



**NAMI**

**Idaho**

National Alliance on Mental Illness

2019 NAMI Southwest Idaho  
Conference  
January 26, 2019



**OPTUM**<sup>®</sup>



**beacon**  
health options

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The State of Mental Health in the  
Treasure Valley

Eric Cawley  
President, NAMI Treasure Valley

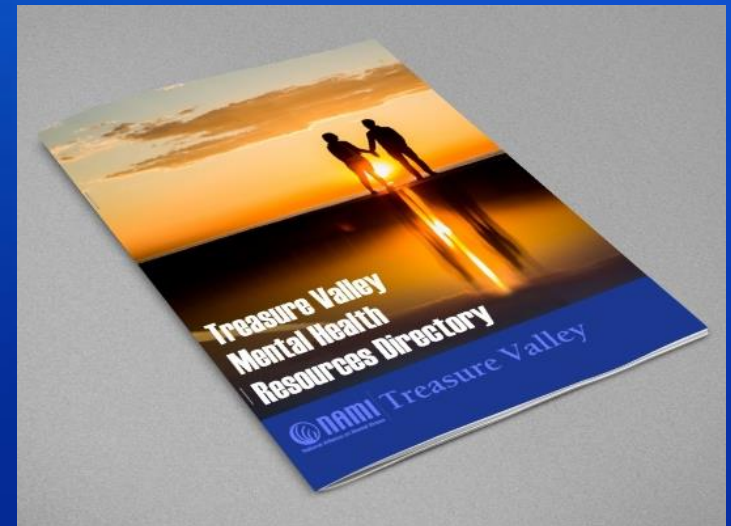
- 18.3% -- or 101,017 -- Treasure Valley adults experience a diagnosable mental health disorder every year.
- Yet statistically, only 43,538 are receiving needed treatment.
- Add in family and friends, and that number zooms to well over 300,000 people valleywide.
- 4.2% of Treasure Valley adults -- or 23,184 people -- have a Serious Mental Illness (SMI, including bipolar disorder, schizophrenia and major depression) which substantially interferes with or limits one or more major life activities.
- Approximately 1 in 5 Treasure Valley teenagers has a diagnosable mental health disorder.
- Another study: 1 in 3 teens show symptoms of clinical depression

1. No centralized hub for Treasure Valley mental health information.
2. Almost no “Continuity of Care” – Those being released from a treatment facility, hospital or incarceration don’t know what to do, where to go. Most have no support base. So guess where they end up?
3. No outreach to those with a mental illness.
4. No free Peer and Family support groups in Nampa and Boise.
5. No coordinated partnership plan.

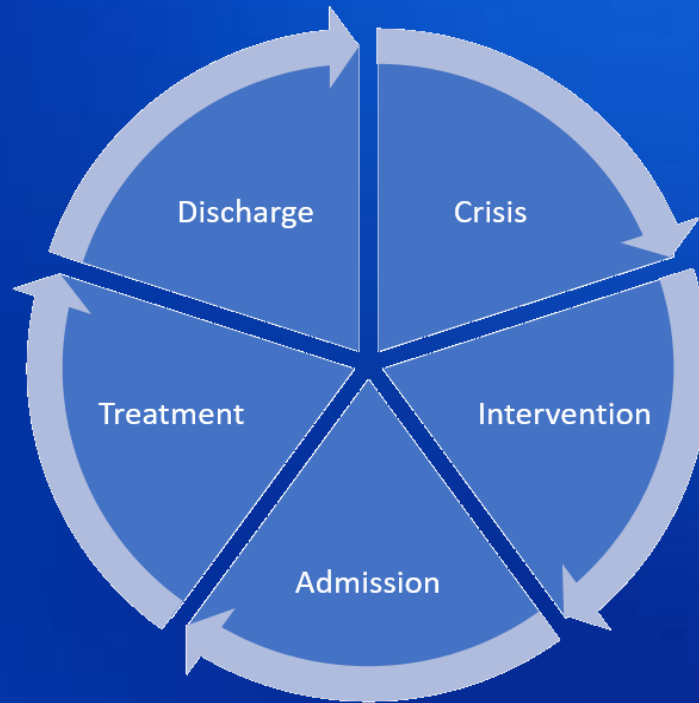
1. **New centralized hub for Treasure Valley mental health information:**

## Treasure Valley Mental Health Resources Directory

- Downloadable PDF on [tvnami.org](http://tvnami.org)
- Crisis Chart, Crisis Numbers, Free Support Groups, Providers, NAMI programs, Non-Profits
- Updated Semi-Annually
- You can recommend updates
- You can be notified when a new edition is downloadable



