



**Vibrant Emotional Health**  
**Media Contact: Hannah Collins, [hcollins@vibrant.org](mailto:hcollins@vibrant.org)**

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## **Vibrant Emotional Health President & CEO Kimberly A. Williams Recognized as a 2023 Leader in New York Health Care**

**NEW YORK, NY (January 16, 2023)** – In the 2023 Health Care Power 100 list released today, the politics and policy publication City & State recognized Kimberly A. Williams, the CEO & President of Vibrant Emotional Health, as a top leader in New York health care.

“We are incredibly proud to have Kim Williams recognized in the Health Care Power 100,” shared Jennifer Ashley, Chair of the Vibrant Emotional Health Board. “Under her leadership, Vibrant has not only

increased the number of people we reach with our services, but has innovated the way in which we do so, allowing people to access our services when, where, and how they need them.”

The Health Care Power 100 features health care officials and executives, practitioners, advocates, consultants and other individuals shaping health care policy and improving medical outcomes across the state. As part of being included in this power list, Williams will be profiled online and in the January 2023 special commemorative magazine.

Williams is the President and CEO of Vibrant Emotional Health, a nonprofit organization which reaches over 3.6 million people each year to help them achieve emotional well-being through high quality, innovative programs. She began as a public policy intern in 2003, rising to President and CEO in 2017. She has served the mental health industry through various positions, including mental health advocate, administrator, educator, and consultant.

“I’m honored and humbled to receive this recognition from City and State.” Williams shared. “At a time when so many are experiencing strain on their mental health, I am proud to be leading an organization that is guided by the need for equitable and easily accessible support and services. I am deeply grateful to be recognized for this work that I love, and to be included in the City and State Health Care Power 100 list with so many impactful names.”

As CEO, Williams has overseen the expansion of Vibrant's premier programs they administer, including the 988 Suicide & Crisis Lifeline (previously the National Suicide Crisis Lifeline), Disaster Distress Helpline, and NYC Well, New York City's leading edge, multi-lingual, multi-modal contact center program that responds around the clock to the mental health needs of over 300,000 New Yorkers every year.

In 2019, and under her leadership, the 50+ year old organization rebranded to be better positioned for the future of mental health in our society and to communicate a positive vision for all who are impacted by mental health challenges.

Williams serves on a number of advisory committees and boards including the New York State Interagency Geriatric Mental Health and Chemical Dependence Planning Council, the New York State Health Foundation Community Advisory Committee, Mental Health News Education Inc., United Community Schools, and the National Coalition on Mental Health and Aging, for whom she is immediate past chair. Her leadership in the field has been recognized by City and State New York, New York Nonprofit Media, Mental Health Association in New York State, and the National Association of Social Workers NYC Chapter. Williams has been an adjunct lecturer at Columbia University School of Social Work and NYU Silver School of Social Work. Her voice has been featured in The New York Times, The Wall Street Journal, Forbes, CBS Evening News, The Today Show and more.

### **About Vibrant Emotional Health**

For 50 years, Vibrant Emotional Health has been at the forefront of promoting emotional well-being for all people. As leaders, advocates, educators, and innovators in mental health, we have been raising awareness and offering support to everyone who is struggling. We work every single day to help save lives and assist people to get care anytime, anywhere and in any way that works for them. We are unwavering in our belief that everyone can achieve emotional wellness with the right care and support. As part of our work, we administer the 988 Suicide & Crisis Lifeline, funded by SAMHSA, which provides 24/7, free, and confidential support for people in emotional distress across the United States. For more information, please visit [www.vibrant.org](http://www.vibrant.org). Follow Vibrant on [Twitter](#), [Facebook](#) and [Instagram](#).

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