



The NAMI Leadership Summit: Forging Our Future

Vision

NAMI envisions a world where all people affected by mental illness live healthy, fulfilling lives supported by a community that cares.

Mission

We provide advocacy, education, support, and public awareness so that all individuals and families affected by mental illness can build better lives.

Values

We believe in:

- Hope
- Inclusion
- Empowerment
- Compassion
- Fairness for all people and families facing mental illness

Goals

- People Get Help Early
- People Get the Best Possible Care
- People Get Diverted from Justice System Involvement

Flow for Our Day

- **Opening**
- **Overview**
- **Goal: People Get Help Early**
- **Break**
- **Goal: People Get the Best Possible Care**
- **Goal: People Get Diverted from Justice System Involvement**
- **Community Building**
- **Closing**

Our Working Agreements

- 1. Honor and Share Time**
- 2. Use the “Raise Arm/Stop Talking” Signal**
- 3. Be Present and Participate Fully**
- 4. Turn Off Cell Phone Ringer**
- 5. Assume Good Intent**

Introductions at Your Table

- ✓ Share your Name
- ✓ Share your Role
- ✓ Share your NAMI Organization



Strategic Plan Overview

NAMI

2020-2025 Strategic Plan



The Way We Work Together

- We Listen & Build Our Community
- We Educate & Support
- We Advocate
- We Lead the Conversation



The Power Behind Our Progress

- Diversity & Inclusion
- Technology
- Partnerships
- Financial Strength



The Change We Will Create

- People Get Help Early
- People Get the Best Possible Care
- People Get Diverted from Justice System Involvement

Goal: People Get Help Early

We Educate and Support

- By 2025, NAMI will reach more families, caregivers, and youth-serving professionals with peer-informed education and support aimed at children and adolescents.
- By 2025, NAMI will reach more adolescents and young adults with information and support.

Goal: People Get Help Early

We Advocate

- By 2025, NAMI will accelerate research and early treatment and supports for young people with mental health conditions.
- By 2025, NAMI will expand adoption of mental health education in schools.

Goal: People Get Help Early

We Lead the Conversation

- By 2025, NAMI will influence public perceptions of early signs of mental health conditions.

Goal: People Get the Best Possible Care

We Educate and Support

- By 2025, NAMI will reach more people with our education and support programs.
- By 2025, NAMI will help people navigate and advocate for the care they need.

Goal: People Get the Best Possible Care

We Advocate

- By 2025, NAMI will be the leading voice to increase access, quality, and improve the experience of mental health care.

Goal: People Get the Best Possible Care

We Lead the Conversation

- By 2025, NAMI will influence public perceptions of the value of peer-informed mental health education, support and care.
- By 2025, NAMI will increase awareness of the spectrum and severity of mental health conditions.

Goal: People Get Diverted from Justice System Involvement

We Educate and Support

- By 2025, NAMI will expand education of first responders and justice system professionals.

Goal: People Get Diverted from Justice System Involvement

We Advocate

- By 2025, NAMI will promote a standard of care and practices for improving how the justice system treats people with mental illness.

Goal: People Get Diverted from Justice System Involvement

We Lead the Conversation

- By 2025, NAMI will influence public perceptions on mental health and the criminal justice system.

The Power Behind Our Progress

Strategic Plan Accelerators

- Diversity and Inclusion
- Technology
- Partnerships
- Financial Strength

Pair and Share

What captures your attention?

What are you feeling most excited about?



