

Superior HealthPlan Invests \$700,000 to Offer Community Hygiene Closets in Texas - Jul 15, 2025

The initiative currently provides access to necessities in 20 communities across the state.

AUSTIN, Texas, July 15, 2025 /PRNewswire/ -- Since 2020, [Superior HealthPlan](#) ("Superior"), a leading managed care organization in Texas and a company of [Centene](#) (NYSE: CNC), has been working with local organizations to offer community hygiene closets to support families in need. The closets are stocked with personal care products, such as diapers, deodorant, shampoo, and laundry detergent, and are offered at no cost to Texans.

"To date, Superior has provided more than \$700,000 in funding to support this important resource in many of the communities we serve," said Susan Mills, senior vice president of population health and clinical operations at Superior HealthPlan. "As some families continue to struggle with buying basic supplies, this initiative has been a lifeline for communities all across our state."

Hygiene closets help fulfill a need that's critically important as personal care items are not covered under the Supplemental Nutrition Assistance Program (SNAP), a service that acts as the first line of defense for nearly [3.5 million low-income Texans](#).

To fill the gap, Superior introduced the initiative in the early stages of the COVID-19 pandemic and later expanded the program based on positive feedback. Today, Superior provides funding to 20 community-based organizations to help ensure hygiene closets are stocked to support those in need.

"This community hygiene closet aligns perfectly with our mission to improve the health of moms and babies in East Texas," said Tecora Smith, director of the NET Health Women, Infants and Children (WIC) department in Tyler, Texas. "We appreciate the support of Superior HealthPlan to provide this vital resource for our community because we know it makes a difference in the lives of those we serve."

The [community hygiene closet in Tyler](#) is one of nearly 30 that Superior is supporting in 2025:

- Amarillo
- Austin
- Belton
- Bryan
- Canutillo
- Clint
- Corpus Christi (two)
- Dallas (two)
- Donna
- El Paso
- Kaufman
- Killeen
- Los Fresnos
- Lubbock (two)
- Lufkin
- Marble Falls
- Monte Alto
- San Angelo
- San Antonio (three)
- Tyler (two)
- Victoria
- Waco
- Zapata

Visit the [Superior HealthPlan community events page](#) for a full schedule of hygiene closets available across Texas.

About Superior HealthPlan

For more than 25 years, [Superior HealthPlan](#) has offered high-quality health care to Texans, and is now a leading managed care company providing services to 2 million people. Committed to transforming the health of the communities we serve, one person at a time, Superior supports active local involvement in all 254 Texas counties with 3,500 employees throughout the state. Since 2020, Superior has contributed \$11.9 million in grants, sponsorships and employee giving, helping support low-income communities. Superior is a company of [Centene](#), a leading healthcare enterprise that is committed to helping people live healthier lives. For more information, visit www.SuperiorHealthPlan.com.

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