2016-2017

Dr. Susan Elswick LCSW
Shea Wingate

Definitions of Services

Acute Inpatient Hospitalizations-temporary hospitalization typically lasting 24-48 hours and no longer than 14 days with an emphasis on mood stabilization.

Case Management-coordination of medical, mental and behavioral health services

Comprehensive Child and Family Treatment-short term, intensive home-based therapeutic and case management services for at-risk children and youth. 3 sessions per week for an average of 90-120 days.

TennCare only

Chemical Detoxification-a process of eliminating toxic substances from the system in a controlled and safe environment under 24 hour supervision.

Intensive Outpatient Therapy-traditionally in a group setting to address mental and behavioral health issues. 3 hour sessions held 3 times per week for about 9 weeks.

Outpatient Therapeutic Services-Sessions held on a weekly basis for about an hour per session. Traditionally services would last approximately 6 months but could last longer. These sessions can be held individually, with couples or in a group or family setting.

Residential Treatment-long term stay in a facility where mood stabilization and skill building is the focus of treatment. Most programs last 2-3 months. Other programs can last from 6 months to a year.

Psychiatric Services - Psychiatric evaluation and examination, pharmacy services and medication monitoring.

Substance Abuse Counseling-It may be referred to as Chemical Dependency. Some agencies will reference it a co-occurring disorders as well.

Trauma Informed Care-an organization structure and treatment framework that involves understanding, recognizing, and responding to the effects of trauma.

Abbreviations

Acute

CM

CCFT

Detox

IOP

OP-Group, Family, Individual

Res

Psych

SA

ΤI

Emergency Numbers

Emergency: 911

*Children's Mobile Crisis (866) 791-9226

*Adult Mobile Crisis 1-800-809-9957

Memphis Police Department: (901) 545-2677

Precinct: (901) 636-4099 for 38117 zip code

Precinct: (901) 636-4531 for 38115 zip code

Precinct: (901) 636-4199 for 38119 zip code

Department of Children's Services

Main Number: (901) 578-4001

Report Abuse: 1877 237-0004

Emergency Assistance (901) 527-0226

Emergency Housing Hotline 260-4663

Poison Control 1-800-222-1222 http://www.tnpoisoncenter.org

Resources for Families in

Need Phone: 855-354-4211 or 901-415-

2790

Suicide Prevention Lifeline: 1800 273-8255

The Trevor Project: 1-866-488-7386

Road and Traffic Conditions 511

Shelby County Sherriff's Department:

(901) 545-5500

Youth Villages Safe Place: Runaway Shelter

1582 Poplar Avenue Memphis, TN 38104

Phone: 725-6911 Fax: (901) 725-4889

*Call in the event of a mental health emergency. If weapons are involved or there is a threat of violence call 911 and request the Crisis Intervention Team.

Hours of Operation: Mon – Thu 10:00 am – 8:00 pm; Fri, Sat 10:00 am – 5:00 pm; Sun 1:00 pm – 5:00 pm

For lgbt and questioning youth

Substance Abuse Programs

<u>38104</u>

Behavioral Health Group

1734 Madison Ave Memphis, TN 38104

Phone: (901) 722-9420

Services: Medication assisted maintenance treatment, Counseling and CM for Opioid Use

Disorder

Innovative Counseling

1455 Poplar Avenue Memphis, TN 38104

Phone: (901) 276-0220

Services: SA, DUI Offender Program, OP

Memphis Recovery Center

219 N. Montgomery Street Memphis, TN 38104

Phone: (901) 272-7751 Toll-Free (866) 672-7378

Services: SA, TI

<u>38105</u>

Grace House

329 N Bellevue Blvd Memphis, TN 38105

Phone: (901) 722-8460

Services: SA, TI

Serenity Recovery Center

1094 Poplar Avenue Memphis, TN 38105

Phone: (901) 521-1131 or 1 888 521-1131

Services: Acute, IOP, RES AS, TI

<u>38111</u>

Warriors Center

642 Semmes St Memphis, TN 38111

Phone: (901) 4051298

Services: OP SA and RES SA

38114

Harbor House

1979 Alcy Rd Memphis, TN 38114

Phone: (901) 743-1836 x2230

Services: Res SA, TI, Co-Occurring Disorders

The Oaks at La Paloma Treatment Center

2009 Lamar Ave Memphis, TN 38114

Phone: (901) 726-6053

Services: Res SA, OP SA, Detox, TI, Co-

Occurring Disorders

<u>38118</u>

Cocaine Alcohol Awareness Program CAAP

4041 Knight Arnold Rd Memphis, TN 38118

Phone: (901) 360-0442

Services: Res SA, OP SA, Domestic Violence Services, Drug Court/DUI Program, HIV/AIDS,

