

Healthy Mind, Healthy Greendale

Strategic Plan 2021-2025

Vision: Optimal mental well-being for a resilient, thriving Greendale!

Mission: Healthy Mind, Healthy Greendale will foster an environment for optimal mental health by providing education, promoting resources, reducing stigma, and offering support for the Greendale community.

Strategies (“what” is to be done):

- Provide information to the community about the benefits of developing positive mental health habits.
- Increase access to mental health resources in Greendale.
- Promote opportunities to improve positive mental health habits.

Goal 1: Increase collaboration, coordination, and community-based networking to promote mental well-being.

Objective: By December 2024, represent all 12 sectors of our community in this coalition.

Tactics (“how” it will be done):

- Build trust within the steering committee by creating space for announcements and information sharing by all members during each meeting.
- Provide opportunities for professional development to steering committee members.
- Create a computer/paper data base with committee member contact information.
- Communicate with coordinators of other mental health providers/organizations to develop and avenue for quick and easy access to services.
- Establish regular meetings of leaders of mental health and wellness programs to discuss new and ongoing issues.

Goal 2: Increase preventative education and outreach that increases knowledge, strengthens families, builds life skills, and increases resiliency.

Objectives:

1. By August 2024, reduce the percentage of students experiencing prolonged, disruptive sadness from 27%-24%.
2. By August 2024, reduce the percentage of students who reported mental health concerns, by sense of school belonging from 88%-85%.
3. By August 2024, reduce the percentage of adults who report 14+ days of Poor Mental Health from 11%-9%.

Tactics (“how” it will be done):

- Research to find more data related to adult mental health.
- Publish an article in the village views to introduce the Mental Health Workgroup.
- Share information regularly on what support groups are available around or near our community.
- Promote local evidence-based programs being offered in the community.
- Provide mental health training to village residents and village department staff.
- Provide educational materials to families using social media and the health department website.

Goal- A goal is what you’d like to accomplish. It’s the big idea. It presents itself as a broad statement of what your organization hopes to achieve. It is more qualitative than quantitative in nature. The goals are supported by measurable objectives.

Objective- The most important thing to know about objectives is that they are measurable. As one physician explains, “an objective defines how much improvement will take place, and that improvement is either in the form of increasing a statistic or decreasing a statistic.

Strategies- Actions that can be taken to attain one or more of the organization’s goals. Strategy can also be defined as “A general direction set for the company and its various components to achieve a desired state in the future.

Tactic- Specific activities that will be implemented to meet your objectives and execute your strategies. Tactics are actionable.

