

**Mental Health Services**

# **Strategic Plan**



# UHP Strategic Plan

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# Introduction

Awareness of, and access to, quality mental wellness and substance abuse prevention and treatment services are critical needs in Bay County. In recognition of this, The United Hands Project included these items in its Strategic Plan within one of its top six Strategic Effects. In partnership with community members, municipalities, school districts, non-profits, and providers throughout the County and across state lines, we have embarked on a journey together to identify gaps in services, connect resources to needs, and develop a strategic plan to provide comprehensive education, support, prevention, and treatment opportunities. We are confident this plan will produce solutions that support well-being for youth and young adults.

## Mission

To enhance the mental wealth of others by increasing access to services, building resilient communities, and engaging diverse groups in programs through educating, equipping, encouraging, and empowering people of all ages.

## Vision

To inspire healthy communities around the world.

## Core Principles

To provide **affordable** services by increase **access** to treatment and raising **awareness** through **achievable** measures.

# Executive Summary

The United Hands Project Mental Wellness Strategic Plan (Strategic Plan) is the result of an agency initiative to cultivate change through identifying and addressing issues of mental health & substance abuse in Bay County. Recognizing that Florida has one of the highest rates of mental illness in the United States (31.6%) and that an immediate need exists within our community. Through the use of community surveys, focus groups, and the creation of a community-based coalition centered on mental health & substance abuse; it is our hope to bridge the gaps in services in Bay County. The following strategic plan is presented to the community as a means of enhancing the quality of life for all Bay County youth and young adults, regardless of mental health or substance abuse concerns.

**PRIMARY DIRECTIVE:** By addressing issues of mental health & substance abuse we will enhance the quality of life for all Bay County youth and young adults.

**THE SIX STRATEGIC GOALS IDENTIFIED:**

Enhance Quality of Life = Access, Equity, Prevention & Education, Recovery & Reintegration, and Success & Sustainability

## Goal 1

Expand community access to mental health programs and services in Bay County.

### Objectives for Achieving this Goal:

#### Objective 1.1

Identify and address deficits in mental health & substance abuse services in Bay County.

#### Objective 1.2

Establish a spectrum of essential services for mental health & substance abuse in Bay County.

#### Objective 1.3

Address issues of wait-time for providers, including a process for “fast tracking” individuals transitioning from crisis to treatment.

#### Objective 1.4

Utilizing community partners, establish a “central hub” for resource and assistance in connecting to services.

#### Objective 1.5

Establish a recruitment plan to attract and retain mental health & substance abuse practitioners focused on education, diagnosis, and treatment.

#### Objective 1.6

Identify and address gaps in mental health & substance abuse services within the Bay County School and Collegiate Institutions.

#### Objective 1.7

Increase screening and identification of mental health concerns for youth within Bay County school district and surrounding Collegiate Institutions.

#### Objective 1.8

Address shortage of affordable office space for mental health & substance abuse practitioners.

#### Objective 1.9

Ensure all objectives within this Strategic Goal include and apply to Spanish-speaking residents of Bay County

## Goal 2

Increase prevention and education around mental health & substance abuse in Bay County.

### Objectives for Achieving this Goal:

#### Objective 2.1

Establish a committee of partners focused on youth prevention and implementing the Communities That Care model.

#### Objective 2.2

Address gaps in mental health & substance abuse curriculum and youth programs in Bay County.

#### Objective 2.3

Establish a community campaign and annual summit to reduce stigma surrounding mental health & substance abuse issues.

#### Objective 2.4

In accordance with the U.S. Surgeon General's National Strategy for Suicide Prevention, decrease the number of suicides in Bay County by 20% by 2026.

#### Objective 2.5

Empower youth and young adults to speak openly and frankly on issues of mental health & substance abuse and encourage them to seek help when needed.

#### Objective 2.6

Establish means for youth and young adults to engage peers on issues of mental health & substance abuse and refer them to programs and services for help.

#### Objective 2.7

Educate parents/guardians on how to speak with their children around issues of mental health & substance abuse and empower them to take action when concerned about the safety of their child.

#### Objective 2.8

Train 60% of school district parents/guardians in suicide prevention within three years.

