

NAMI NEW JERSEY 2007 – 2010 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, crises 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. 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.

Implementation Steps Responsibility: Public Policy Committee/Staff Time Frames

- a. Develop objective measures in order to monitor community mental health services, outreach and hospital-based services. **On-going**
- b. Develop a NAMI NJ Task Force on State Hospitals to recommend to the NAMI NJ Board adoption of specific advocacy positions, strategies and implementation steps to enhance the quality of care, evidence-based treatment and quality of life for patients at the State and County Hospitals. **June 2006**
- c. Assess the needs and identify advocacy issues for underserved populations including those with co-occurring disorders, elderly, children/adolescents, homeless, offenders, minorities and dually diagnosed mentally ill/developmentally disabled, and renew outreach to veterans. **To prioritize at October 2007 Meeting**

Objective A2: Review and Monitor the budgets of the Division of Mental Health Services and other state agencies for their adequacy in meeting the needs of persons with mental illness and their families.

Implementation Steps Responsibility: Public Policy Committee/Staff Time Frames

- a. Analyze the state budget in light of adequacy to meet the needs of persons with mental illness and their families. **March 2008**
- b. Recommend strategies and advocacy positions on the state budget. **March 2008**
- c. Monitor the planning and implementation of the Special Needs Housing Trust Fund in light of equitable needs based distribution throughout the state. **January 2010**

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.

Implementation Steps Responsibility: Public Policy Committee/Staff Time Frames

- a. Advocate for the availability of the most effective medications in all treatment settings for the treatment of a mental illness. **On-going**
- b. Advocate for mandatory education in the medical field (all clinical and support staff) about mental illness including knowledge of medications. **See proposed change in September Committee Report**

- c. Monitor Medicaid and Medicare coverage to assure access to the best treatment and prescription coverage for mental illness. **On-going**
- d. Develop advocacy strategies that promote programs that enhance the physical wellness of persons with a mental illness. **January 2008**
- e. Advocate with DMHS and DVR for delivery of evidence based practices, best practices and promising practices (and fidelity) in mental health services for all populations. **On-going**

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.

Implementation Steps Responsibility: Public Policy Committee/Staff Time Frames*

(*Review Family Support Plan Quarterly)

- a. A county level mental health resource manual will be prepared for each county by a county level mental health advocacy program or organization.
- b. A position paper on confidentiality based on New Jersey regulations and HIPAA requirements will be prepared and distributed within the mental health advocacy community.
- c. The Family Support Coordinator will propose enabling language during the adoption of DMHS program regulations and grant solicitations.
- d. The State Mental Health Authority will develop a web-based directory of mental health services.
- e. Each county will have a mental health resource manual listing the consumer self-help center.
- f. Conduct a survey of Intensive Family Support Services programs to identify promising practices in the provision of respite services.
- g. A reference manual for persons with a serious mental illness who are arrested will be developed.
- h. Presentations will be held in each county to increase awareness of existing supportive employment/education programs and incentives to return to work.
- i. A needs-based criteria will be established for housing developed from the Special Needs Housing Trust Fund.
- j. A smoking cessation program for persons with a mental illness will be available in every county in New Jersey.
- k. Advocacy training will be provided to families in each region of the state.
- l. Education and awareness programs featuring consumers and family members will be presented statewide.

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

Implementation Steps Responsibility: Legislative Committee/Staff Time Frames

- a. Implement advocacy strategies for the passage of enhanced parity in coverage for the treatment of mental illness in New Jersey. **January 2008**
- b. Implement advocacy strategies for the passage of enhanced parity in coverage for the treatment of mental illness under federally regulated insurance policies. **January 2009**
- c. Implement advocacy strategies for the passage of parity in the treatment of mental illness under Medicare. **January 2010**

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

Implementation Steps Responsibility: Legislative Committee/Staff Time Frames

- a. Monitor the implementation of legislation repealing the Lien Law. **January 2010**
- b. Monitor and report on the introduction of legislation to protect the privacy of those with current or past liens due to a hospitalization in a state or county psychiatric hospital. **January 2010**

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

Implementation Steps Responsibility: Legislative Committee/Staff Time Frames

- a. Study and report on legislation and programs being developed to divert individuals with a mental illness from the criminal justice system. **January 2010**
- b. Evaluate programs (including reaching out to established re-entry programs) and recommend strategies to implement jail and prison diversion programs, including mental health courts. **January 2009**

Objective A8: Monitor and report on the Assisted Outpatient Treatment Legislation in New Jersey.

Implementation Steps Responsibility: Legislative Committee/Staff Time Frames

- a. Determine if provisions of the Assisted Outpatient Treatment Legislation are consistent with NAMI NJ's "Need for Treatment" philosophy and include appropriate funding to support implementation. **November 2007**
- b. Develop and implement advocacy strategies. **January 20010**

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

Implementation Steps Responsibility: Legislative Committee/Staff Time Frames

- a. Monitor and report on federal or state legislation that is introduced concerning mental illness. **On-going**

Objective A10: Increase NAMI NJ's ability to influence laws and policies that affect the lives of persons with mental illness and their families.

