



National Alliance on Mental Illness

NAMI | El Dorado County

Strategic Plan 2019

Mission: We offer support, education, advocacy and awareness to families and individuals living with mental illness including co-occurring addiction. Through community collaboration we advocate for integrated health care, promotion of evidence-based community programs that advocate the latest scientific research that improve our community's knowledge.

We believe passionately in:

- Education and Support for families/caregivers; lessen the burden of care through efficient community system and service standards
- Championing early intervention.
- Fostering scientific research as a means to improved treatment and one day a cure <https://www.bbrfoundation.org>
- Treatment not jails (<https://www.treatmentadvocacycenter.org>)
<https://stepuptogether.org>
- A sincere uncritical acceptance of one's genetic history of mental illness and addiction (and trauma) in that order
- We condemn stigma and discrimination and support NAMI's overall public policy platform: <https://www.nami.org/About-NAMI/Policy-Platform>

VISION:

1. We endeavor to take a community leadership role in making our community mentally healthy.
2. We seek to strengthen the recovery process and strengthen family through evidence-based education.
3. We seek to raise awareness about the latest in scientific research and evidence-based treatment options

4. We strive to alleviate caregiver's burden by hunting for gaps in systems through-out the community. We foster both self- and affiliate-advocacy.
5. We champion greater data-driven transparency from key providers.
6. We seek to ensure timely access and improvement to services and supports.
7. We seek "treatment not jails" and a forensic jail system where treatment and recovery preserves life and cognition.
8. We seek prompt response to emergency mental health crises by trained responders.
9. We acknowledge that those with mental illness including co-occurring addictions (to substance, things, or activity) have the right to productive meaningful lives in our community.
10. We champion education to parents, caregivers, schools, organizations and the community.
11. Skilled and plentiful volunteers support deployment of existing and new NAMI education programs.

CORE VALUES: Confidential, Compassionate, Non-judgmental, Inclusive, Honest, Respectful, Accountable, and Stigma-free.

Our greatest differentiators:

1. Our lived experience
2. Our passionate volunteers
3. We are affiliated with and supported by NAMI and NAMI-California.

Our 2019 mini-SWOT (board and volunteers brainstormed our Strengths, Weaknesses, Opportunities and Threats on 2-Apr-2019:

S: Collaboration, networking, advocacy, leadership, passion, knowledge, 22 years in biz, lived experience, tenacity, broadly represented, accessible, science-based, low-overhead, nimble, flexible, impact-data (very high quality and referencable)

W: Small quantity of volunteers (capacity constraints); succession planning; community brand recognition; minimal bench strength; limited cross-training, scalability, operational repeatability, county-large-geography, no physical infrastructure and no hardware/software (all volunteers bring their own), over-reliance on key individuals

O: Leverage community partnerships; pursue more grants; volunteer recruitment; community outreach; cross-training in operations management

T: Potential external threats: public policy limitations; deterioration of relationships with community partners; over-reliance on NAMI-CA for training/funding or NAMI

Strategies and Goals

Repeatable, Scalable, and Sustainable (Goal: our affiliate has repeatable processes that are scalable as we grow or shrink that are sustainable with low risk in our affiliate's ability to make a positive difference in the community)

System & Service Best Practice Our Affiliate strives to achieve:

- Warm-line: return call within 6 hours M-Th 10 a.m. – 3 p.m.
- Facebook message: respond within 24 hours
- Post news and new research within 24 hours of our discovery to website/FB; leverage those posts to help develop newsletter.
- Email: return email within 24 hours

- Unite Us Referrals (BHN sponsored by Barton; SLT but may come to WS in next couple years): respond within 2 days.
- Support Group requests: respond within 24 hours
- Communication to “all” Subscribers:
- Newsletter: Quarterly
- Important announcement: no more than 1 per quarter and preferably within the newsletter.
- Monthly Support Group reminders: using “bcc” private email from facilitator: 1-3 days prior to support group
- Facebook content: weekly and no more than 10 per week
- Updating profiles/counts/content within 1 week (constant contact, master list, membership requests processed manually, recommendations for on-line training, program data counts): NAMI 360 powered by Salesforce, Constant Contact, namieldoradocounty.org
- Collect volunteer hours monthly (send to Treasurer by 5th of month for prior month)

FINANCIAL (Goal: Fiscally prudent and transparent)

- 1) Yearly Budget
- 2) twice yearly financial statement summaries by 3rd party CPA (Stacy)
- 3) Maintain at least 6 month’s operational reserve,
- 4) Proactive in grant applications and grant reporting with specific financial targets set
- 5) Board vote annually as to our interest in participating in NAMIWalks; declined participation in 2019.
- 6) Fundraiser every 2-3 years.
- 7) Year-end request for personal donations through newsletter or e-blast promoting our year-end summary of accomplishments.

