

**Mental Health Association of Fauquier County
2022-2023**

Mission	<i>Mental Health Association of Fauquier County promotes and facilitates mental wellness for the communities we serve.</i>
Vision	<i>Mental Health Association of Fauquier County will help create a caring community where everyone is able to live a healthy and fulfilling life</i>
Values	<i>Treating everyone with dignity and caring keeping in mind diversity, equity, and inclusion</i> <i>Increased understanding of mental health through information and education</i> <i>Timely access to quality care for all</i> <i>Prevention and early intervention</i> <i>A trusting and engaged relationship with our community</i> <i>A collaborative approach to creating community solutions</i> <i>Responsible stewardship of our resources</i> <i>Being a leader and catalyst for positive change</i>

CORE INITIATIVES

Development Key: P = Plan, I = Implement, C = Continue, E = Expand, D = Discontinue

<i>I. Leadership, Advocacy and Community Planning</i>						
Strategic Goal	Action Steps	Responsible Party/Support	Timeline 2022 2023		Evaluative Measure(s)	Outcomes
Set community agenda for improvements to behavioral health system	Convene MH Collaborative quarterly	ED/ PATH Foundation	C	C	Meetings held, attendance, progress toward goals	
	Convene Rappahannock Behavioral Health Roundtable	SSM/ED/Outreach Coord.	C	C	Meetings held, attendance, progress toward goals	
	Build and sustain a collaborative relationship with key provider partners (Rappahannock Rapidan Community Services, local hospitals) to improve and expand local resources.	ED/Board	C/E	C	Number and success of mutual efforts	
Collect and disseminate data on behavioral health issues	Work with local schools to plan for next PRIDE survey and with other partners to collect data on needs of specific populations.	ED	P/I	P/I	Number surveyed; data collected	
Develop and implement outreach plans for underserved populations	Work with partners to identify needs of underserved populations to develop collaborative outreach to older adults, veterans, BIPOC, etc.	ED/E & P Committee	P/I	C	# new outreach efforts; number of people reached	
Advocate for behavioral health improvements at local, state and federal level	Identify and respond to emerging issues; continue to advocate for local inpatient facility.	ED/Board	C/E	C	Annual review of advocacy activities and outcomes /advocacy info on website	
Promote and advance equity, diversity and inclusion related to behavioral health	Collaborate with partners to identify concerns and promote education and system change to achieve equity.	ED/Board/E & P Committee	P/I	C	MHAFC participation in DEI planning and in DEI education	

Explore opportunities to collaborate with other counties to build community-wide behavioral health planning capacity	Offer technical assistance to Culpeper (and other areas) in developing community-wide planning within their county (e.g. Behavioral Health Collaboratives).	ED/Board	P/I	C	Consultation provided	
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II. Education/Prevention

Strategic Goal	Action Steps	Responsible Party/Support	Timeline 2022 2023		Evaluative Measure(s)	Outcomes
Design and implement education and training on behavioral health topics as a primary strategy to eliminate stigma and promote early intervention	Offer monthly Mental Health First Aid classes, increasing the number of Adult MHFA classes and classes targeted to specific populations (e.g. Higher Ed, Faith Groups, First Responders)	ED/ Outreach Manager	C/E	C/E	Number of people trained; post training evaluations	
	Partner with FCPS, RCPS and independent schools in our area to implement Teen Mental Health First Aid.	ED/ Outreach Manager	C	C	Number of students trained; post training evaluations	
	Design and provide educational presentations, workshops, conferences, and materials on topics across the lifespan, including trauma and strategies for building coping skills.	ED/ Outreach Manager	C/E	C/E	Number of programs, people trained per topic, and feedback from participant evaluations	
Reach out to underserved and at-risk communities to offer education and prevention programs (older adults, veterans, BIPOC, young adults)	Convene and collaborate with Faith Leaders on promoting behavioral health education and prevention throughout faith communities.	ED/E & P Committee	C/E	C/E	# new outreach efforts; number of people reached	
	Work with community college to assess needs of local students and to provide behavioral health education/prevention.	ED/Outreach Manager	P/I	C	# students trained	
	Provide educational programs for local employers to address workplace mental health.	ED/Outreach Manager	P/I	C	# events and number of persons trained; post-training evaluations	
	Explore opportunities to collaborate with partners who serve at-risk populations to identify need and offer education to those populations.	ED/Outreach Manager/E & P Committee	P/I	c	# collaborative programs implemented	

Promote school-based and youth/family-focused behavioral health prevention programs	Convene Mental Health School Coalition to identify needs, coordinate education and prevention efforts, and advocate for school-based behavioral health services.	ED/ Outreach Manager	C	C	# meetings held, analysis of goals met by the Coalition	
	Provide education and resource information on behavioral health for parents and students.	ED/ Outreach Manager	P/I	C	# parents trained and post-training evaluations	
	Promote and offer training on trauma-based approaches in working with youth, building resilience, developing coping skills.	ED/ Outreach Manager	C/E	C/E	# trained and post-training evaluations	
Engage youth in learning about mental health and substance use and in developing and implementing student-led peer messaging and support	Partner with FCPS, RCPS, and independent schools to help students design and carry-out peer support programs.	ED/ Outreach Manager	C/E	C/E	#events, mini-grants, students attending like YADAPP	

