

National Council Strategic Plan – Sept. 1, 2015 Updated March 2017

Goal 1: Assertive Public Policy

Strategies:

- Protect and expand funding from all funding sources for addiction and mental illness prevention, treatment and recovery supports.
- Collaborate and coordinate policy and advocacy activities across the National Council, our network of state and local associations, and member organizations.
- Enlist health and behavioral health groups, patients and families, and the public in advocacy for community mental health and addiction treatment services and recovery supports.
- Ensure expertise in current and proposed care delivery structures, services and payment models, including Certified Community Behavioral Health Clinics.
- Identify and advocate for policies that prevent disability while promoting the full social inclusion of individuals with addictions and mental illnesses.
- Support national and state efforts to disseminate parity information, monitor suspected violations, and ensure assertive implementation/enforcement.

Goal 2: Organizational and Operational Excellence

Strategies:

- Position the National Council as a leading source for practice improvement information and technical assistance on clinical and operational excellence when serving individuals at risk of/with mental illness or addiction
- Increase the National Council's (board, staff, and members) knowledge of the characteristics and elements needed to succeed as Certified Community Behavioral Health Clinics.
- Provide consumable technical assistance and other guidance to support behavioral health providers as they navigate payment and service delivery changes being promoted at the national and state levels.
- Identify and encourage adoption of technologies, service delivery models, workflows, and business operations that promote consumer engagement, enable measurement-based care, and support data-based decisions.

Goal 3: High-Impact Communications

Strategies:

- Leverage initiatives from policy, practice improvement, Mental Health First Aid, and Medical Director's Institute to increase the public and policy makers understanding of and support for mental health and addictions service continuum.

- Elevate the National Council brand to be the go to association among media, public safety and policy makers for timely and accurate information about mental health and addiction policy, prevention, treatment, and recovery services.
- Expand advocacy and education efforts at the state level, supporting and helping mobilize grassroots, and state-level communications and messaging.
- Use innovative communications tools including social media, traditional media, marketing, and web tools, to brand members as preferred organizations in the health care marketplace.
- Provide timely and relevant curated information and opinion pieces – across topics related to the general health field as well as behavioral health – in multiple formats to member organizations and the stakeholder community.

Goal 4: Effective Workforce and Leadership Investments

Strategies:

- Increase opportunities for all levels of behavioral health staff to enhance their clinical and professional leadership skills development in alignment with current and future markets.
- Contribute to the development of effective organizational managers and leaders, particularly those that reflect the demographics of consumers and communities.
- Support the hiring, training, and promotion of people with lived experience.
- Invest in National Council staff development and in recruiting new staff who are/will become nationally recognized experts in their content or business areas.
- Leverage the Medical Director Institute to advance clinical quality of members and policy informed by the best current evidence.

Goal 5: Premier Public Education: Mental Health First Aid (MHFA)

Strategies:

- Brand MHFA as the leading vehicle for public knowledge of mental health and addiction disorders and appropriate responses to someone in distress.
- Promote Mental Health First Aid research, evaluation, and return on investment studies to support credibility and adoption.
- Create nationally-driven MHFA growth pathways: employer-based partnerships; nonprofit partnerships including law enforcement and first responders; health systems; and higher education.
- Drive local government/community strategies for population penetration of MHFA.
- Promote MHFA government mandates and continuing education courses and credits.
- Invest in MHFA curriculum redesign (structure, content, and digital delivery); MHFA data collection and analysis; and innovative MHFA business models and diversification.



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