EDUCATION (Goal: Educate families, community and youth about mental illness; reduce misinformation and stigma; provide resources. Expand our pool of skilled educators)

1. Provide NAMI Family-to-Family at least once per year on WS and once per year in SLT
2. Provide NAMI Ending the Silence at least once per year on each slope
3. Provide NAMI Family Support Group monthly on each slope
4. Provide quality content on our social media (website, facebook)
5. Participate in community meetings taking opportunity to provide educational commentary
6. Ensure we have at least 4 F2F active trainers per slope
7. Ensure at least 3 facilitators for each support group or program (as back-ups)
8. Optionally provide NAMI P2P (strive to certify 3 P2P leaders on each slope by 2020 then reassess timing; perhaps annual)
9. Provide BASICS on WS bi-annually.

OUTREACH (Goal: Improve awareness about mental illness and NAMI and our mission/vision. Expand our reach: youth, parents/caregivers, providers, and teachers, and community at large)

1. Provide community outreach presentations at least 3 times on each slope
2. Participate in at least one health-faire or large public collaboration event
3. Host outside speaker or be part of a speaker series at least once per slope
4. Write media or leverage free events calendars; opinion section of media quarterly
5. Ensure we have at least 2 outreach presenters per slope; preferably 4 on WS.

MEASUREABLE (Goal: Measure our results for transparency and in support of NAMI CA and NAMI and grant reporting)

- 1) Count our results: # of outreach presentations, # warm-line or email or text/FB-msg support requests, # trained, # attended support groups, # attended faire or presentation, # collaboration meetings or events)

COLLABORATION & ADVOCACY (Goal: Expand our ability to spread our Mission and Vision within the community through collaboration with other groups, agencies, and organizations. Be a recognized thought leader.)

- 1) Participation in BH Commission monthly
- 2) Participation at Multi-Disciplinary Team Meeting monthly in SLT and WS respectively.
- 3) Participation at SteppingUp Steering Committee scribing our own minutes as the program leader has thus far not provided broad communications or minutes; communicate progress or roadblocks via social media and newsletter
- 4) SLT BH Network (co-op) monthly and twice monthly steering committee;
- 5) Quarterly participation at: Tahoe Collaborative which is monthly and primarily for agencies representing kids
- 6) County's May MH proclamation where we provide a voice; proactive observations to providers about what will help.)
- 7) Soroptimist, Lyons, Rotary, what else at least annually per slope?
- 8) Promote CIT training at the full 40 hour Memphis model advocating for transparency on volumes trained in 8, 20, 30 or 40 hour model per slope and department. Advocate that H&HS should be advocating for this and including in their monthly report as graphical trends per slope.
- 9) Collaboration with warm-rooms, shelters, knowledge of Only-Kindness, etc.
- 10) Provide board membership slots to members of law enforcement which have family/friend with mental illness.
- 11) Gain inclusion in any WS BH Task Force hosted by Marshall or Shingle Springs Health & Wellness that may get formed in future

MARKETING TAGLINE

Tagline: Inspired, Informed, Involved

- Inspired by brain science and community stories;
- Informed by current services/supports and community experience;
- Involved in the community and mental and behavioral health collaborative meetings

NAMI El Dorado County is fighting for:

The same as NAMI and NAMI-CA...but locally we want to a customer-centric approach where families/individuals are customers.

We desire county H&HS specifically to improve their operation and shift towards strong use of systems/technology/metrics and specifically a customer-centric service model where strong communication is a core strength.

NAMI (National) in 2019 is fighting for:

Promote Innovation

NAMI believes innovation is vital to reduce disparities.