#### Objective 2.9

Decrease the percentage of reported incidents of youth and young adults drug usage by 50% within four years for all school districts.

#### Objective 2.10

Decrease the percentage of reported incidents of youth and young adults alcohol consumption by 50% within four years for all school districts and collegiate institutions.

#### Objective 2.11

Increase social and emotional learning in classrooms and community agencies focused on youth and young adult services.

Objective 2.12

Establish a range of out of school programs for youth and young adults ages 14 to 23 beyond competitive sports programs.

Objective 2.13

Ensure all objectives within this Strategic Goal include and apply to Spanish-speaking residents, youth, and young adults.

## Goal 3

Ensure success and sustainability of mental health & substance abuse programs and services in Bay County.

Objectives for Achieving this Goal:

Objective 3.1

Establish means for first responders and their families to address incidents of high stress and trauma.

Objective 3.2

Establish means for teachers, staff, and their families to address incidents of high stress and trauma.

Objective 3.3

Increase communication and collaboration between Life Management Center, Emerald Coast Behavioral Hospital, Northwest Florida Health Network, Florida State University, Gulf Coast State College, private practitioners, nonprofits, and other community stakeholders. Address issues of funding for programs listed within the Strategic Plan and develop sustaining funding sources and collaborations.

Objective 3.4

Address issues of funding for programs listed within this Strategic Plan and develop sustainable funding sources through collaborations.

Objective 3.5

Increase public awareness of existing mental health & substance abuse programs and services within Bay County.

Objective 3.6

Cultivate a greater understanding and acceptance of non-doctoral degree practitioners such as licensed clinical social workers as compared to MDs, Ph.D.s, and Psy.Ds.



#### Objective 3.7

Establish means for the school district and collegiate institutions to share counseling resources in times of district crisis for students and staff affected.

#### Objective 3.8

Ensure all objectives within this Strategic Goal include and apply to Spanish-speaking residents and youth

## Goal 4

Establish systems to support life during recovery and reintegration into the community.

#### Objectives for Achieving this Goal:

#### Objective 4.1

Reduce barriers to reintegration within Bay County for individuals recovering from issues of mental health & substance abuse.

#### Objective 4.2

Establish a transitional, day use program and space for individuals to develop the skills needed for independence. (Clubhouse Model)

#### Objective 4.3

Establish full-time (40 Hour) employment opportunities for Support Staff, Case Managers, and Counselors within Bay County.

#### Objective 4.4

Establish Mental Health Support Group Programs and Summits.

#### Objective 4.5

Ensure all objectives within this Strategic Goal include and apply to Spanish-speaking residents, youth, and young adults.

## Goal 5

Increase utilization and capacity of behavioral health treatment programs and services for behavioral health issues to promote individual resilience and to meet the demand for services with evidence-based, solution focused, strength based, and trauma-informed care to increase institutional resilience.

#### Objectives for Achieving this Goal:

#### Objective 5.1

Increase behavioral health treatment availability nationwide, including pastoral care and telehealth.

#### Objective 5.2

Increase treatment capacity for providing evidence-based, solution focused, strength based, and trauma-informed care.

#### Objective 5.3

Promote suicide awareness and prevention to reduce stigma surrounding behavioral health issues through outreach campaigns in schools, summer summits and impacted areas, particularly rural and frontier areas.

#### Objective 5.4

Monitor behavioral health impacts and needs as they evolve over time.

## Goal 6

Provide Individuals with needed social services support through mitigation of barriers that impact access to services.

#### Objectives for Achieving this Goal:

#### Objective 6.1

Support long-term support groups to strengthen mental health case management and match identified needs to available funding programs and other support mechanisms.

#### Objective 6.2

Using existing resource lists, create a universal resource database that is accessible to all long-term support groups, health case managers, and Individuals.

#### Objective 6.3

Encourage local jurisdictions to work with local stakeholders (e.g., businesses, non-profits, faith-based organizations) to incorporate activities related to individual and community-level well-being and resilience and local recovery efforts into local programs and events.

#### Objective 6.4

Promote available services and deconflict information about insurance, legal rights, and responsibilities, grant programs, and other funding and services available to individuals, including vulnerable populations (e.g., individuals experiencing homelessness).