Detox, Supportive Housing Services

38132

Synergy Foundation

2305 Airport Interchange Ave Memphis, TN 38132

38132

Phone: (901) 332-2227

Services: RES SA

38134

Behavioral Health Group

2165 Spicer Cove Suite 5 Memphis, TN 38134

Phone: (901) 372-7878

Services: Medication assisted maintenance treatment, Counseling and CM for Opioid Use

Disorder

<u>38139</u>

Bradford Behavioral Health Systems

8566 Cordes Cir Germantown, TN 38139

Phone: (901) 755-8111

Services: TI mental health

Salvation Army

Renewal Place (901) 260-9132

Adult Rehab Center (901) 531-1750

72301

Iustice Network

318 E Bond Ave West Memphis, AR 72301

Phone: (870) 735-2123

Services: DUI Offenders Program

Behavioral and Mental Health

<u>38016</u>

Exceptional Development Family Tx Center

1181 Vickery Lane Suite 102 Cordova, TN 38016

Phone: (901) 729-7764

Services: Speech and language pathology

<u>38018</u>

Transformation Center

1088 Rogers Road Cordova, TN 381018

Phone: (901) 755-1396

Services: IOP focusing on Eating Disorders, TI

<u>38019</u>

Professional Care Services of WestTN

1997 Highway 51 S Covington, TN 38019

Phone: (901) 476-8967

Services: Mental/Behavioral Health Counseling,

CM, TI

<u>38053</u>

Life Enhancement Services (LES-TN)

283 North Bellevue Blvd Memphis, TN 38105

Phone: (901) 726-5353

Services: Psych, OP, CM

Professional Care Services of WestTN

5281 Navy Rd Millington, TN 38053

Phone: (901) 873-0305

Services: Mental/Behavioral Health Counseling,

CM, TI

TBCH Boy's Ranch

9224 Quito Road Millington, TN 38053

Phone: (901) 872-0839 or (901) 386-3961

Services: Res

38103

Memphis Mental Health Institute

951 Court Ave Memphis, TN 38103

Phone: (901) 577-1800 or 577-3408

Services: Acute, Adult Psychiatric Hospital, SA

UT Psychiatry Group

920 Madison Avenue Memphis, TN 38103

Phone: (901) 444-2400

Services: Psychiatric testing, TI

38104

Alliance Healthcare Services

2220 Union Ave Memphis, TN 38104

Phone: (901) 369-1420

Services: Psych, CM, OP, SA, Detox

Case Management Inc.

14 N. Bellevue Blvd. Memphis, TN 38104

Phone: (901) 821-5600

Services: Adult OP, Mental health counseling, SA,

Mental Health Screening, TI

Comprehensive Professional Services

1331 Union Avenue Memphis, Tennessee 38104

Phone: (901) 654-1253

Services: OP, TI, PCT

Exchange Club Family Center

2180 Union Ave Memphis, TN 38104

Phone: (901) 276-2200

Services: PCIT, OP, TI Play Therapy, Anger Management Classes, Focus on women and children who are victims of domestic violence and

abuse.

<u>38105</u>

Memphis Neurology

777 Washington Ave Memphis, TN 38105

(901) 202-4287

7645 Wolf River Cir Germantown, TN 38139

(901) 405-0275

Services: Neurological testing

UT Boling Center

711 Jefferson Avenue Memphis, TN 38105

Phone: (901) 448-6511 Toll-free: (888) 572-2249

Services: OP, PCIT, TI and assessments for children with developmental disabilities

38106

Southwest Mental Health (Case Mgmt Inc)