**Goal: People
Get Help Early**

People Get Help Early: The Moral Imperative

- Suicide is the 2nd leading cause of death in youth aged 10-24
- **50%** of all lifetime cases of mental illness begin by age 14
- **75%** of all lifetime cases begin by age 24
- **70%** of youth in state and local juvenile justice systems have a mental illness

People Get Help Early: Strategic Reasons

NAMI is uniquely positioned to focus on early signs of mental health conditions

- Trends – younger generations talking more openly about mental health
- Research – confirms the importance of early intervention
- Technology – enables new ways to engage young people
- Partnerships – strong potential allies to amplify our efforts

People Get Help Early

We Educate and Support

- NAMI Ending the Silence
- NAMI On Campus
- NAMI Basics OnDemand

People Get Help Early

We Advocate

- First Episode Psychosis (FEP)
- Federal Advocacy for National Institute of Mental Health (NIMH)
- Advancing Discovery

People Get Help Early

We Lead the Conversation

- College Guide
- AKA: Alpha Kappa Alpha
- NCAA

Quiet Reflection



Reflective Conversations

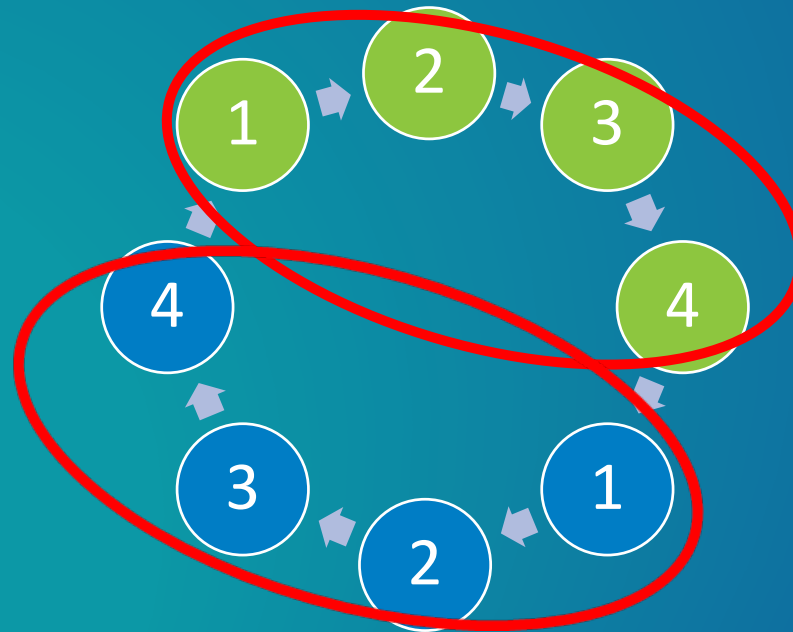
What connects to what you're already doing at your NAMI organization?

How might the strategic plan "accelerators" fuel and focus your work?

How might the entire alliance, working together, leverage this area to give us more reach and impact?

How to Form Your Group

Split the table in half to form two groups of 4



Reflective Conversations

What connects to what you're already doing at your NAMI organization?

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**Goal: People Get
the Best Possible Care**

People Get the Best Possible Care: The Moral Imperative

- Americans with serious mental illness die an average of **25 years** earlier than the general population.
- **Over 4.9 million or 10.5%** of adults with a mental illness remain uninsured.
- **60%** of adults with mental illness did not receive mental health services in the previous year.
- **60%** of all counties in the United States lack a single psychiatrist.

People Get the Best Possible Care: Strategic Reasons

Stakeholders and experts alike believe that NAMI can best leverage its voice to:

- Inform standards of care
- Promote better practices
- Ensure care is accessible and affordable
- Partner with payers, providers and health systems to scale our programs

People Get the Best Possible Care

We Educate and Support

- NAMI Provider
- NAMI Family-to-Family
- Competent Caring Toolkit
- SMI Adviser

People Get the Best Possible Care

We Advocate

- Increasing coverage
- Improving access
- Demanding quality

People Get the Best Possible Care

We Lead the Conversation

- National Media Work/Interviews
- ISMICC
- Partnerships: CPNP, Boris Henson Foundation
- Lawsuit Plaintiffs against Junk Insurance