We're fighting for:

- Integration of mental health and primary care to provide holistic treatment
- Telehealth services that increase access
- Research that improves our knowledge base
- Financing models that sustain effective, patient-centered care

Improve Care

NAMI believes improving mental health care is critical to achieve better outcomes.

We're fighting for:

- Coordinated Specialty Care for First Episode Psychosis so that young people can experience recovery
- Expanded coverage with patient protections and parity in Medicaid, Medicare and commercial health insurance
- Mental health care for veterans so our service members get the help they need and deserve
- Increased use of mental health outcome measures to hold providers accountable

Support Recovery

NAMI believes supporting recovery is fundamental to reduce injustices. We're fighting for:

- Supported housing that helps people get back on their feet and engaged in treatment
- Peer support services that help people know that recovery is possible
- Crisis response models that provide help, not handcuffs

NAMI El Dorado County TIMELINE:

This year

- 1) Finalize strategic plan by 3-Apr-2019
- 2) Enhance annual budget to align with strategic plan by 3-Apr-2019
- 3) Maintain website and social media
- 4) Identify volunteers as operational back-up core to operation (capable of owning membership subscription management, education coordination tracking and systems operations.
- 4) Enhance our Hospital Tip Sheet in Q1.
- 5) Report depletion data on WS kiosks monthly as a spreadsheet; at least 2 persons to monitor kiosk refills and depletion rates by location.
- 7) Secure grant funding WS sources by Nov-2019; secure grant funding from SLT sources by Nov-2019. Per BOD discussion / budget plans.
- 8) Secure at least 4 new F2F trainers in 2019 where at least 2 are willing to do outreach presentations or NAMI ETS. Secure at least 2 new in SLT and at least 2 new on WS in 2019.

Stretch Goal: 9) Secure at least 3 new P2P mentors and 3 Peer Connection facilitators (WS only; we are not pursuing in SLT)

WITHIN TWO YEARS:

Expand board membership including leadership in fundraising and operational excellence

Provide greater peer opportunities

WITHIN THREE YEARS:

Seek and attain two new grants that support programs

Grow membership by 25%

Leverage technology for scalability (consider how to leverage 360 Salesforce.com technology for affiliate use without an investment; i.e. process design to leverage NAMI and greater use of our free tools.



El Dorado County

stigmafree
and always free

EDUCATION | SUPPORT | ADVOCACY

NAMI, the National Alliance on Mental Illness, is the nation's largest grassroots mental health organization dedicated to building better lives for everyone affected by mental illness, including co-occurring.

NAMI El Dorado County has been leading change in mental illness in our community since 1996.

NAMI El Dorado County Warm-Lines

(Offering confidential emotional support and information)

Hours: Monday - Thursday | 10:00 a.m. - 3:00 p.m.
English: 530-306-4101 | Spanish: 775-407-0306

NAMI Monthly Family Support Groups

South Lake Tahoe

2nd Tuesday from 6:00 p.m. - 7:30 p.m.
EDC Main Library | 1000 Rufus Allen Road

Placerville

1st Tuesday from 7:00 p.m. - 8:30 p.m.
County Government Center,
345 Fair Lane, Conference Room C

namiel Dorado County.org

Serving South Lake Tahoe, Placerville and the Western Slope



WHAT WE DO

NAMI El Dorado County

relies on grants and contributions to support our important work.

WE EDUCATE | Our NAMI education programs ensure our local community leaders, individuals, families and educators get the support and information they need.

WE ADVOCATE | NAMI shapes national and local public policy for people with mental illness and their families and provides volunteer leaders with the tools, resources and skills necessary to save mental health in all states.

WE LISTEN | Our local NAMI El Dorado County warm-lines allow us to respond personally to hundreds of requests each year, providing free referral, information and support—a much-needed lifeline for many.

WE LEAD | Public awareness events and activities such as Community Outreach, NAMI Walks Northern California, May is Mental Health month, we proactively participate in community leadership forums promoting brain science to cure stigma. We work with media routinely to ensure our community understands the importance of how and when to find help.

NAMI.org | NAMICA.org | namieldoradocounty.org



NAMI El Dorado County: 501-c3 non-profit