

# NAMI GREATER HOUSTON

## STRATEGIC DRIVERS & GOALS 2023-2027



### WE EDUCATE & SUPPORT BY BUILDING STRONG PROGRAMS

We will maximize education programs and support in order to engage individuals, families and community partners across diverse communities.

#### Goals:

- Increase reach & impact (multicultural diversity, location, quality and frequency) of programs for families, individuals and community
- Educational programs
- Support group Programs
- SEA Center Warm Line
- Increase program evaluations and use of impact measurements
- Increase school programs that facilitate early intervention for mental health



### WE LEAD BY PROMOTING AWARENESS

We will be recognized as the leading support resource for families & individuals living with mental health conditions.

#### Goals:

- Broaden NAMI name recognition & knowledge of its services throughout the area
- Broaden outreach to diverse cultures and to schools, families, churches & civic groups
- Broaden community awareness & understanding of brain-based disorders, highlighting inclusion, recovery & resilience
- Counter discrimination & support stigma-free initiatives
- Improve our communication strategy and channels to build and strengthen messages breaking down the stigma of mental health
- Launch "NAMI Impact" stories on the resilience of our peers and families



### WE ADVOCATE BY DRIVING PUBLIC POLICY

We will lead advocacy efforts that drive improved quality of behavioral health care, increase access & continuity of care and decrease use of the criminal justice system as an alternative for mental health treatment.

#### Goals:

- Improve real-time responses to events affecting behavioral health & criminal justice systems
- Increase public policy awareness & advocacy involvement of NAMI GH leaders, members and volunteers
- Advocate for better:
  - early intervention
  - treatment options & capacity
  - coordination of care
  - decriminalization & safety
  - community supports
  - crisis response & suicide prevention



### WE VALUE ALL BY BUILDING DIVERSE, INCLUSIVE & EQUITABLE PARTNERSHIPS

We will deepen our engagement with others who are concerned with mental health issues & lead improvements in behavioral health outcomes for all, regardless of gender, race, ethnicity, education, disability or other dimension of diversity.

#### Goals:

- Build relationships with diverse communities & cultural groups
- Partner with underserved populations to offer better programs
- Collaborate with partners advocating for systemic advancements
- Build relationships with public officials: local, state & federal
- Build collaborative relationships with businesses
- See diversity, inclusion & equity as connected to our mission and critical to ensure the well-being of our staff & the NAMI alliance we serve
- Lead with respect & tolerance

We build strong infrastructure for Communications | Quality Reporting | Stakeholder Relations to support all NAMI GH drivers.