

NAMI GREATER HOUSTON

STRTEGIC 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