



Using **INNOVATION** to Expand NAMI's Reach Through Awareness, Education and Partnership



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Objectives

Strategies for learning about the needs of communities

Using what we learn to align resources, initiatives, and partnerships

Sharing ideas and learned wisdom on effective outreach with diverse communities, youth & young adults, and workplaces

The background of the slide is a dense, overlapping collage of colorful sticky notes in shades of blue, green, yellow, and pink. Each sticky note features a large, bold, black question mark. In the center of the image, there is a white rectangular box with a black border containing the text "Got Polls?".

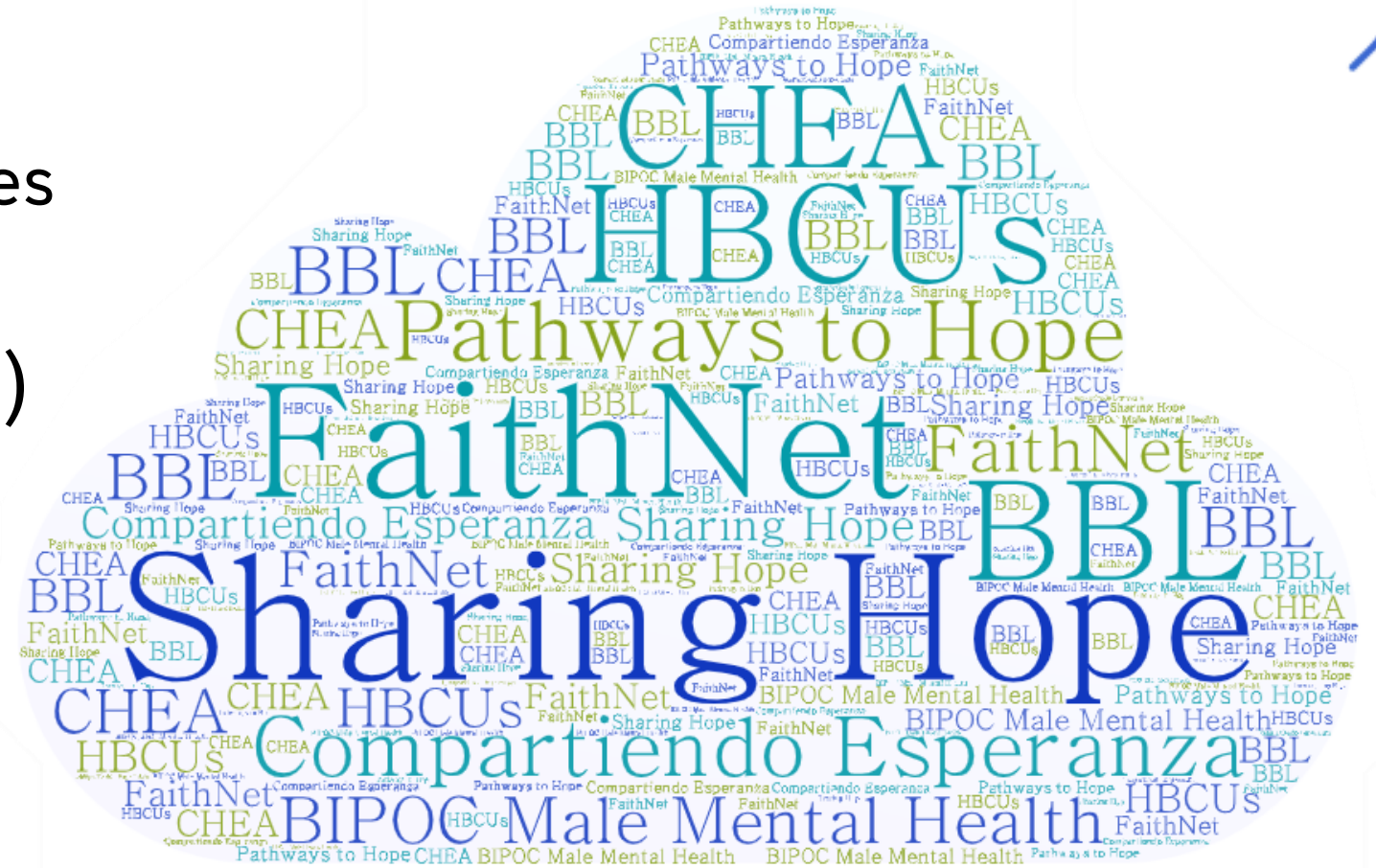
Got Polls?



How do we learn about the needs of diverse communities?

Cross-Cultural Innovation & Engagement (CCIE)

- Community Conversations
 - Sharing Hope/Compartiendo Esperanza series
 - BIPOC Male Mental Health
- Community Health Equity Alliance (CHEA)
- FaithNet
 - Pathways to Hope Conference
- HBCU partnerships
- Funding opportunities for NSONAs
- Strategic Partnerships ... and more!



Youth & Young Adult Initiatives

- Focus Groups
- NAMI Next Gen
- NAMI BOD: 2 young adults
- Collaboration with NSONAs
 - Ending the Silence
 - Meet Little Monster
- Surveys of teens & families
- NAMI On Campus
- Strategic Partnerships



StigmaFree Workplace Mental Health



- Touch point: Get to know you
- Share pre-event assessment
- Schedule a pre-event follow-up
- Learn more about the industry and workplace
- Stay on top of latest issues
- Make it easy and relevant
- Follow-up with valuable resources

NAMI | Pre-event Questions for Employee Engagement & Skill Building
National Alliance on Mental Illness

High impact engagements benefit from a clearer understanding of the organization, culture, and people participating. Please respond to these questions to ensure that our work best meets your needs.

1. Who will be participating in this event: all invited employees, some employees, or only leadership?
2. What is a typical workday like for those participating and attending? Onsite, remotely, in a hybrid model? Are people working full-time, part-time, or contract?
3. How would you describe the organization's culture as it relates to mental health? Accepting; not quite there yet; this is new for us?
4. Would you describe employees as comfortable sharing their mental health concerns? If not, what is the biggest barrier? How much of a factor is stigma?
5. Any recent mental health related incidents or crises at work? What lessons learned should be considered in preparing for this event?
6. What activities, presentations, resources, and/or focus areas will be included in the event? Is there an Employee Assistance Program (EAP), digital health solutions, or other mental health resources?
7. What resources does your organization offer to employees with mental health concerns (EAP, digital health solutions, helpline, etc.)?
8. What are key mental health issues that you would like to address?
 - Recognizing the early warning signs of mental health issues
 - Starting a conversation with someone you are concerned about
 - Supporting someone in connecting with care and resources
 - Understanding burnout: recognition, prevention, and recovery
 - Creating a caring organizational culture.
 - Improving access to mental health care for employees
 - Other topics - please identify?
9. What are the biggest challenges when it comes to stress management?
10. What mental health tools, resources, and information will be shared with the organization?
11. What other learning opportunities have been offered that you think would be successful?
12. What was not asked but should have been?

Please note: Responses to these questions will be used solely for preparation of the engagement and not shared outside of NAMI.

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NAMI
National Alliance on Mental Illness

Creating a Caring Culture

- Leadership Visibility on MH
- Support People Leaders
- ERGs: with courageous convos
- Making MH Visible
- Revisit Policies & Practices
- Find New Ways to Check-in
- Start a Book Club with YANA
- Tackle Burnout

**How do we design,
develop, & disseminate
resources that meet
the needs of the
community?**



Community
conversations

Know before you go

Align your common
path forward



Shared wisdom on
expanding our reach...

Poll: What tools and resources do you wish you had more of for community outreach?

Thank you!



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