1087 Alice Avenue Memphis, TN 38106

Phone: (901) 774-7811

Services: Adult OP, Mental health counseling, SA,

Mental Health Screening, TI

38112

Anaya Partnership

2714 Union Ave Memphis, TN 38112

Phone: (901) 320-6100

Services: Intensive in-home services for children

and families, TI

<u>38114</u>

Alliance Healthcare Services

2579 Douglass Ave Memphis, TN 38114

Phone: (901) 369-1480

Services: Psych, CM, OP, SA, Detox

<u>38117</u>

Health Connect America

5118 Park Avenue, Suite 500 Memphis, TN 38117

Phone: (901) 458-8638 Fax: (901) 458-9522

Services: CCFT, IOP, TI

<u>38118</u>

Alliance Healthcare Services

3810 Winchester Road Memphis, TN 38118

Phone: (901) 369-1410

Services: Psych, CM, OP, SA, Detox

Delta Medical Center

3000 Getwell Rd Memphis, TN 38118

Phone: (901) 369-6021

Services: Acute, IOP, OP, SA, TI

Southeast Mental Health Center

3810 Winchester Rd Memphis, TN 38118

Phone: (901) 369-1400

Services: Psych, OP, SA, CM

<u>38119</u>

Saint Francis Hospital

5959 Park Avenue Memphis, TN 38119

Phone: (901) 765-1400

Services: Acute, TI

Vogelfanger & Struble Clinic

6005 Park Ave Ste 630B Memphis, TN 38119

Phone: (901) 767-1136

Services: Psychiatric testing, OP

<u>38120</u>

Universal Parenting Place

6225 Humphreys Blvd Memphis, TN 38120

Phone: (901) 227-9558

Services: Parent counseling, support groups and

educational services

<u>38122</u>

Alliance Healthcare Services

3628 Summer Ave Memphis, TN 38122

Phone: (901) 452-6941

Services: Psych, CM, OP, SA, Detox

<u>38125</u>

Compass Intervention Center

7900 Lowrance Rd Memphis, TN 38125

Phone: (901) 758-2002

Services: Res, TI

Crestwyn Behavioral Health

9485 Crestwyn Hills Dr. Memphis, TN 38125

Phone: (901) 248-1500

Services: Adolescent and Adult treatment

programs, Co-Occurring Disorders, Detox, Acute,

SA, TI

<u>38127</u>

Alliance Healthcare Services

2150 Whitney Avenue Memphis, TN 38127

Phone: (901) 353-5440

Services: Psych, CM, OP, SA, Detox

<u>38128</u>

Youth Dimensions

3385 Austin Peay Highway Memphis, TN 38128

Phone: (901) 213-9000

Services: Res, OP, Drug Testing, TI

38131

Case Management Inc.

3173 Directors Row Memphis, TN 38131

Phone: (901) 271-5326

Services: Adult OP, Mental health counseling, SA,

Mental Health Screening, TI

38132

Camelot

1910 Nonconnah Blvd, Ste. 100 Memphis, TN 38132

Phone: (901) 346-1270

Services: CCFT, TI

<u>38133</u>

Lakeside Behavioral Health

3015 Brunswick Rd Memphis, TN 38133

Phone: (901) 377-4700 Left Message

Services: Acute, Res, TI, IOP, SA

Tennessee Baptist Children's Homes

6896 Highway 70 Memphis TN, 38133

Phone: (901) 386-3961 Fax: (901) 382-9754

Services: Res

Youth Villages

3320 Brother Blvd Memphis, TN 38133

Phone: (901) 251-5000

Services: Res, CCFT, TI, CM

<u>38152</u>

Regional Intervention Program (RIP)

4111 SO. MSU B Street, Building 48 Memphis, TN 38152

Phone: (901) 678-5258 or (901) 678-4173

Services: Parenting Program, Behavioral Health

for children under 6 years old

University of Memphis Psychological Services

400 Innovation Dr Memphis, TN 38152

Phone: (901) 678-2147

Services: Individual Counseling, Family

Counseling, TI

<u>38632</u>

Region Four Mental Health Services

2705 Highway 51 S Hernando, MS 38632

Phone: (662) 449-1971

Services: OP for children, youth and adults,

ACUTE Day Care, Psych CM, SA

<u>38635</u>

Communicare

820 Highway 178 East Holly Springs, MS 38635

Phone: (662) 252-4140

Services: CM, Psych, SA, OP

<u>38654</u>

Parkwood Behavioral Health

8135 Goodman Rd Olive Branch, MS 38654

Phone: (662) 895-4900

Services: Child/Adolescent Psychiatry and Res, Res SA, Counseling Services, Mental Health Evaluation, Sex Offender Counseling, TI

Community Centers & Mentoring Programs

38104

Girls Inc.