Implementation Steps Responsibility: Advocacy Network/Staff Time Frames

- a. Increase the size of the advocacy network by recruiting members to the Advocacy Network at statewide and local conferences and meetings, Family-to Family-Education and other programs. **On-going**
- b. Provide 12 trainings each year to NAMI NJ members and supporters on communicating with legislators. **On-going**
- c. Educate legislators on issues affecting families of person with a mental illness through at least 5 meetings yearly between NAMI NJ members and legislators. **On-going**
- d. Communicate issues of importance to Advocacy Network members at least 12 times a year. **On-going**

Objective A11: Advocate for legislation and policies that shall be approved by the NAMI NJ Board.

Implementation Steps Responsibility: Advocacy Network/Staff Time Frames

- a. Develop advocacy strategies. **On-going**
- b. Identify allies for advocacy campaigns. **On-going**
- c. Prepare and distribute advocacy materials and position papers. **On-going**
- d. Meet with key legislators and/or decision makers. **On-going**

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 professionals, provider agencies and hospitals in the adult and children's mental health system.

Implementation Steps Responsibility: Professional Education Program/Staff Time Frames

- a. Collaborate with organizations that serve adults of all ages and their families that will assist in our advocacy, education and support activities. **On-going**
- b. Collaborate with organizations that serve children, adolescents and their families that will assist in our advocacy, education and support activities. **On-going**
- c. Provide Education for Mental Health Professionals. **On-going**
- d. Coordinate training presentations for Intensive Family Support Services staff. **Quarterly**

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.

Implementation Steps Responsibility: Affiliate Training Program/Staff Time Frames

- a. Convene meetings of the NAMI NJ Task Force on Children to address the issues of children, adolescents and their families. **Semi-Annual**
- b. Encourage each affiliate to designate a volunteer to liaison with their local Family Support Organizations (FSO's), and to provide volunteer training. **June 2008**
- c. Assist affiliates interested in providing "Visions for Tomorrow" or the new NAMI Signature Education Course for Young Families. **June 2008**

Objective B3: Develop a collaborative relationship with educators in the New Jersey School System

Implementation Steps Responsibility: Professional Education Program/Staff Time Frames

- a. Educate teaching staff and other school personnel about mental illness so that they can understand, support and more effectively educate those with mental illness. **June 2008**
- b. Continue to refine "Educating the Educators" (ETE) program, train additional presenters for the presentation teams consisting of a family member, a physician and an educator. **June 2008**
- c. Provide at least 12 presentations of ETE during the school year. **June 2008**
- d. Collaborate with the NJ Psychiatric Association and NJ Council on Child and Adolescent Psychiatry in participating and in securing ETE presentations. **June 2008**

- e. Encourage the education system to work collaboratively with families and the medical/psychiatric community. **On-going**
- f. Develop a grade-level-appropriate mental illness education curriculum for students Grades 5-8 and 9-12. **September 2007**

Objective B4: Conduct outreach to diverse communities, including Asian-American, African American, Hispanic, and Middle Eastern communities with the aim of raising awareness and increasing diversity in NAMI membership

Implementation Steps Responsibility: Multicultural Programs /Staff Time Frames

- a. Continue to strengthen the outreach efforts of the NAMI NJ SAMHAJ (South Asian Mental Health Awareness in Jersey), CAMHOP-NJ (Chinese American Mental Health Outreach Program in NJ), NAMI NJ en Español and AACT-NOW! (African-American Outreach) Programs. **On-going**
- b. Participate in multi-cultural community events. **On-going**
- c. Collaborate with organizations from diverse cultural communities. **On-going**

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.

Implementation Steps Responsibility: Multicultural Programs /Staff Time Frames

- a. Develop and customize training curriculum for mental health agencies, other service agencies and schools. **January 2008**
- b. Conduct cultural competence trainings for mental health agency staff, other service agency staff and organizations that can impact the mental health of diverse communities served by NAMI NJ. **June 2008**

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.

Implementation Steps Responsibility: Education Programs & Staff Time Frames

- a. Sponsor and Coordinate NAMI NJ Annual Conference and other educational programs.
- b. Produce and distribute quarterly newsletters and other relevant publications. **Quarterly**
- c. Continue to improve effectiveness of NAMI NJ Website. **On-going**
- d. Continue to improve the effectiveness of e-mail communications technology. **On-going**
- e. Distribute the latest science based information on mental illness. **On-going**
- f. Support Affiliate efforts to develop local mental illness awareness initiatives and events. **On-going**

Objective C2: Promote local and statewide anti-stigma efforts to eliminate the stigma associated with mental illness.

Implementation Steps Responsibility: Education Programs & Staff Time Frames

- a. Collaborate with the Governor's Council on Mental Health Stigma, SAMSHA and other Anti-stigma Campaigns and Programs. **On-going**
- b. Enlist the assistance of media professionals to educate the public about mental illness and eliminate stigma. **On-going**
- c. Develop strategies to encourage coverage that highlights the strengths and initiatives of people with mental illness instead of the negative stereotypes. **June 2008**
- d. Distribute Freedom from Stigma Campaign and Expressive Arts Network materials. **On-going**
- e. Coordinate Expressive Arts Network Event to demonstrate the talents of persons with mental illness. **June 2008**
- f. Recruit and train new IOOV consumer presenters and schedule presentations throughout the state. **Annually**

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.

