



SFY 2023 – SFY 2025 Strategic Plan

MISSION

Ensure access to mental health and addiction services and resources for prevention, treatment, and recovery supports while educating and advocating for all community members.

VISION

For Huron County to be a community where all individuals are mentally and emotionally healthy and free from dependence on harmful substances and/or addictive behaviors.

VALUES

- Accountability
- Collaboration
- Empowerment
- Hope
- Integrity
- Respect
- Responsiveness
- Service
- Transparency

TARGETED OUTCOMES

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- Increase public awareness and education related to Board funded services and behavioral health
 - Increase prevention services capacity and availability
 - Increase funding to address identified needs
 - Increase recovery supports
 - Increase and improve access to services and supports
 - Increase Board member engagement
 - Improve Board functionality
 - Improve behavioral health workforce attraction and retention

The Strategic Plan will be reviewed by the Board at a minimum of every six months to ensure appropriate progress is being made toward the Goals and Objectives. If decided, Goals and Objectives may be added or modified during review.

Outreach & Engagement

Goal 1: To increase public awareness and education related to Board funded services and behavioral health.

Objective 1a: Promote sliding fee scale via social media posts, press releases, and marketing materials at minimum once per quarter.

- **Timeline:** Beginning SFY 2023, ongoing

Objective 1b: Share information daily regarding available supports and services via social media, including sharing posts from contracted providers.

- **Timeline:** Beginning SFY 2023, daily

Objective 1c: Implement targeted outreach and education initiatives monthly focused on the following: MAT (Medication Assisted Treatment), Naloxone, LGBTQ+ Community, Spanish speaking/reading population, elderly, lower income population, importance of prevention, trauma informed care, ACES (adverse childhood experiences), and any other identified priority areas.

- **Timeline:** Beginning SFY 2023, monthly

Objective 1d: Attend trainings to identify best practices for marketing and outreach at least two times per year.

- **Timeline:** Beginning SFY 2023, biannually

Objective 1e: Develop and utilize consistent and appropriate messaging and track analytics monthly.

- **Timeline:** Beginning SFY 2023, monthly
 - **July 2022:** Created with MHAS staff new slogan “**You Are Not Alone. We Grow Stronger Together**”. This will be the MHAS message throughout the next two fiscal years minimum. This messaging is promoted through radio and billboard ads, as well as outreach materials.
 - **July 2022:** Social media analytics results;

Objective 1f: Increased promotion of contracted providers via monthly sharing of marketing materials including brochures and social media posts.

- **Timeline:** Beginning SFY 2023, monthly
 - **July 2022:** Restarted “Coffee & Conversation with MHAS”. Meetings scheduled with providers to record information regarding their agency and services to promote via social media and YouTube.

Goal 2: Identify and implement educational strategies and trainings to reduce stigma around behavioral health.

Objective 2a: Offer Mental Health First Aid Trainings at least once per quarter.

- **Timeline:** Beginning SFY 2023, quarterly
 - **August 2022:** Hosted first MHFA training for FY23 on August 4th, 2022.

Prevention

Goal 3: To increase prevention services capacity and availability.

Objective 3a: Identify and apply for funding opportunities at least one time per year to increase prevention staff in Huron County.

- **Timeline:** Beginning SFY 2023, annually

Objective 3b: Implement evidence-based prevention programs in Huron County with the goal of implementing at least one evidence-based prevention program annually.

- **Timeline:** Beginning SFY 2023, annually

Treatment

Goal 4: Identify and apply for funding opportunities for the following services: intensive home-based treatment, mobile crisis, crisis stabilization, mental health services for youth and families.

Objective 4a: Advocate for additional funding to support these services through interactions with elected officials, OhioMHAS staff, and other leaders at least biannually.

- **Timeline:** Beginning SFY 2023, biannually

Objective 4b: Explore available grants weekly for funding opportunities.

- **Timeline:** Beginning SFY 2023, weekly

Recovery Supports

Goal 5: Identify and apply for funding opportunities for housing for individuals with mental illness and/or substance use disorders.

Objective 5a: Explore available grants weekly for funding opportunities.

- **Timeline:** Beginning SFY 2023, weekly

Goal 6: Expansion of peer recovery support services.

Objective 6a: Partner with current peer recovery organization on implementation of mental health peer support services by end of SFY 2023.

- **Timeline:** SFY 2023

Objective 6b: Implement peer recovery support linkage for individuals on waitlist for treatment services by end of SFY 2024.

- **Timeline:** Beginning SFY 2023, ongoing

Goal 7: Expansion of mental health support services throughout the county.

Objective 7a: Identify mental health support organizations by end of SFY 2023.

- **Timeline:** SFY 2023

Objective 7b: Implement new mental health support organization(s) in Huron County by end of SFY 2024.

- **Timeline:** SFY 2024

Accessibility

Goal 8: Identify and implement strategies to attract and retain qualified behavioral health professionals.

Objective 8a: Host quarterly meetings with treatment providers to discuss workforce issues and brainstorm solutions.

- **Timeline:** Beginning SFY 2023, quarterly

Goal 9: Identify and implement strategies to address barriers to services including waitlists, evening and weekend availability, internet/technology, accessibility to services and information for Spanish-speaking and/or writing individuals, and transportation.

Objective 9a: Host quarterly meetings with treatment providers to discuss barriers and brainstorm solutions.

- **Timeline:** Beginning SFY 2023, quarterly

Objective 9b: Gather waitlist data from providers on quarterly basis.

- **Timeline:** Beginning SFY 2023, quarterly

Objective 9c: Identify and apply for funding opportunities to reduce barriers by searching for grant opportunities weekly.

- **Timeline:** Beginning SFY 2023, weekly

Board & Board Initiatives

Goal 10: Improve functionality of the Board.

Objective 10a: Review policies and procedures annually and update as needed.

- **Timeline:** Beginning SFY 2023, ongoing

Objective 10b: Obtain Culture of Quality certification.

- **Timeline:** Fall 2024

Objective 10c: Run a successful Levy campaign for 2024.

- **Timeline:** Beginning SFY 2023, ongoing

Goal 11: Increase Board member participation and engagement.

Objective 11a: Board members to participate in a minimum of two community events with MHAS annually.

- **Timeline:** Beginning SFY 2023, annually

Objective 11b: Schedule Board retreat during which Board members will visit contracted providers to increase awareness and understanding of services in the community.

- **Timeline:** SFY 2023

Objective 11c: Current Board members to complete annual Roles & Responsibilities training; new Board members to complete training within first month of being on the Board.

- **Timeline:** Beginning SFY 2023, annually