2670 Union Ext., Ste 606 Memphis, TN 38104

Phone: (901) 523-0217

One Beat, Inc.

915 Chelsea Avenue Memphis, TN 38104

Phone: (901) 347-3842

<u>38105</u>

Bridges

477 North Fifth Street Memphis, TN 38105

Phone: (901) 452-5600

Greenlaw Community Center

190 Mill Avenue Memphis, TN 38105

Phone: (901) 527-8313

38107

Boys & Girls Club

1100 Vollintine Avenue Memphis, TN 38107

Phone: (901) 527-7994

The First Tee of Memphis- Golf Program

974 Firestone Ave Memphis, TN 38107

Phone: (901) 526-1480

Sexton Community Center

1235 Brown Avenue Memphis, TN 38107

Phone: (901) 576-7070

38114

Memphis Athletic Ministries

2107 Ball Road Memphis, TN 38114

Phone: (901) 744-6261

38115

Hickory Hill Community Center

3910 Ridgeway Road Memphis, TN 38115

Phone: (901) 566-9685

38126

<u>Juvenile Intervention Faith-based Follow-up</u> (J.I.F.F.)

254 South Lauderdale Street Memphis, TN 38126

Phone: (901) 522-8502

<u>38141</u>

Boys & Girls Club

4299 Ross Road Memphis, TN 38141

Phone: (901) 542-9604

Redbirds- RBI Summer Camp

Contact Erin O'Donnell at (901) 722-0295

Employment and Education

38103

W.I.N.-Workforce Investment Network

480 Beale Street Memphis, TN 38103

Phone: (901) 636-7955

38105

Tennessee Career Center

480 Beale Street Memphis, TN 38105

Phone: (901) 636-7955

<u>38108</u>

United Cerebral Palsy Work Employment Training (UCP)

4189 Leroy Ave Memphis, TN 38108

(901) 761-4277 Ext 1011

38141

Tennessee Career Center

4240 Hickory Hill Memphis, TN 38141

Phone: (901) 365-3205

Food

38104

Mid-South Food Bank

239 South Dudley Memphis, TN 38104

Phone: (901) 527-0841

<u>38107</u>

UMNC Smith Center

602 Looney Street Memphis, TN 38107

Phone: (901) 523-1036

Women Infant and Children (W.I.C.)

