

Redraft as of March 11, 2024

Strategic Direction: Education and Outreach

Goal 1: Offer opportunities to all audiences to engage with and learn from Stephenson County 708 Mental Health Board

- Awareness campaign to service clubs—Rotary, Kiwanis, etc.
- Connect with Stephenson County Health Department
- Develop logo to promote awareness?
- Promote work against mental health stigma

Goal 2: Foster the next generation's use of and appreciation for mental health tools and awareness

- Measure the impact of our agencies on youth in applications and updates
- Review access of services for youth
- Identify 708 board student representative
- Interaction between 708 board members, agencies, parents, and students
- Interaction between 708 board members, agencies, and school district leaders

Goal 3: Collaborate with County Health Department, County Board, and City Council, Township, United Way and others to mitigate the causes of mental health issues

- lack of affordable housing
- poverty
- violence
- mitigation through Opioid grant settlement monies

Goal 4: Amplify stories of individuals coping with, addressing mental health issues and obstacles through our agencies' work

- Use agencies' newsletter spotlights more broadly for 708
- Develop additional spotlights

Goal 5: Offer services for ALL citizens by measuring services provided in applications and updates by racial demographic groups and awareness of intersection with diversity, equity, justice, inclusion, and accessibility issues