



# **nAMIcon**

**ELEVATING MENTAL HEALTH**

**Guide to Measuring the  
Impact of NAMI National  
Signature Programs**



## **Susan Caban**

National Director,  
NAMI National Signature  
Programs



## **Nikki Rashes**

Director, Programs and  
Training Development



**nAMICON**  
ELEVATING MENTAL HEALTH

# What is this session about?

Discuss a different way for NSONAs to measure and communication the **impact** of NAMI Signature Programs

- Asking you to think differently about presenting data and illustrating **impact**, moving away from just the numbers.
- Review the steps to developing descriptive data and creating effective **impact** stories.
- Provide an opportunity to brainstorm with colleagues and practice using this new tool to create a sample format to measure impact.

We won't be discussing how to pull data from NAMI 360 or 720 and use numbers to mark your success.

# Workshop Objectives

At the completion of this workshop, participants will be able to:

- Utilize descriptive data and stories as a way of measuring program impact.
- Identify objectives that are helpful to implementing impact strategies.
- Create a sample plan for measuring impact in a variety of different scenarios.



How will  
we deliver  
the  
information?

# AGENDA

- Define **impact**
- What are we really measuring?
- Example from NAMI Ed Team
- Now it's your turn
- Activity reflection
- What's next?

# Defining Impact

## **For our purpose:**

The effect on, or change or benefit to a community, culture, public policy, health and quality of life.

## **Measuring Impact of NAMI Signature Programs**

- increased help-seeking behaviors of certain population
- addition of school mental health programs
- changed attitudes of mental health conditions,
- personal story about how communication with a partner has improved
- faith leader testimony of how collaboration with NAMI has resulted in families feeling less shame

# Types of Impact

<https://www.fasttrackimpact.com/what-types-of-impact-are-there-subp>

- People understand or are more of an issue better than they were before
- Change in attitudes, beliefs or patterns of behavior (group or individuals), towards a new attitude that benefits themselves or others
- Leads to better outcomes for the health of individuals, social groups or public health, including improving people's quality of life, and wider benefits for the well-being of individuals or social groups
- Contribution that the program makes to new regulations or other mental health policies that meets a defined need or objective that delivers a public benefit



# Building an Impact Story

Things to consider when building your impact story:

1. Who is the intended group, community or policy, etc.
2. Identify what need, problem, behavior, or opportunity that the program/project has met or improved upon.
3. How did we achieve that desired outcome?
4. How is our success measured outside of just numbers and data?

**Example:** Kohl's Grant, Expanding NAMI Support Groups within BIPOC community



# Sample Scenario

## NAMI Training of Trainers Impact Story

Measure the impact of NAMI Training of Trainers to report to anonymous funders.



Numbers  
only tell  
part of the  
story



Let's take it a step further...

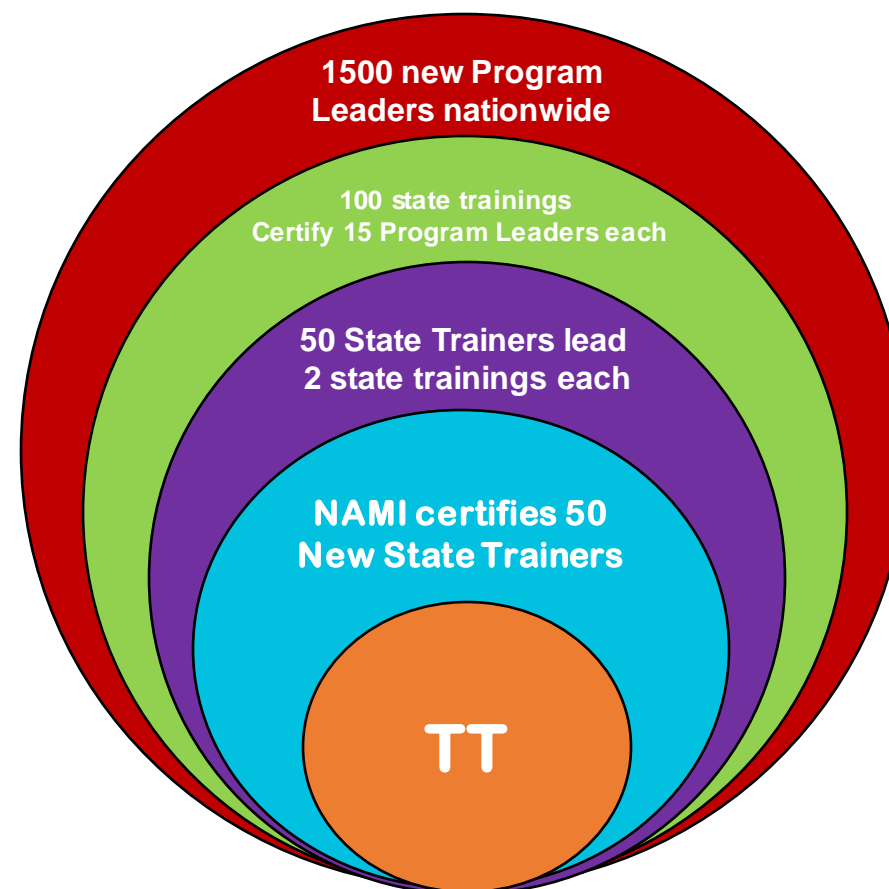
# Who is the work for?