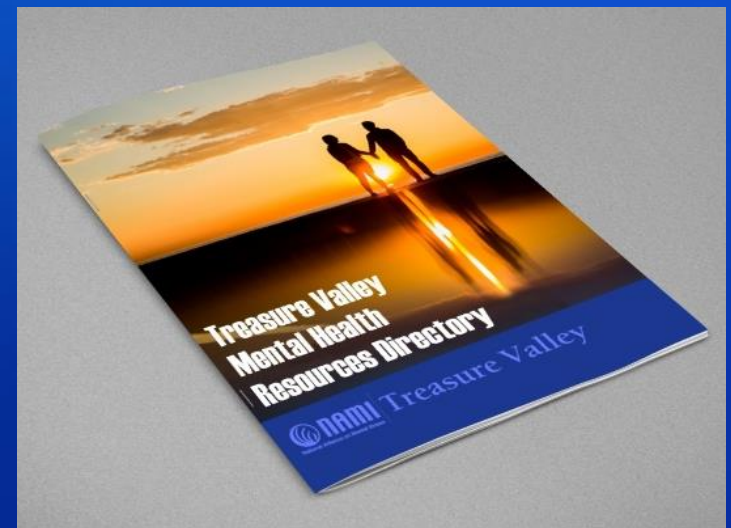
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- **Continuity of Care**

## Treasure Valley Mental Health Resources Directory

- **One Board member to maintain the Directory and ensure it's in the hands of – and being distributed by:**
  - **Hospitals (including ERs)**
  - **Juvenile and adult jails**
  - **Treatment facilities**
  - **Mental Health professionals**
  - **Media outlets**
  - **Law enforcement agencies**
- **People will no longer get lost in the system, or even worse, feel they have no hope or friends.**



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3. **No outreach to those with a mental illness.**



- No outreach to those with a mental illness.

No more just being reactive.  
In 2019, we go proactive.

- **MARKETING PLAN**
  - New, innovative marketing plan which proactively seeks out, makes contact with, informs and gives hope to the mentally ill in the Treasure Valley.
  - Uses marketing best practices which are constantly refined and updated.
  - Emphasis on [1] eradicating stigma and [2] instilling hope -- short, impactful video testimonials which lead people to support groups and classes.
  - Seek grants to produce and broadcast Public Service Announcements on radio and TV.





- No outreach to those with a mental illness.

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- NAMI COMMUNITY PARTNERS
  - Take the NAMI office to the people – especially rural areas.
  - Seek corporate sponsor to purchase, install and maintain pamphlet racks in cooperating Treasure Valley mental health providers' offices.
  - NAMI and sponsor literature.
  - Card on how to access the Treasure Valley Mental Health Resources Directory.
  - Maintain literature in already-existing pamphlet racks.

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4. **No free Peer and Family support groups in Nampa and Boise.**

- Classes and Groups

	PEER	FAMILY
SUPPORT GROUP	 <p><b>nami</b> Connection National Alliance on Mental Illness RECOVERY SUPPORT GROUP</p>	 <p><b>nami</b>   Family Support Group National Alliance on Mental Illness</p>
CLASS	 <p><b>nami</b> Peer-to-Peer National Alliance on Mental Illness</p>	 <p><b>nami</b> Family-to-Family National Alliance on Mental Illness</p>

- Classes and Groups

	PEER	FAMILY
SUPPORT GROUP	 	 
CLASS	 <ul style="list-style-type: none"> <li>No sponsor... <i>YET!</i></li> <li>Multiple grants in the works</li> <li>It'll be a race to see which potential sponsor crosses the line first</li> <li>Proposals: Similar schedule/plan as Beacon</li> </ul>	 

- **Classes and Groups**

	PARENTS OF TEENS	COMMUNITY
CLASS / PRESENTATION	 <p><b>nami</b> Basics National Alliance on Mental Illness</p>	 <p><b>nami</b> In Our Own Voice National Alliance on Mental Illness</p>

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5. **No coordinated partnership plan.**

- No coordinated partnership plan.

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In 2019, we go proactive.**

- “Where the Rubber Hits the Road” Outreach
  - Clergy – Directories in every church
  - High Schools – “End the Silence” (ETS) presentations
  - Veterans – PTSD Classes
  - Counseling Professionals – Helping to constantly refine and upgrade the Directory



1. A centralized hub for Treasure Valley mental health information.
2. “Continuity of Care” – Those being released from a treatment facility, hospital or incarceration will have information and leads to greater support.
3. Outreach to those with a mental illness.
4. Free Peer and Family support groups in Nampa and Boise.
5. A coordinated partnership plan.



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