**Program Awareness and Reduction of Stigma**

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| Promotion #1: Develop an outreach and marketing strategy to increase awareness of publicly and privately funded programs and services. Address and reduce behavioral health stigma. |

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| **ACTION ITEMS AND OBJECTIVES** |
| 1. **Integrate 211 and findhelpidaho.org as the central database of services available, facilitating a no wrong door approach**
 |
| Partnership between DHW and United Way to ensure resource databases for 211 and findhelp are up to date and accessible by the general public regardless of how they are accessed. |
| Ensure callers to 211 are connected to appropriate resources on every call and are made aware of online resources available through findhelp as appropriate. |
| Utilize existing systems in findhelpidaho to serve individuals searching for resources outside of normal business hours/operation hours for 211. |
| 1. **Implement the Sources of Strength Program in Idaho Middle and High Schools\***
 |
| Identify and engage key stakeholders to promote program adoption. Identify a specific school in each area of the state to be the ‘model’ school that can help other local schools with training and implementation. |
| Provide training and onboarding to school staff and peer leaders in each initial participating school. |
| Develop a statewide implementation and evaluation plan that includes metrics for adoption, engagement, and effectiveness. |
| Help secure funding and partnerships to support program rollout, materials, and facilitator training costs for pilot schools in each region. |
| Increase awareness among students, parents, and communities about the benefits of Sources of Strength. Connect interested schools with ‘pilot’ school in their area for training. |
| 1. **Education for educators, teachers, and parents\***
 |
| Compile a list of all existing mental health related courses already available to teachers. |
| Promote existing and newly created courses through social channels, email blasts, and newsletters. |
| 1. **Recommend educational programs tailored for rural Idahoans to reduce stigma, increase awareness, and improve understanding of mental health.**
 |
| Multi-Channel Outreach – Targeted media approach and outreach - statewide |
| Storytelling & Lived Experience Integration – Develop a path to normalized conversations and peer to peer programs |
| Skills-Based Training – Develop a plan to implement mental health training and workshops in each Public Health District |
| Service Awareness & Navigation (Find Help Idaho, 211, Jannus) – Public awareness of mental health resource access / availability and referral pathways |

\*Currently exploring combining Action Items #2 and #3

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| **ACTION ITEM #1** |
| **Integrate 211 and findhelpidaho.org as the central database of services available, facilitating a no wrong door approach** |
| **FULL DESCRIPTION** |
| Integrate 211 Idaho Careline database with findhelpidaho.org. These two databases serve similar purposes with similar goals but are currently operating independently. Both systems have unique benefits for Idahoans, that, if coupled, could create a more robust, and more comprehensive system for Idahoans to connect to the help and support they need, when they need it. The Idaho Department of Health and Welfare, Division of Family and Community Partnerships, is committed to partnering with United Way Treasure Valley to move the 211 Idaho Careline toward a partnership with findhelpidaho. |
| **TARGET OBJECTIVES** |
| **1.** | Partnership between DHW and United Way to ensure resource databases for 211 and findhelp are up to date and accessible by the general public regardless of how they are accessed. |
| **2.** | Ensure callers to 211 are connected to appropriate resources on every call and are made aware of online resources available through findhelp as appropriate. |
| **3.** | Utilize existing systems in findhelpidaho to serve individuals searching for resources outside of normal business hours/operation hours for 211. |

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| **SMART GOALS TO ACCOMPLISH ACTION ITEM #1 OBJECTIVES** |
| **OBJECTIVE** | **SPECIFIC OUTCOME** | **METRIC FOR ACCOMPLISHMENT** | **TARGET DATE FOR COMPLETION** | **RESPONSIBLE PARTY** |
| 1. | Establish a cross-organizational integration plan | Written plan agreed to by both agencies | 5/31/2025 |  |
| 1. | Assess technical compatibility and integration needs | Systems assessment | 6/30/2025 |  |
| 2. | Develop a unified data management strategy | MOU | 8/3/2025 |  |
| 2. | Pilot the integrated system with key stakeholders | Feedback from testers/users | 12/31/2025 |  |
| 3. | \*Fully implement and publicize the integrated system | Public access to joint resources/systems | 2/28/2026 |  |