Quiet Reflection



Reflective Conversations

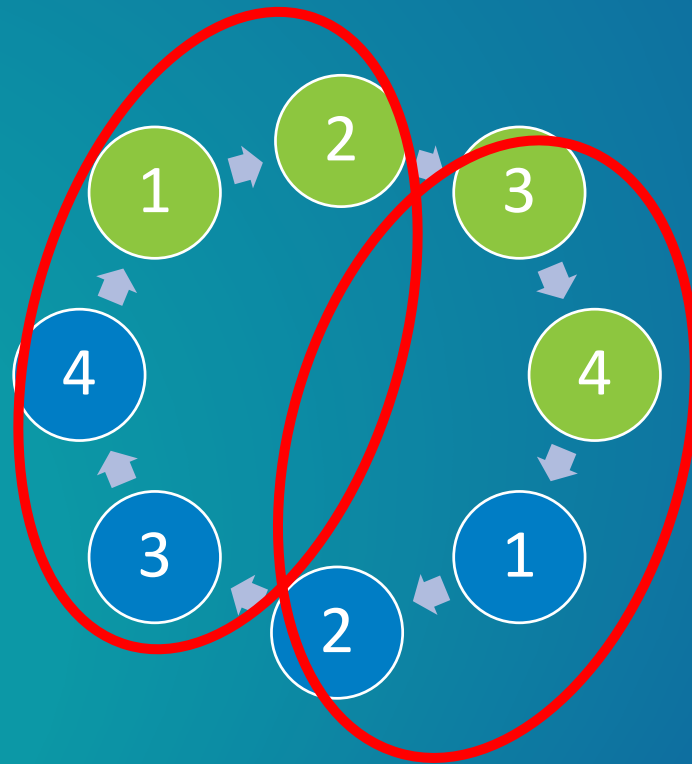
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How to Form Your Group

Form a new group of four using two people from the blue group and green group



Reflective Conversations

What connects to what you're already doing at your NAMI organization?

How might the strategic plan "accelerators" fuel and focus your work?

How might the entire alliance, working together, leverage this area to give us more reach and impact?

A photograph of a person lifting a young child into the air, symbolizing support and care. The image is overlaid with a blue and green gradient. The text is white with a drop shadow and a horizontal line under the word 'System'.

**Goal: People Get
Diverted from Justice
System Involvement**

People Get Diverted from Justice System Involvement: The Moral Imperative

- 2 million adults with serious mental illness are booked into local jails and prisons annually.
- 37% of state and federal prisoners have a diagnosed mental health condition.
- 70% of youth in the juvenile justice system have a diagnosable mental health condition.

People Get Diverted from Justice System Involvement: Strategic Reason

- NAMI is well positioned to lift up effective diversion models and to leverage lived-experience storytelling:
 - High rates of incarceration in the U.S.
 - Growing energy around criminal justice reform
 - Strong demand for criminal justice professional education/training

People Get Diverted from Justice System Involvement

We Educate and Support

- Sharing Your Story with Law Enforcement
- NAMI programs in jails/prisons
- Serving Safely

People Get Diverted from Justice System Involvement

We Advocate

- One Mind Campaign
- Legislative advocacy for crisis services (21st Century Cures Act, Mental Health Block Grant)
- Congressional testimony

People Get Diverted from Justice System Involvement

We Lead the Conversation

- Stepping Up
- Partnerships:
 - NAACP (National Association for the Advancement of Colored People)
 - ACLU (American Civil Liberties Union)
 - The Vera Institute of Justice
 - CIT International
 - Council of State Governments Justice Center
 - The Gains Center

Quiet Reflection

A photograph of a person sitting at a table, writing in a notebook. A cup of coffee on a saucer is on the table. The image is overlaid with a blue gradient.