1064 Breedlove 38107 (901) 515-5400

477 N. Manassas 38107 (901) 522-8268

6590 Kirby Center Cv 38115 (901) 365-1045, 1077

38122

TN Dept of Human Services-Food Stamps

3230 Jackson Avenue Memphis, TN 38122

Phone: (901) 320-7200

Angel Food Ministries

Phone: (877) 366-3646

Health Clinics

38104

Choices-Memphis Center for Health

1726 Poplar Avenue Memphis, TN 38104

Phone: (901) 274-3550

Church Health Center-no insurance accepted

1115 Union Avenue Memphis, TN 38104

Phone: (901) 701-2242

Christ Community University Health Center

1211 Union Avenue Memphis, TN 38104

Phone: (901) 271-0330

Friends For Life

43 N. Cleveland St. Memphis, TN 38104

Phone: (901) 272-0855, 1 855 855-3755

Services: Medical and supportive services for

individuals living with AIDS/HIV

Memphis VA Medical Center

1030 Jefferson Avenue Memphis, TN 38104

Phone: (901) 523-8990

Services: Medical and Mental Health Services for

Veterans, TI

<u>38105</u>

Health Department

814 Jefferson Avenue Memphis, TN 38105

Phone: (901) 222-9000

757 Galloway Avenue Memphis, TN 38105

Phone: (901) 222-9721

477 N. Manassas Street Memphis, TN 38105

Phone: (901) 222-9721

1064 Breedlove Memphis, TN 38107

Phone: (901) 515-5400

902 N 7th Street West Memphis, AR 72301

Phone: (870) 735-4334

Memphis Area Ryan White Part A Program

814 Jefferson Ave Memphis, TN 38105

Phone: (901) 222-9409

Services: Medical and supportive services for

individuals living with AIDS/HIV

<u>38108</u>

Walgreens

2471 Jackson Avenue Memphis, TN 38108

(901) 454-1615

38112

A Step Ahead Foundation

3704 Walker Avenue Memphis, TN 38112

Phone: (901) 320-7837

Planned Parenthood

2430 Poplar Avenue, Ste 100 Memphis, TN 38112

Phone: (901) 725 -1717

<u>38115</u>

<u>Christ Community Hickory Hill Health</u> <u>Center</u>

5366 Winchester Rd Memphis, TN 38115

Phone: (901) 271-6100

Walgreens

3670 Riverdale Road Memphis, TN 38115

Phone: (901) 309-2621

<u>38127</u>

Resurrection Health Clinic

2150 Whitney Ave Memphis, TN 38127

Phone: (901) 271-9500

Services: Adult Medicine, Women's Health, Children, General Surgery, Behavioral Health

Housing Resources

<u>38103</u>

Hospitality Hub

82 N Second St Memphis, TN 38103

Phone: (901) 522-1808

Services: Housing and CM

38104

Genesis Homeless Services

1325 Jefferson Ave Memphis, TN 38104

Phone: (901) 722-4729

Services: Housing and CM services

<u>38105</u>

Memphis Housing Authority

700 Adams Avenue Memphis, TN 38105

Phone: (901) 544-1367

38108

Safe Harbor of Memphis

3630 Jackson Ave Memphis, TN 38108

Phone: (901) 382-0966

Services: Transitional housing and Res SA

<u>38127</u>

Memphis Union Mission

4535 Benjestown Rd Memphis, TN 38127

Phone: (901) 526-8434

Services: Housing and emergency shelter

Legal Services

Just City

Phone: (901) 206-2226

Memphis Area Legal Services

109 N. Main Street, Ste 200 Memphis, TN 38103

Phone: (901) 523-8822

Supplemental Services

<u>38105</u>

Uptown Resource Center

314 A.W. Willis Avenue Memphis, TN 38105

Phone: (901) 636-6980

Neighborhood Redevelopment Program

Urban Child Institute

600 Jefferson Ave, Ste 200 Memphis, TN 38105

Phone: (901) 523-9199

<u>38107</u>

Neighborhood Christian Center

785 Jackson Avenue Memphis, TN 38107

Phone: (901) 881-6013

Services: Education, support and empowerment programs for youth, expecting mothers and

families.

<u>38126</u>

Metropolitan Inter-Faith Association (M.I.F.A.)

910 Vance Avenue Memphis, TN 38126

Phone: (901) 527-0208

Community Services Agency

Phone: (901) 222-4200

Respite Programs

Phone: (901) 353-5440

Victim Services

38104

Crime Victim's Center

1750 Madison Avenue Memphis, TN 38104

Phone: (901) 545-4337

Services: Crisis Counseling, Domestic Violence,

TI, Legal Support

Family Safety Center (located in same bldg)

Phone: (901) 222-4400

Services: TI, Domestic Violence Services

Rape Crisis Center

1750 Madison Ave., Ste. 102 Memphis, TN 38104

Phone: (901) 222-4350

Services: TI, Sexual Violence Victim Services

<u>38105</u>

Child Advocacy Center

1085 Poplar Avenue Memphis, TN 38105

Phone: (901) 525-2377 (901) 888-4390

Services: TI, Abuse Prevention and Interventions

<u>38152</u>

Athena Project - University of Memphis

400 Innovation Dr Memphis, TN 38152

Phone: (901) 678-2147

Services: Domestic Violence/Trauma Counseling,

ΤI

Free Family Fun

<u>Lichterman Nature Center</u> (Admission free on

Tuesdays from 1:00 until closing)

5992 Quince Road Memphis, TN 38119

http://www.memphismuseums.org

Art Museum, U of M

CFA Room 142

3750 Norriswood Memphis, TN 38152

Phone: (901) 678-2224

http://wwwamum.org

The Center for Southern Folklore & Cafe

(No charge for the entrance into the museum)

119 S. Main Memphis, TN 38103

Phone: (901) 525-3655

http://www.southernfolklore.com

The Dixon Gallery and Gardens (Free admission every Saturday from 10am to 12pm)

4339 Park Avenue Memphis, TN 38117

Phone: (901) 761-5250

http://www.dixon.org

Brooks Museum of Art

1934 Poplar Avenue Memphis, TN 38104

Phone: (901) 544-6200

http://www.brooksmuseum.org

Pink Palace Museum & Mansion (Museum

exhibits are free on Tuesday after 1pm)

