



**Mental Health America of Putnam County
Strategic Plan
June 2012**

VALUES

1. MHAPC believes that promoting mental health of both children and adults is important.
2. MHAPC believes that educating the public about mental health issues is important.
3. MHAPC believes that mental health is a community responsibility.
4. MHAPC believes that individuals suffering from mental illness should be treated with the same respect, dignity and equality as people with physical illnesses.

MISSION

Mental Health America of Putnam County is dedicated to promoting community wide mental health and improving the quality of life of residents impacted by mental illness through advocacy, education, collaboration, support services and prevention activities.

VISION

Mental Health America of Putnam County will continue to be a key catalyst in improving the quality of life and providing mental health awareness and education to the residents of Putnam County.

WHAT WE NEED TO DO TO MOVE FROM MISSION TO VISION.

Key Result Areas:

1. Maintain a prominent presence in the community.
2. Increase revenues—improve finances by diversifying funding sources.
3. Collaborate with other community agencies to use resources effectively and to reach out to a larger pool of people, while continuing to avoid duplication of services.
4. Continue to offer opportunities for volunteers.
5. Improve, expand and revise programs to meet the continually changing needs of the community as needed.

Support Key Result Areas with strategic objectives:

1. Key Result Area: Maintain prominent presence in the Community.

Strategic Objective — Increase public awareness of our agency:

Action Steps:

1. MHAPC will provide 4 to 6 Education Series Programs annually.
2. Continue to make presentations about MHAPC to community organizations. (Rotary, Kiwanis, PTO groups, Res-Care, local churches, etc.).
3. Continue to provide Puppet Power programs in all schools annually. Continue to offer this program to local pre-schools and look into adding other groups.
4. Provide mental health interest articles in the *Banner* and *Chamber Times*.
5. Utilize other forms of media as appropriate (Radio, Public Access television.).

2. Key Result Area: Increase Revenues

Strategic Objective — Seek additional sources to increase revenues

Action Steps:

1. Continue to build sustainable membership list with membership drives.
2. Actively seek new donors.
3. Continue existing fundraisers, while actively looking for new fundraising opportunities.
4. Continue to look for appropriate new grant opportunities. (Grants to support current programs rather than start-up funds for a new program.)

3. Key Result Area: Collaborate with other community agencies to share information and reduce the chances of duplication of services.

Strategic Objective — Collaborate with other agencies.

Action Steps:

1. Continue current collaborative efforts with National Night Out planning committee.
2. Continue current collaborative efforts with Child Abuse Prevention planning committee.
3. Will begin collaboration with Community Health Commission.
4. Work with other agencies on offering an Education Series program together, which will help in reaching a larger pool of people. (Family Support, Purdue Extension, senior living facilities, etc.)

4. *Key Result Area: Continue Service Opportunities for Volunteers*

Strategic Objective: Continue to offer service opportunities to increase volunteer numbers:

Action Steps:

1. Begin efforts to recruit middle school volunteers for Puppet Power Program in addition to high school students.
2. Continue to recruit volunteers from the Community to serve on the Board.
3. Continue to seek out Community members to serve as speakers for the Education Series Programs.
4. Continue to ask Community members to serve as volunteers at our annual “Mind Your Health” walk/run fundraiser.

5. *Key Result Area: Improve/expand programs*

Strategic Objective: Improve/expand programs to meet community needs:

Action Steps:

1. Continue to seek feedback from community members as to the mental health needs and interests of the Community.
2. Plan Education programs around current events impacting mental health issues in the community.
3. Continue to review existing programs to guarantee they are current and relevant.