



2023-2026 Coalition Strategic Plan

Vision: Improved mental wellness of Monroe County

Mission: To improve access to mental wellness services and reduce stigma across the generations

Our Goal: Improve mental health of Monroe County residents.

Focus Area: Mental Health Education & Training

Objective: By 2026, increase education around mental health & mental wellness to reduce stigma.

Strategies:

- Regular trainings and presentations to coalition members.
- Provide educational events and trainings to community on mental health and wellness strategies.
- Disseminate consistent information to community on mental health and resources available.

Focus Area: Systems Change & Advocacy

Objective: By 2026, coalition members will advocate for mental health-related funding & policies.

Strategies:

- Continue to build relationships with local policy makers.
- Collaborate with partners across the state to bring mental health providers to our area.
- Explore options to reduce wait-time to receive mental health care, such as virtual therapy initiatives.

Focus Area: Trauma-Informed Care

Objective: By 2026, increase understanding of adverse childhood experiences & trauma-informed care.

Strategies:

- Continued involvement in Resilient and Trauma-Informed Community effort.
- Provide trainings to organizations that want to be trained in trauma-informed care.
- Support ACEs/TIC education events.

Focus Area: Increase Member Engagement

Objective: By 2026, increase participation & collaboration to ensure coalition success & sustainability.

Strategies:

- Establish steering committee to monitor progress and build momentum for coalition work.
- Hold quarterly in-person meetings at rotating locations.
- Have representation from diverse organizations.
- Encourage equal participation of coalition members.

Objective Tracking:



Strategy	Action Steps	Timeline	Measure	Resources Required	Lead Person
Focus Area: Mental Health Education & Training Objective: By 2026, increase education around mental health & mental wellness to reduce stigma.					
Regular trainings and presentations to members	Provide trainings and presentations at meetings	Ongoing	Number of trainings & presentations at meetings	-Diverse presenters -Trainers	Meeting facilitators
Provide educational events and trainings to community on mental health and wellness strategies.	Hold trainings and events, such as Mindful Movements for Mental Wellness	Yearly	Participants that attend trainings and events.	-Advertising -Partner donations -Event space	Planning committee
Disseminate consistent information to community on mental health and resources available.	Post to Facebook consistently	Ongoing	Number of posts on Facebook	-Social media access -Campaign materials	Facebook admins
Focus Area: Systems Change & Advocacy Objective: By 2026, coalition members will advocate for mental health-related funding & policies.					
Continue to build relationships with local policy makers.	Listening sessions on mental health with legislators	Ongoing	Number of communications with policy makers	-Relationships with policy makers -Knowledge of mental health policies	Coalition members
Collaborate with partners across the state to bring mental health providers to our area.	Advocate for joining state coalition for out-of-state therapists doing virtual therapy in WI	Ongoing	Meetings with other coalitions	-Time to meet -Space to meet	Coalition members
Explore options to reduce wait-time to receive mental health care, such as virtual therapy initiatives.	Look into what others are using for virtual therapy (especially schools)	Ongoing	Meetings with other coalitions	-Time to meet -Space to meet	Coalition members

Objective Tracking:



Strategy	Action Steps	Timeline	Measure	Resources Required	Lead Person
Focus Area: Trauma-Informed Care					
Objective: By 2026, increase understanding of adverse childhood experiences & trauma-informed care.					
Continued involvement in Resilient and Trauma-Informed Community effort.	Coalition member involvement in RTIC.	Ongoing	Number of RTIC members	-RTIC meetings -Member time -Meeting space	RTIC workgroup
Provide trainings to organizations that want to be trained in trauma-informed care.	Offer TIC trainings to community members and businesses (Lunch & Learns)	Ongoing	Number of trainings and participants at trainings	-Trainers -Advertising	RTIC workgroup
Support ACEs/TIC education events.	Provide ACEs/TIC education events	Yearly	Number of education events and participants	-Trainers -Advertising	RTIC workgroup
Focus Area: Increase Member Engagement					
Objective: By 2026, increase participation & collaboration to ensure coalition success & sustainability.					
Establish steering committee to monitor progress and build momentum for coalition work.	Survey coalition to create steering committee	January 2023	Steering committee members	-Member participation & time	Steering committee
Hold quarterly in-person meetings at rotating locations.	February, May, August, November in-person options	Plan by January 2023	Number of in-person meetings	-Meeting locations (Assembly Room, Tomah Health, Sparrows Nest) -Virtual option	Facilitator/ Eryn Leahy
Have representation from diverse organizations.	Continue to invite stakeholders to join from county	Ongoing	Number of new members joined	-Outreach -Knowledge of outside organizations	All coalition members
Encourage equal participation of coalition members.	Expand people who take on projects	Ongoing	Coalition member satisfaction	-Member involvement	Facilitators