3050 Central Avenue Memphis, TN 38111

Phone: (901) 320-6320

Memphis Zoo (Free admission on Tuesday

from 2pm-5pm)

2000 Prentiss Place Memphis, TN 38112

Phone (901) 276-9453

http://www.memphiszoo.org

National Civil Rights Museum (Free

admission on Mondays from 3pm to 5pm)

450 Mulberry Street Memphis, TN 38103

Phone: (901) 521-9699

http://www.civilrightsmuseum.org

Peabody Hotel (The march of the famous ducks

11am-5pm daily)

149 Union Avenue Memphis, TN 38103

Phone: (901) 529-4000

http://peabodymemphis.com

Shelby Farms Park

7161 Mullins Station Memphis, TN 38134

Phone: (901) 382-0235)

http://www.shelbyfarmspark.org

Trolley Rides

The last Friday of every month, galleries on Main Street are open for this event from 6:00

p.m. 9:00 p. m.

MemFish (No admission fee)

5719 Quince Road Memphis, TN 38119

Phone: (901) 766-2992)

The Levitt Shell

Free concerts Thurs-Sun in spring and fall

Overton Park 1930 Avenue Memphis, TN 38104

http://www.levittshell.org

Meeman-Shelby Forest State Park

910 Riddick Rd Millington, TN 38053

Phone: (901) 876-5215

Playhouse on the Square (Pay what you can

days)

51 South Cooper Memphis, TN 38104

Phone: (901) 320-6362

http://playhouseonthesquare.org

Stax Museum of American Soul Music (Free

for children ages 8 and under)

926 E. McLemore Memphis, TN 38106

Phone: (901) 946-2535

http://soulsvilleusa.com

Farmers Market

545 S. Main Street Memphis, TN 38103

Contact by email: info@memphisfarmers

market.org

Free Mental Health Apps

Anxiety

SAM - Self Help for Anxiety Management

App designed to help people manage physical symptoms of anxiety and depression. (App Store, Google Play)

MindShift

App designed to help teen and young adults cope with anxiety. (App Store and Google Play)

Bullying

Bully Report Anonymous Reporting App

App that allows users to anonymously alert their school teacher or counselor when user knows someone is being bullied. (App Store)

Code Blue

Designed for providing support to teenagers dealing with bullying or depression. App alerts support group when user needs immediate help, also includes location sharing. (App Store and Google Play)

Depression

IntelliCare

Suite of apps that work together to target common causes of depression and anxiety like sleep problems, social isolation, lack of activity, and obsessive thinking. (Google Play)

Positive Activity Jackpot

This app uses a behavioral health therapy called pleasant event scheduling (PES), which is used to overcome depression and build resilience by helping users creatively plan positive events. (App Store and Google Play)

Mindfulness

BellyBio Interactive Breathing

Biofeedback device that monitors breathing and plays sounds reminiscent of ocean waves to

relax and cope with anxiety and stress. (App Store)

Breathe2Relax

Developed for stress management, this app helps reduce stress, stabilize mood, control anger and manage anxiety through breathing exercises. (App Store and Google Play)

Headspace

A gym membership for your mind. This app provides a course of guided meditations, the first ten guided meditations are free. (App Store and Google Play)

Insight Timer

As one of the highest rated free meditation apps, Insight Timer provides a community of meditation for users all over the world. (App Store and Google Play)

Stop, Breathe & Think

App designed to guide people through meditation for mindfulness and compassion. (App Store and Google Play)

PTSD

PTSD Coach

This app was developed by the Department of Veterans Affairs' National Center for PTSD. The app is intended for use of veterans, military personnel, and civilians experiencing symptoms of PTSD. This app has tools for contacting support people, treatment centers, and the National Suicide Prevention Hotline. (App Store Google Play)

<u>Sleep</u>

Nature Sounds Relax and Sleep

This app lets users choose from a variety of natural noises, ranging from city sounds to waves crashing on the beach. Users can listen as little or long as they want by using the start/stop timer. (App Store and Google Play)

Pzizz Sleep

This app helps fight insomnia by generating a new sound each time user uses the app, so the users mind won't get used to the same overplayed sounds. (App Store and Google Play)