Local communities

NAMI Affiliates

NAMI State Organizations

NAMI National



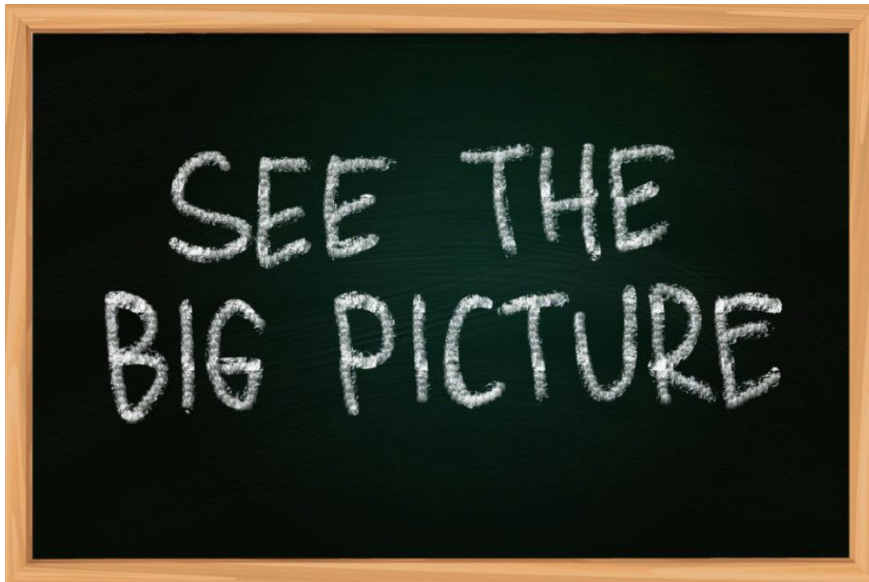
# What need will be filled/problem-solved or opportunity created?

## **Impact:**

The effect on, or change or benefit to a community, culture, public policy, health and quality of life.



# What change are we trying to make?



We will make NAMI Signature Programs more widely available, so no one impacted by mental illness feels alone.

# How will we know when we have succeeded?

Response to question Why do you want to be a state trainer:

"The goal and mission of NAMI is outreach and knowledge. However, outreach that lives within our mission statement is critical to ensure that the Programs that we present have a continuity. That they have a balance. No matter where I am when I stand for NAMI, I stand with one voice. The voice of Connections, the voice of our Principles. The voice of NAMI."

"I thought this was an amazingly well managed and run training!! The trainers were clear, supportive, and kept us on track. I really appreciated how well prepared they were. Materials were delivered in plenty of time and the additional handouts etc. in that separate folder were so useful. Thank you all for this experience. Can't wait to lead my first Connection State Training...."

"Training of Trainers is an important part of NAMI Education Program growth because it sends out one person at a time that will influence and train a hundred more and then those will touch thousands. I love exponential math when it improves lives."

# When to use this process

- ☐ Before the beginning
- ☐ At the beginning
- ☐ When the situation changes, PIVOT?
- ☐ At the end of a time frame, did you get where you wanted to go?



## Questions to ask along the way...

- ☐ Should you proceed with the project?
- ☐ Are you on track, or do you need to change anything?
- ☐ Can you connect this work to other work you're doing? NAMI Walks, Non-Signature programs, Mission, Strategic Plan, Vision



## Measuring the Impact of NAMI National Signature Programs

Who is the work for?

What need will be filled/problem solved/opportunity created?

What change are you trying to make?

How will we know?

# Give it a try!

# Give it a try!

Groups of 3 or 4

Choose one of the scenarios below and apply this process to build an effective impact story:

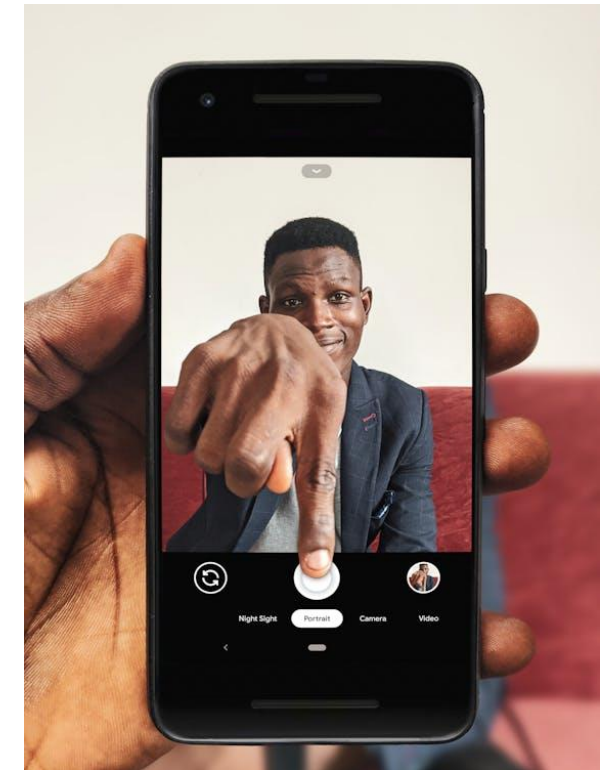
- ☐ Reaching out to Foundations for a Youth Serving Grant (*NAMI Ending the Silence*)
- ☐ Communication for Annual Report illustrating Impact of NAMI Signature Program on Community
- ☐ Writing grant report for money provided to implement NAMI Signature Program (*NAMI Basics*)
- ☐ Capital campaign (asking for monetary support) highlighting a NAMI Signature Program (*NAMI In Our Own Voice*)

# Debrief

Share the following:

1. Which topic your group chose
2. How your group answered the four questions
3. How you would use this back home

**Take a photo of your worksheet on your phone to capture your input.**



Contact us at:

[namieducation@nami.org](mailto:namieducation@nami.org)

**Questions on the Process?**



**namicon**  
ELEVATING MENTAL HEALTH

**THANK YOU!**

 **nami**  
National Alliance on Mental Illness