\*Will coordinate with Action Team #4 for outreach

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| **TEAM LEAD** |
| Laura Denner | Idaho Department of Health and Welfare, Division of Family and Community Partnerships |
| **OTHER KEY IMPLEMENTATION STAFF FOR ACTION ITEM #1** |
| Casie Jones  | Idaho Department of Health and Welfare, Division of Family and Community Partnerships |
| Jen Haddad  | Idaho Department of Health and Welfare, Division of Family and Community Partnerships |
| **CONSULTING STAKEHOLDERS FOR ACTION ITEM #1** |
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| **RESOURCES, RISKS, AND ADDITIONAL INFORMATION FOR ACTION ITEM #1** |
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| **ACTION ITEM #2** |
| **Implement the Sources of Strength Program in Idaho Middle and High Schools** |
| **FULL DESCRIPTION** |
| This action item supports the recommendation to improve student mental health and resilience through evidence-based, peer-led initiatives. The Sources of Strength program is a nationally recognized prevention program that harnesses the power of peer social networks to promote connection, resilience, and help-seeking behaviors. Implementing this program in Idaho schools aims to reduce youth suicide, strengthen protective factors, and build supportive school communities. The overall goal is to normalize mental health conversations and empower students to be agents of positive change in their schools. SOS is currently being used in several schools throughout the state and these schools can be a valuable resource to other schools in their region. <https://sourcesofstrength.org/> |
| **TARGET OBJECTIVES** |
| **1.** | Identify and engage key stakeholders to promote program adoption. Identify a specific school in each area of the state to be the ‘model’ school that can help other local schools with training and implementation. |
| **2.** | Provide training and onboarding to school staff and peer leaders in each initial participating school.  |
| **3.** | Develop a statewide implementation and evaluation plan that includes metrics for adoption, engagement, and effectiveness. There is already some of this happening as participating schools report monthly to SDOE on suicide ideation, and we can work with the State Department of Education in this effort. (I believe all schools keep such a report, but SOS-participating schools report the information to SDOE). |
| **4.** | Help secure funding and partnerships to support program rollout, materials, and facilitator training costs for pilot schools in each region (either geographic region—Eastern Idaho, Magic Valley, Treasure Valley, North Idaho—OR the seven regions). |
| **5.** | Increase awareness among students, parents, and communities about the benefits of Sources of Strength. Connect interested schools with ‘pilot’ school in their area for training. |

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| **SMART GOALS TO ACCOMPLISH ACTION ITEM #2 OBJECTIVES** |
| **OBJECTIVE** | **SPECIFIC OUTCOME** | **METRIC FOR ACCOMPLISHMENT** | **TARGET DATE FOR COMPLETION** | **RESPONSIBLE PARTY** |
| 1. | Meet with ISBA, IEA, Superintendent of Public Instruction, and other stakeholders to discuss plan and learn more about SOS—invite Twin Falls High School principal, counselor and two students to present their story of success in their high school. | People join Zoom | 9/30/2025 |  |
| 1. | Conduct outreach presentations for at least 4 (or 7) Idaho school districts to introduce Sources of Strength and assess interest in program adoption.  | Identification of “pilot” schools.Have at least one interested school in each region | 11/30/2025 |  |
| 2. | Present Sources of Strength methodology and ideas for implementation to educators and peer leaders from a minimum of 4 (or 7) schools. | Presentation to pilot schools.Each pilot school participates. | 1/31/2026 |  |
| 3. | Finalize and begin implementing a statewide data collection and evaluation plan that tracks school participation, student engagement, and mental health outcomes. (Working with ID Dept. of Education, we may not need to do much more than what they are already doing when schools participate in such a program). | Data collection plan in placeUnderstanding of reporting and agreement in place | 3/31/2026 |  |
| 4. | Working with pilot schools, apply for and secure grants or partnerships from public health or philanthropic organizations to fund program implementation for pilot schools. | Have funding to begin programsAll pilot schools have money to train leaders and start program. | 5/31/2026 |  |
| 5. | Launch a communications campaign, including a dedicated webpage (maybe social media instead as SOS already has a website we can direct people to?), parent info sessions (run by the pilot schools), and student-led promotion materials, reaching students and parents in pilot school. | Launch communications plan to help schools share with parents and students.Each pilot school has interested students, parents, etc. ready to begin | 8/31/2026 |  |
| 5. | Continue to grow the number of participating schools and seek to double participating schools. | Double the number of schools participating | 4/30/2027 |  |
| 6. | Measure success. | Feedback surveys from participating school students and advisors AND suicide ideation rates reduced (comes from reports by school) | Yearly after implementation |  |

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| **TEAM LEAD** |
| Chenele Dixon | Idaho Solutions |
| **OTHER KEY IMPLEMENTATION STAFF FOR ACTION ITEM #2** |
| Holly Cunningham  | Idaho Department of Health and Welfare, Division of Behavioral Health |
| Quinn Perry | Idaho School Boards Association |
| Andy Grover | Idaho Association of School Administrators |
| Chris Perri | Idaho Education Association |
| Nancy Jones | Twin Falls High School |
| **CONSULTING STAKEHOLDERS FOR ACTION ITEM #2** |
| Same as key implementation staff |
| **RESOURCES, RISKS, AND ADDITIONAL INFORMATION FOR ACTION ITEM #2** |
| **Resources:**<https://sourcesofstrength.org/>Twin Falls High SchoolSources of Strength Wheel**Risks:**Sustainable funding for implementation and continuation |

