**NAMI Racine County**

**2018 Strategic Plan**

1. **Strategic Planning Process**

During the strategic planning process, the NAMI Racine County board of directors reviewed the quality of existing programs, operations, staffing, partnerships, and marketing and finance strategies. Additionally, feedback about NAMI Racine County and its programs was collected from key partners and supporters, as well as the organization’s board members. Information collected during this process was used to define NAMI Racine County priorities, goals, objectives, and strategies over the next year.

1. **Who We Are**

NAMI Racine County is a local affiliate of the National Alliance on Mental Illness, the nation’s largest grassroots organization that focuses on mental illness. We are a nonpartisan, nonprofit organization. Our members include people living with mental illness and their family members, friends, advocates, and health care providers.

NAMI was founded by Harriet Shetler and Beverly Young – two women who were tired of being blamed for their son’s mental illnesses. Unhappy with the lack of services available and the treatment of those living with mental illness, the women sought out others with similar concerns. The first meeting held to address these issues was in 1977, which eventually led to the formation of the National Alliance on Mental Illness in 1989.

1. **Mission**

NAMI Racine County is a nonprofit organization working to improve the quality of life through support, education and advocacy for all whose lives are affected by mental illness.

1. **Vision**

NAMI Racine County imagines a just world where people with mental illness are relieved from suffering, have resources to manage their symptoms, and can realize their full potential without abuse, isolation, or stigma.

1. **What We Do**

We provide **peer-led education** programs to help people affected by mental illness get the support and information they need to better understand mental illness, navigate the mental health system, and maintain healthy relationships.

We offer **support** groups for people living with a mental illness as well as their family members, friends and partners. These groups are intended to build a network of people who understand each other’s experiences.

We provide **public education and community outreach** to reduce stigma and help the general public better understand mental illness.

We offer **crisis intervention training** to wide-ranging audiences including law-enforcement, corrections officers, dispatch and other first responders to give them the training and support they need to enhance communication and identify mental health resources to assist people in crisis.

We **advocate** at the local and state level for better access to community-based mental health services and connect our membership to advocacy trainings offered by NAMI Wisconsin.

We promote **public awareness** through events and activities such as the Bike n’ Hike to combat stigma and encourage understanding.

1. **Priorities**

NAMI Racine County will focus on three priorities over the next year:

1. Youth mental health
2. Advocacy
3. Diversity and Inclusion
4. **Goals, Objectives, and Strategies**

**Goal 1:** **Youth mental health** – Bring evidence-based programs to local middle and high school students

**Objective 1.1:** Identify mental health needs of middle and high school students throughout Racine County.

**Objective 1.2**: Develop and implement new initiatives and maintain existing ones for youth and young adults.

**Strategy 1A**: Partner and collaborate with C2MH focus groups to identify needs of students.

**Strategy 1B**: Work with local agencies and schools to implement evidence-based programs.

**Strategy 1C**: Provide training to students and school personnel through Ending the Silence on how to identify the early warning signs of mental illness and link students and their parents to community resources.

**Goal 2: Advocacy** – Create a strong grassroots advocacy foundation internally at NAMI Racine County.

**Objective 2.1**: Create advocacy framework for training purposes by utilizing NAMI Wisconsin and NAMI National literature and resources.

**Objective 2.2**.: Implement workshop training sessions for advocates.

**Objective 2.3**: Develop relevant NAMI Racine County position statements through the use of on-line resources and literature.

**Objective 2.4**: Enhance member, staff, and board capacity by providing them with the skills, tools, and resources necessary to effectively advocate for mental health services.

**Strategy 2A**: Provide action alerts on key issues that encourage full engagement across all audiences.

**Strategy 2B**: Provide training opportunities that teach members, volunteers, and directors how to tell their story and effectively engage with elected officials.

**Strategy 2C**: Develop an eye-catching, one-page handout on our legislative priorities to distribute and use for training.

**Goal 3: Diversity and Inclusion** – Collaborate with community agencies that meet the unique needs of diverse groups.

**Objective 3.1:** Partner with agencies and provide education programs to these organizations.

**Objective 3.2**: Have at least one NAMI Racine County representative at community councils.

**Strategy 3A**: Maximize outreach and engagement to diverse and underserved communities, including communities of color, LGBTQ, and Spanish-speaking communities.

**Strategy 3B**: Identify needs of respective communities and agencies, and work collaboratively to establish appropriate educational and supportive programs.