focus on managing organizational transition in accounting departments. He also served as the Manager on audits for school districts, unions, and non-profits, gaining substantial experience with internal control evaluation, state and federal reporting requirements, and budgetary analytics.

Lambe joined ICAN in January 2015, and is currently serving as the Chief Financial Officer. He has helped with the collaboration between ICAN and the Family Nurturing Center, as well as the CNY Health and Independence Agency, and has been contracted as the Chief Financial Officer of the House of the Good Shepherd since the last quarter of 2018.

Chris was one of the founding members of Universal Bookkeeper, and has served on multiple local boards and currently serves on the boards of Positively Rome and Rome Clean and Green. He has previously served as the treasurer of Sculpture Space as well as the president of the New York State Society of CPAs - Utica Chapter. He received the Follow The Leader award from Leadership Mohawk Valley in 2017.

Chris and his wife Jenna reside in Rome, NY with their three cats. In his free time, Chris enjoys golfing and playing strategy board games with friends. He has a passion for traveling, attending musical performances, and trying new foods.