Reflective Conversations

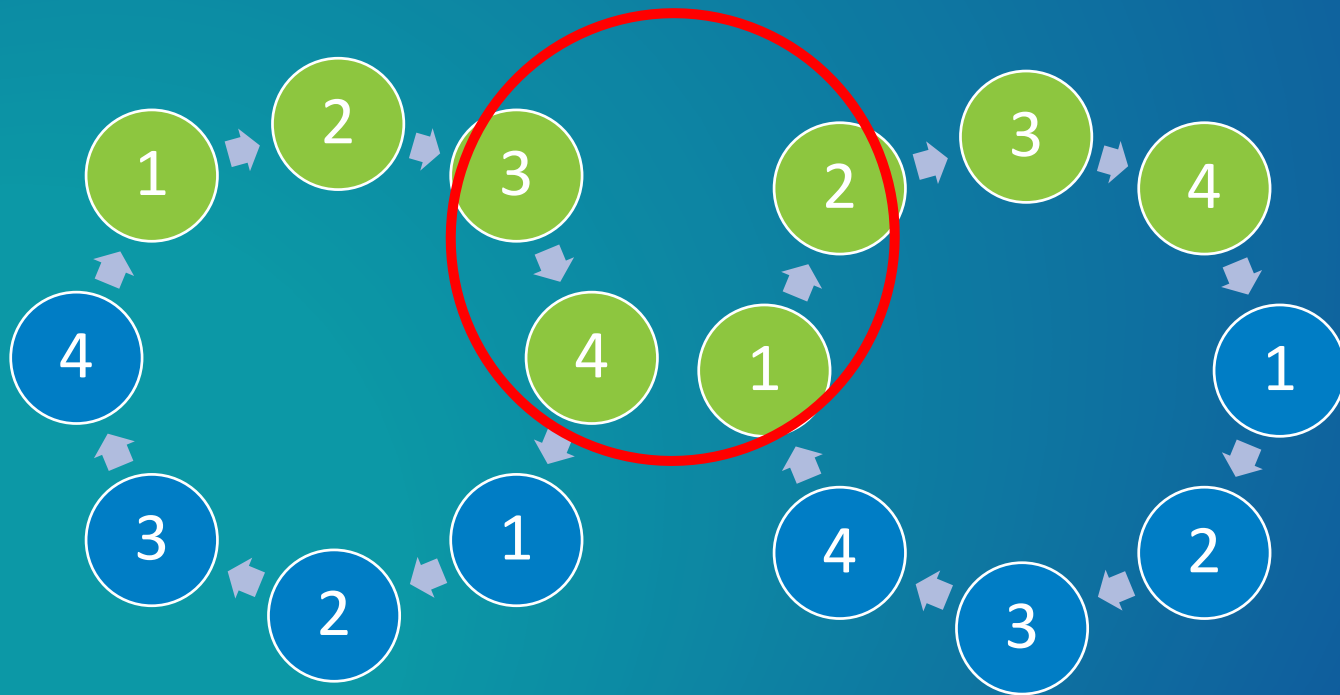
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How to Form Your Group

A group of two at one table find a group of two at an adjacent table (group with a twist)



Reflective Conversations

What connects to what you're already doing at your NAMI organization?

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Building Our Community For Collective Impact

Building Our Community For Collective Impact

What is Community

- Fellowship
- Sense of trust
- Safety
- Caring for others

Building Our Community For Collective Impact

Community Begins With Us

- Good governance and healthy operations inside each of our NAMI organizations enable us to reach more people with our mission
- When we have strong national, state and affiliate organizations who work well together, we build the community and intelligence of the entire NAMI alliance
- The NAMI alliance, working in tandem, gives us the collective power to make the impact we seek

Building Our Community For Collective Impact

How NAMI is Building Community

- Our stories are generating millions of visits to NAMI.org
- Largest share of voice of any other mental health organization
- Social media footprint of over 600K followers and growing
- Public awareness campaigns generated over 300 million impressions in 2018-2019
- Over 100 NAMIWalks nationwide
- Partnerships like Lord + Taylor reach directly into our local communities



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