Implementation Steps Responsibility: Education Programs & Staff Time Frames

- a. Reprint and continue wide distribution of NAMI NJ Do's and Don't Card. **On-going**
- b. Advocate for the provision of education about mental illness and persons with mental illness to law enforcement and criminal justice personnel. **On-going**
- c. Develop strategies to influence improvement in the handling of persons with mental illness involved in the criminal justice system. **June 2008**
- d. Make available educational presentations and resources about mental illness and persons with mental illness to law enforcement and criminal justice personnel. **On-going**

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

Objective D1: Expand the Family-to-Family Education Program.

Implementation Steps Responsibility: Family-to-Family Program /Staff Time Frames

- a. Recruit and train new Family-to-Family Teachers with no charge to Affiliates. **Annually**
- b. Provide educational materials to Affiliates that offer the free 12-week course to families in their area. **On-going**
- c. Monitor and promote Family-to-Family Course offerings statewide. **On-going**
- d. Support Affiliates in their efforts to provide Family-to-Family graduate education and support groups. **On-going**

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

Implementation Steps Responsibility: Family Monitoring & Site Visit Prog. Time Frames

- a. Coordinate Statewide State Hospital Family Monitors Meetings. **On-going**
- b. Participate in development of a consistent statewide model for training family monitors. **June 2008**

- c. Coordinate Family participation in monitoring and site visits of DMHS funded agencies and state hospital programs. **On-going**

Objective D3: Implement and expand consumer recovery education and support programs.

Implementation Steps Responsibility: Consumer Educ. & Outreach Prog. Time Frames

- a. Assist Affiliates in offering NAMI Care, the new NAMI Consumer Connections Program or other consumer self-help support and education programs. **On-going**
- b. Support networking and collaboration with consumer self-help centers and housing programs. **On-going**
- c. Assist Affiliates in developing programs to help families support their loved ones in developing social skills and social networks. **On-going**
- d. Provide “Hearts and Minds” consumer wellness and recovery education presentations. **On-going**
- e. Provide educational presentations on Advanced Directives for Mental Health Care. **June 2008**

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.

Implementation Steps Responsibility: Multicultural Programs Staff Time Frames

- a. Enable program staff and volunteers to provide self-help support groups that serve bilingual families and consumers. **On-going**
- b. Enable program staff to conduct support calls or e-mails in language of help seekers choice. **On-going**
- c. Maintain referral database of culturally competent and bilingual service providers. **On-going**

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

Implementation Steps Responsibility: Faith Focus Group and Staff Time Frames

- a. Recruit individuals who are members of specific faith communities to facilitate NAMI NJ providing education programs to those congregations. **June 2008**
- b. Develop strategies to promote inclusion and support within faith-based institutions for consumers and families affected by mental illness. **June 2008**

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: Increase the participation of individuals from diverse backgrounds, cultures and talents to provide leadership within NAMI NJ.

Implementation Steps Responsibility: Nominating Committee/Board/Staff Time Frames

- a. Recruit individuals from diverse communities and backgrounds with special skills and abilities to take leadership roles as Board and committee members. **On-going**
- b. Utilize the skills of mental health professionals affiliated with diverse communities to conduct outreach. **On-going**

- c. Recruit student and volunteers with diverse backgrounds, linguistic and cultural skills to assist in outreach efforts. **On-going**
- d. Recruit individuals with diverse backgrounds and expertise to work as consultants, interns or staff in providing the expertise needed to carry out programmatic and administrative responsibilities. **On-going**

Objective E2: Strengthen and increase membership in local Affiliates.

Implementation Steps Responsibility: Affiliate Training Program /Staff Time Frames

- a. Assist Affiliates in developing strategies to attract more people on the local level who have skills in network building, organizational management and resource development. **June 2008**
- b. Assist Affiliates to increase consumer membership by adding special programming (E.g. Social groups or providing stipends for consumers who are interested in helping the Affiliate.) **June 2008**
- c. Develop programs that would assist families and consumer members to join together in educational efforts and programming. **June 2009**
- d. Conduct regional meetings that include participation of families and consumer members. **June 2008**
- e. Explore establishing a NAMI NJ chapter for veterans and their families. **June 2008**
- f. Promote the development of college NAMI Affiliate chapters. **On-going**

Objective E3: Assist local Affiliate groups to develop leadership capacity.

Implementation Steps Responsibility: Affiliate Training Program /Staff Time Frames

- a. Conduct Affiliate leadership meetings and conferences. **Semi-Annual**
- b. Offer training for Affiliate Presidents, officers and Board members. **June 2008**
- c. Provide consultation and support to Affiliate Groups and Affiliate Leaders. **On-going**
- d. Provide Family Facilitator and Contact person Training. **Semi-Annual**
- e. Assist Affiliates to attract “professional” membership by reaching out to professional organizations to invite them to become members and to participate on Affiliate committees and boards. **June 2008**