

BOLD GOAL

Mental Health

By 2030, improve mental health by 25% or more.



United Way of Rutherford
& Cannon Counties

Strategy	Tactics
Prevention	Develop projects (i.e. trainings, campaigns) that help sector groups (a church, a place of business, a service organization) implement a culture of positive mental health and wellness practices
	Community-based strategies to increase awareness and outreach to destigmatize mental health and increase access to services
	Connection to basic needs
Early Intervention	Co-locating services
	Workforce development (address shortage in mental health professionals)
	First Responder engagement
	Equitable access to school-based programs and services
Treatment and Recovery	Increase accessibility to affordable treatment and services
	Workforce Development (increase number of treatment providers)
	Increasing access to peer support services
Data Collection and Evaluation	Standardized data collection
	Community level baseline data
	Program evaluations

Collaboration and shared data

Diversity, equity and inclusion