Project LAUNCH is a national initiative to promote the wellness of young children from birth to 8 years of age by addressing the physical, social, emotional, cognitive, and behavioral aspects of their development. Project LAUNCH was initiated by the Substance Abuse and Mental Health Services Administration in 2008, and a total of 55 sites have been funded nationwide. The initial Project LAUNCH site in Texas was led by Aliviane, Inc. in El Paso. In 2015, Texas was awarded a cooperative agreement to expand the successful strategies implemented in El Paso to three additional Texas communities.

Texas LAUNCH aims to build upon the success of the El Paso project by using four targeted behavioral health promotion and prevention “core strategies” (see side bar). Each of the strategies will be implemented within; Ysleta del Sur Pueblo in El Paso, Tarrant County MHMR in Fort Worth, and Family Services Association of San Antonio, Inc. Targeted efforts to reduce health and behavioral health care disparities in each community will also be undertaken. Each local community will develop an early childhood wellness council to oversee the efforts and build partnerships among early childhood providers.

A partnership between the Texas Department of State Health Services (DSHS), Aliviane, Inc., and the Texas Institute for Excellence in Mental Health (TIEMH) at the University of Texas at Austin will support the three participating communities in implementing Texas LAUNCH. State partners will support expansion through policy and infrastructure improvement activities, coordination of training and technical assistance, and the completion of an evaluation. The Texas LAUNCH initiative aims to serve 1000 children and families over the four years.

Visit Texas LAUNCH: [http://sites.utexas.edu/mental-health-institute/texas-launch/](http://sites.utexas.edu/mental-health-institute/texas-launch/)

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