



The Mission of the Mental Health Association for Greater Baton Rouge is to provide services for persons with, or at risk for, mental health and substance abuse issues, and to educate the community about mental and substance abuse needs.

Core Values

- **Protect the dignity and respect of those we serve.**
- **Provide quality services that enhance the lives of those we serve**
- **Empower those we serve to be active participants in their care**

2016-2018-Strategic Plan

The Mental Health Association for Greater Baton Rouge (MHA), incorporated since 1954, serves adults in ten parishes: East Baton Rouge, West Baton Rouge, Ascension, Iberville, Livingston, St. James, East Feliciana, West Feliciana, Pointe Coupee and St. Helena. We operate the following consumer service programs, Alliance House Drop In Center, Alliance House Residential Center and the BRIDGES Program in addition to providing various community outreach activities. The Residential Center accepts clients from Louisiana as well as other states and the BRIDGES Program serves the state of Louisiana.

By 2020, the MHA catchment area population is projected to be 900,000 persons according to LA.gov, of whom 18.5 percent (National Institute of Mental Health [NIMH]) will experience diagnosable mental disorders; 4.2 percent from the most debilitating kinds of mental illness, such as schizophrenia and bipolar disorder. Additionally, according to the Substance Abuse and Mental Health Services Administration (SAMHSA) 2013 Survey, 6.0 percent of the population aged 12 and older is classified with substance dependence or addictions.

Louisiana has felt the impact of the nationwide recession and our community is experiencing an economic downfall that has resulted in a reduction of critical services. Increased stress, relapse and homelessness has led to higher demands for limited resources, higher costs for services such as food, housing and transportation, occurring in an atmosphere of continuously shrinking funds. Community-wide, there exists need for affordable housing for persons with mental illness and/or addiction disorders, improved means of transportation, increased job opportunities and improved access to mental health and/or addiction services.

MHA has established a two-year plan to increase effectiveness in performing its mission and to engage consumers and the public in implementation.

Goal 1

Provide quality services to our targeted populations.

- 1.1 MHA consistently monitors and evaluates the provision of services by Annual Review of Performance Improvement Plan and Analysis.

- 1.2 Implement innovative and creative approaches/ and activities that are more attractive and effective to client populations.
- 1.3 Conduct Annual Accessibility Review and a Roundtable Discussion.
- 1.4 Conduct Annual Performance Improvement and Analysis.
- 1.5 Work to reduce barriers to client participation within the program.
- 1.6 Improve self-reported client satisfaction by 3%.
- 1.7 Advocate client's well-being.

Goal 2

Improve Board Engagement and effectiveness.

- 2.1 Increase Board participation in annual giving to 100%.
- 2.2 Continue to require Board committees to meet at least annually.
- 2.3 Continue to require Board committees to submit an annual plan that reflects the Strategic Plan goals.
- 2.4 Continue to require Board committees to submit year-end written progress reports.
- 2.5 Obtain 80% of Board participation in MHA events.
- 2.6 Utilize Board Evaluation tools to assess Board performance.

Goal 3

Expand Board membership by December 2018

- 3.1 Increase consumer representation with mental health and addiction issues.
- 3.2 Continue to seek stakeholder Board members.
- 3.3 Continue to seek Board diversity, including ethnicity, youth, gender and those with access to financial resources.

Goal 4

Increase funding by 2018

- 4.1 Increase the number of fundraising dollars by 5% annually.
- 4.2 Continue efforts to grow and improve MHA's signature fundraiser by 10% annually.
- 4.3 Increase earned income funding streams. (e.g. conferences, social or sports activities, etc.)
- 4.4 Increase funding grants and contracts.

- 4.5 Increase Annual Appeal by \$10,000.
- 4.6 Research and structure “Leave a Legacy” campaign.
- 4.7 Continue to pursue state licensure of Residential Center by 2018.

Goal 5

Increase engagement in community outreach.

- 5.1 Improve ongoing efforts and participation of Board Advocacy Committee.
- 5.2 Educate the public and other organizations about needs of persons with mental illness and/or substance abuse issues and their families about the services of MHA.
- 5.3 Promote staff, board, and consumer collaboration with other organizations to address community mental health and substance abuse issues and legislative issues.
- 5.4 Work with community to address the pressing issue of the criminalization of persons who have mental illness within our community.
- 5.5 Continue to provide information and referral services to the community.
- 5.6 Serve as a resource for mental health and substance abuse Public Policy.

Goal 6

Maintain accreditation by the Commission on Accreditation of Rehabilitation Facilities (CARF) in order to achieve the best possible program standards.

- 6.1 Maintain Infrastructure Best Practices developed by Louisiana Association of Non-Profit Organizations (LANO) that includes the following eight (8) areas: Mission and Program, Governing Body, Conflict of Interest, Human Resources, Financial and Legal Accountability, Openness and Disclosure and Fundraising and Public Policy/Public Affairs.
- 6.2 CARF utilizes ASPIRE to Excellence®, a system for organizing standard into a logical, action-oriented framework. They emphasize continuous improvement and integration, reaffirm the importance of input, and help ensure that the organization’s purpose, planning, and activities result in positive outcomes. The areas in the ASPIRE section are Assessing the Environment, Setting a Strategy, Obtaining Input from Persons Served and other stakeholders, Implementing the Plan, Reviewing the Results, and Effecting Change. These areas cover topics such as leadership, strategic planning, health and safety, human resources, accessibility, rights of the persons served, performance improvement and outcomes management.
- 6.3 The Program Performance Analysis Report shall be reviewed annually.

Goal 7

Increase the use of technology to support leave operations and effective service delivery.

- 7.1 Use social media monthly to promote MHA’s mission (e.g. Facebook, Twitter, YouTube, etc).
- 7.2 Update website monthly with relevant information.

- 7.3 Distribute e-newsletter bi-annually.
- 7.4 Obtain firewall to safeguard security of Drop In Center computer lab.
- 7.5 Use online surveys for clients, staff, Board and stakeholders to improve effectiveness of MHA by 2017.
- 7.6 Create on-line presence for Executive Director.
- 7.7 Staff will continue monthly online education through Relias.
- 7.8 Re-design of website by 2018.
- 7.9 Explore grant opportunities to continually update technology (i.e. software and computers).