

**NAMI NEW JERSEY
2011 – 2013 STRATEGIC PLAN**

GOAL A. NAMI NJ will influence community leaders, government officials and the public to support access to evidenced-based effective treatment and community support services, early intervention, crisis intervention, acute care and rehabilitation for the recovery of persons living with mental illness and the well-being of families.

Objective A1: Monitor community mental health services, outreach, [and] hospital-based services and the Olmstead Settlement. Identify advocacy issues that address state policies and service delivery in order to improve the lives of persons with a mental illness and their families. - Public Policy Committee

Objective A2: Review and Monitor and recommend advocacy positions regarding the budgets of the Division of Mental Health and Addiction Services and other state agencies for their adequacy in meeting the needs of persons with mental illness and their families. - Public Policy Committee and Staff

Objective A3: Advocate for full access to Wellness and Recovery oriented programs that include the most appropriate and effective treatment, vocational rehabilitation, physical health, supported education and psychotropic medications for persons with a mental illness. - Public Policy Committee and Staff

Objective A4: Monitor the “New Jersey Family Support Plan for Families of Persons with a Serious Mental Illness” to determine if Plan goals as measured by their indicators have been accomplished. - Family Support Work Group and Staff

Objective A5: Develop and implement advocacy strategies to enhance insurance coverage for the treatment of mental illness. - Public Policy Committee

Objective A6: Advocate for the full implementation of the New Jersey Lien Law. - Advocacy Network

Objective A7: Identify legislative issues that affect persons with a mental illness who become involved with the criminal justice system. – Law Enforcement Education Program

Objective A8: Monitor and report on the implementation of Assisted Outpatient Treatment Legislation in New Jersey. - Public Policy Committee

Objective A9: Identify state and federal legislation that affect persons with a mental illness and their families. - Public Policy Committee

Objective A10: Increase NAMI NJ’s ability to influence laws and policies that affect the lives of persons with mental illness and their families. - Public Policy Committee/Staff

Objective A11: Advocate for public policies approved by the NAMI NJ Board.
– *Advocacy Network*

Objective A12: Monitor and report on Division of Mental Health Services and Division of Addiction Services merger process. - *Public Policy Committee*

Objective A13: Monitor, report and develop advocacy positions on health care reform and its effect on mental health care. - *Public Policy Committee*

GOAL B. NAMI NJ's state organization and affiliates will work together to strengthen our ability to improve the lives of children, adolescents and adults of all ages affected by mental illness with special outreach to diverse communities and cultures.

Objective B1: Strengthen collaboration between NAMI NJ and mental health and addictions professionals, provider agencies and hospitals in the adult and children's mental health system. - *Staff*

Objective B2: Empower and support affiliates to become knowledgeable about mental illness in children and adolescents and to develop the capability of providing support and education for families of young children and adolescents.
– *NAMI Basics Education Program*

Objective B3: Develop a collaborative relationship with educators in the New Jersey School System. – *School Education Program*

Objective B4: Conduct outreach to diverse communities (when we say diverse, we mean: age, gender, socio-economic status, sexual orientation, disability, language, lived experience, ethnicity, geography, race, culture) with the aim of raising awareness and increasing diversity in NAMI membership* (*definition of diversity was modified to be compatible with NAMI National*) – *Education Program*

Objective B5: Provide cultural competence training to community organizations that have a direct impact on the low percentage of minority individuals seeking mental health treatment and services throughout the state. – *Education Program*

Objective B6: Conduct outreach to military veterans and their families with the aim of raising awareness, and advocating for adequate treatment and support services. – *Veterans Committee*

Objective B7: Advocate to identify and address the mental health needs of geriatric populations and their caregivers with the aim of raising awareness.
– *Education Program*

GOAL C. NAMI NJ will educate the public to have a balanced understanding of mental illness by demonstrating the real strengths and capabilities of persons with mental illness and addressing the unreal presumptions underlying stigma.

Objective C1: Provide informative statewide educational programs, publications, website, and e-mail marketing campaigns. – *Education Program*

Objective C2: Promote local and statewide anti-stigma efforts to eliminate the stigma associated with mental illness. – *Education Program/IOOVProgram*

Objective C3: Promote a better understanding about mental illness as it relates to law enforcement and the involvement of persons with mental illness in the criminal justice system. –*Law Enforcement Education Program*

Objective C4: Sponsor and Coordinate statewide NAMI Walk, and involve local affiliates, providers and the mental health community at large to fight stigma and promote mainstream awareness of mental illness. - *Education Program/Advocacy Program/Staff*

Objective C5: Develop strategies to encourage media coverage that highlights the strengths and initiatives of people with mental illness instead of the negative stereotypes. – *Education Program*

Objective C6: Coordinate Dara Axelrod Expressive Arts Network theatrical presentations in collaboration with local affiliates to increase community awareness of mental illness and the impact on individuals and families. – *Education Program*

GOAL D. NAMI NJ will empower consumers and family members to achieve wellness and recovery through support and education programs.

Objective D1: Continue to support and strengthen the Family-to-Family Education Program. – *Family-to Family Education Program*

Objective D2: Promote family participation in State Psychiatric Hospital and Mental Health Agency Monitoring and Site Visit Programs. *Site Visit/Family Monitoring Program*

Objective D3: Implement and expand consumer recovery education and support programs. – *Consumer Outreach/Consumer Connection/Hearts & Minds*

Objective D4: Provide support to family members and consumers from the communities we serve through self-help support groups, phone and e-mail support in several languages, and referrals to culturally competent resources. – *Education Program/Staff*

Objective D5: Promote the introduction of NAMI NJ into New Jersey faith-based institutions to increase awareness about mental illness. – *Education Program*

GOAL E. NAMI NJ will continue to strengthen its organizational effectiveness and leadership capacity utilizing the talents of persons from diverse backgrounds and cultures.

Objective E1: Continue to increase the participation of individuals from diverse backgrounds, cultures, talents and professions to provide leadership within NAMI NJ. - Board/Staff

Objective E2: Assist New Jersey Affiliates to strengthen and increase membership. - *Board/Staff*

Objective E3: Assist New Jersey Affiliates to develop and enhance leadership capacity. - *Board/Staff*

Objective E4: Assist New Jersey Affiliates in developing financial resources. - *Board/Staff*

Approved by Board 5/21/11