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III. Access to Care

Strategic Goal	Action Steps	Responsible Party/Support	Timeline 2022 2023		Evaluative Measure(s)	Outcomes
Provide information and referral to local resources	Maintain and expand resource database	Outreach Manager	C/E	C/E	Number of views of website referral pages	
	Respond to information and referral requests.	ED/Outreach Manager	C	C	Number of phone referrals given	
Explore strategies to expand tele mental health services available to community members	Convene hospital, primary care providers and BH providers to develop strategies.	ED/ Access to Care Committee	P/I	C	Plan developed	
Partner with medical community to facilitate and support training for Primary Care Physicians on behavioral health and integrated care models	Reach out to hospital and practitioners' offices to assess interest, set up training.	ED/ Access to Care Committee	P/I	C	Number of practitioners engage and number trained and post-training evaluations	
Develop incentives to expand the number and range of behavioral health providers in the community	Explore creation of scholarships, internships, training stipends, offer of space, etc, as incentives to increase provider pool.	ED/ Access to Care Committee	P/I	C	# incentives offered and new providers added to network	
Convene local provider network and offer professional education to expand their skills	Pull local providers together periodically, collect data on capacity, assess interest in professional education, offer CEU classes.	ED/ Outreach Manager	C/E	C/E	# network events, # providers trained and post-training evaluations	

OPERATIONAL INITIATIVES						
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Board Development (Governance/Structure)						
Strategic Goal	Action Steps	Responsible Party/Support	Timeline 2022 2023		Evaluative Measure(s)	Outcomes
Foster learning opportunities and leadership roles for Board members	Offer educational and skill-building opportunities for board members with expectation that each member will participate in at least one per year	Board Chair/Governance Committee/ED	C/E	C	Number of educational offerings provided to the Board and # board members attending	
	Provide board orientation and mentoring for all new members	Board Chair/Governance Committee/ED	C	C	# board members oriented and feedback on process	
Develop board plan to maintain strong board & increase diversity	Identify Board needs, cultivate sources of new Board members (connect with candidates and involve with MHAFC), recruit prospects	Board Chair/Governance Committee/ED	C	C	Complete Board Skills Assessment, prospect list with cultivation strategy per each candidate and number of targeted candidates who join and feedback on the process from candidates	
Develop and implement board self assessment, and use results to improve board functions	Design self-assessment, implement, analyze results and develop recommendations	Governance Committee/ED/Board	P	P/I	Assessment completed and recommendations implemented.	
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Workforce Planning						
Strategic Goal	Action Steps	Responsible Party/Support	Timeline 2022 2023		Evaluative Measure(s)	Outcomes
Assess MHAFC human resource capacity to meet organizational priorities	Identify and recruit for additional paid staff/contractors/volunteers as needed to meet MHAFC goals.	Executive Committee/ED	P/I	C	Staffing needs plan completed and additional staff hours/positions filled as needed.	

Advancement (fundraising, outreach, and branding)						
Strategic Goal	Action Steps	Responsible Party/Support	Timeline 2022 2023		Evaluative Measure(s)	Outcomes
Communicate MHAFC mission and initiatives to community	Develop annual communications plan (messages, methods, materials).	ED/Outreach Manager/ Advancement Committee	P/I	C	Communications plan developed and used with a reviewable monthly schedule	
	Build strong social media strategy to share MHAFC messages.	ED/Outreach Manager/Support Specialist/Interns	C/E	C	Facebook, LinkedIn, Twitter, and YouTube channel. Number of posts, re-posts, blogs, shares, retweets, followers, likes, downloads, etc... analyze social media numbers	
	Maintain and update MHAFC website to share information, provide referrals and register for events.	ED/Outreach Manager/ Advancement Committee	C	C	Number of visits, amount of time on the site, comments, pages viewed the most, videos viewed, etc. Review Google Analytics monthly.	
	Publish Annual Report, monthly and quarterly newsletters.	ED/Outreach Manager/ Advancement Committee	C	C	Click thru's of newsletters if online or downloads if printed, number distributed	
Develop comprehensive resource development plan to support goals	Identify potential grant opportunities and potential donors and make requests for funding.	Advancement Committee/ Board/ED	C/E	C	Number of new opportunities applied for/ number secured/ programs supported/ number of new donors/ volume of gifts and size of gifts/ number of funder meetings and conversions to gifts	
	Develop and implement an annual plan to communicate with, solicit, and thank donors	Advancement Committee/ Board/ED	C/E	C	Number of donor touch points (frequency)/ how many communication channels used/number of different messages per donor level and program. Amount raised, donor retention, current donor increases in support, number of new donors, and donor stewardship feedback	

Financial Management

Strategic Goal	Action Steps	Responsible Party/Support	Timeline 2022 2023		Evaluative Measure(s)	Outcomes
Manage MHAFC's investments to support MHAFC goals and develop long range financial plan	Develop short and long range plan to grow and how to utilize investment holdings to achieve plan	Finance Committee/ Board	P/I	C	Clear strategy to meet new demands. Fundraising expectations known.	

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Abbreviations:

E&P Committee: Education and Prevention

DEI: Diversity, Equity and Inclusion