



National Alliance on Mental Illness

nami

Racine County

Strategic Plan: 2022-2024

I. Strategic Planning Process

Over the course of six months, the NAMI Racine County Board of Directors and staff undertook a strategic planning process to create a 3 year Strategic Plan for the organization. During this process, the board and staff discussed 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 three years.

II. Who We Are

NAMI Racine County is a local affiliate of the National Alliance on Mental Illness (NAMI), the nation's largest grassroots organization that focuses on mental illness. We are a nonpartisan, nonprofit organization seeking to improve the quality of life of all individuals affected by mental illness and to promote recovery. Our members include people living with mental illness and their family members, friends, advocates, and health care providers. NAMI Racine County focuses on three areas that offer reform, health, and hope to our community: Advocacy, Education, and Support.

Both NAMI Racine County and the national organization were founded in 1979. In Racine County a group of parents of children living with mental illness organized the local chapter to educate the public about the realities of mental illness, provide support to others with similar lived experiences, and advocate for improved treatment and services for people living with mental illness.

III. Mission

NAMI Racine County provides advocacy, education, support, and public awareness so that all individuals and families affected by mental illness can build better lives.

IV. Vision

A compassionate community where all people affected by mental illness live healthy, fulfilling lives.

V. 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 to combat stigma and encourage understanding.

Our 2024 Strategic Intent:

Everyone in Racine County will know who we are. We are driving out the stigma that keeps mental illness in the shadows by amplifying who we are and what we offer.

This will be demonstrated by concentrating on the priorities of: **COMMUNITY AWARENESS** and **ACTIVE PARTNERSHIP**

We believe our biggest immediate opportunity area is to increase utilization of existing programming. We see our current programming as an underused resource for those suffering with mental illness and we know there are more who we can serve. By reaching further into the community, we can help those who may be seeking support and don't know where to start. Only through increased utilization can we make informed improvements to how well our services meet the needs of our community members.

We will focus our efforts on intentional access points which we believe will best amplify our impact in communities where we already have a presence and begin to extend our reach into those communities where we don't.

Those access points are:

- Racine County School Administrations
- Faith-based organizations in under-represented communities
- Local Employers
- Wisconsin network of crisis services providers

GOAL #1: NAMI Racine will build active partnerships with every Racine County school, with a priority on high schools

<i>2022 Objectives</i>	<i>2023 Objectives</i>	<i>2024 Objectives</i>
<ol style="list-style-type: none">1. Resume ETS across all RUSD High Schools2. Establish relationship with all non-RUSD High Schools across Racine County	<ol style="list-style-type: none">1. Deliver ETS across all Racine County High Schools2. Assess programming needs for Middle Schools across the county and identify pilot partners in RUSD	<ol style="list-style-type: none">1. Deliver Middle School pilot programming and create scale up plan2. Assess programming needs for Elementary Schools and determine approach

GOAL #2: NAMI Racine will create relationships with a diverse network of faith-based organizations leading to increased awareness

<i>2022 Objectives</i>	<i>2023 Objectives</i>	<i>2024 Objectives</i>
<ol style="list-style-type: none">1. Identify faith- based organizations who serve the communities we want to reach2. Deliver presentations/programs to at least 2 of those organizations	<ol style="list-style-type: none">1. Develop a partner relationship with a faith-based organization that serves communities of color2. Develop a partner relationship with at least 1 faith-based organization serving communities in Western Racine County	<ol style="list-style-type: none">1. Hold NAMI sponsored signature program at faith-based organizations and/or increase engagement of faith-based communities at our hosted programs2. Engage additional faith-based organizations in communities with low NAMI presence

GOAL #3: NAMI Racine will be considered a primary resource with local employers for workplace and workforce support

<i>2022 Objectives</i>	<i>2023 Objectives</i>	<i>2024 Objectives</i>
<ol style="list-style-type: none">1. Build a demonstrated awareness of NAMI programs in the local business community2. Build a selective, strategic contact network for local employers	<ol style="list-style-type: none">1. Create a framework for determining employer engagement approach2. Establish annual presence with at least 25% of our selected contact network	<ol style="list-style-type: none">1. Map HR and EAP processes for representative employer based on the developed framework2. Develop HR or EAP referral approach and trial it with 1-2 local employers

GOAL #4: Racine County residents will have knowledge of and access to a network of statewide crisis services

<i>2022 Objectives</i>	<i>2023 Objectives</i>	<i>2024 Objectives</i>
<ol style="list-style-type: none">1. Build awareness within NAMI Racine of intended *988 process2. Kick-off advocacy campaign to promote *988 implementation	<ol style="list-style-type: none">1. Raise awareness of current status of our crisis services network2. Continue advocacy campaign in support of *988 program	<ol style="list-style-type: none">1. Advocate for improving the statewide crisis services network2. Continue advocacy campaign in support of *988 program