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| **ACTION ITEM #3** |
| **Education for Educators, Teachers, and Parents** |
| **FULL DESCRIPTION** |
| If we want to reduce the stigma surrounding mental health, especially with children, we must enlist the help of the adults that support them. To that end, we will locate and promote professional development courses for teachers and other education professionals. These courses will provide training to teachers on ACEs, PCEs, trauma informed classrooms, signs to look for students struggling with mental health, and how to seek help for students. We also want parents to be able to access these resources, and perhaps proactively create opportunities for them to do so.Promotion of these courses can happen via social media and newsletters. |
| **TARGET OBJECTIVES** |
| **1.** | Compile a list of all existing mental health related courses already available to teachers. |
| **2.** | Promote existing and newly created courses through social channels, email blasts, and newsletters. |

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| **SMART GOALS TO ACCOMPLISH ACTION ITEM #3 OBJECTIVES** |
| **OBJECTIVE** | **SPECIFIC OUTCOME** | **METRIC FOR ACCOMPLISHMENT** | **TARGET DATE FOR COMPLETION** | **RESPONSIBLE PARTY** |
| 1. | Educators will have access to at least 3 asynchronous professional development courses, available for university credit  |  | 12/31/2027 |  |
| 2. | Create a promotion toolkit to distribute to community partners and other organizations to help with promotion |  | 12/31/2027 |  |

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| **ACTION ITEM #3 TEAM LEAD** |
| Kari Wardle | Idaho Public Television |
| **OTHER KEY IMPLEMENTATION STAFF FOR ACTION ITEM #3** |
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| **CONSULTING STAKEHOLDERS FOR ACTION ITEM #3** |
| University of Idaho Project EchoIdaho Department of Education-to help with promotion |
| **RESOURCES, RISKS, AND ADDITIONAL INFORMATION FOR ACTION ITEM #3** |
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| **ACTION ITEM #4** |
| **Recommend educational programs tailored for rural Idahoans to reduce stigma, increase awareness, and improve understanding of mental health.** |
| **FULL DESCRIPTION** |
| The action item directly contributes to the IBHC Strategic Action Plan by reinforcing Program Awareness and Reduction of Stigma, which is the focus of this implementation team. Here's how:1. **Reducing Stigma & Creating Normalcy** – By recommending evidence-based programs, this action item helps shift perceptions of behavioral health, positioning it on equal footing with physical health. Education fosters understanding, dispels myths, and encourages open conversations, creating a culture where seeking behavioral health services is normalized.2. **Increasing Awareness & Access** – Many Idahoans struggle to find or navigate behavioral health services. Educational programs can bridge this gap by ensuring different populations (e.g., youth, rural communities, workplaces, faith groups) understand what services exist, how to access them, and why they matter. This supports the “no wrong door” approach by making information about available services widely accessible.3. **Reaching People Where They Live, Learn, Work, Play, Worship, and Age** – The strategic plan emphasizes supporting behavioral health in all environments. Tailored educational initiatives allow for customized messaging that resonates with diverse communities, ensuring outreach is effective and meaningful.**Overall Goal of the Action Item**The goal is to **increase behavioral health literacy and normalize seeking support for rural Idahoans** by ensuring that communities across Idaho have access to accurate, relevant, and engaging education. Through targeted programs, this initiative will:* Address misconceptions and fears around mental health and addiction.
* Empower individuals and families to recognize when help is needed and how to access it.
* Build resilience by providing tools and knowledge to manage mental well-being.
* Strengthen Idaho’s behavioral health infrastructure by fostering community engagement and acceptance.
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| **TARGET OBJECTIVES** |
| **1.** | Multi-Channel Outreach – Targeted media approach and outreach - statewide |
| **2.** | Storytelling & Lived Experience Integration – Develop a path to normalized conversations and peer to peer programs |
| **3.** | Skills-Based Training – Develop a plan to implement mental health training and workshops in each Public Health District |
| **4.** | \*Service Awareness & Navigation (Find Help Idaho, 211, Jannus) – Public awareness of mental health resource access / availability and referral pathways |

\*Will coordinate with Action Item #1

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| **SMART GOALS TO ACCOMPLISH ACTION ITEM #4 OBJECTIVES** |
| **OBJECTIVE** | **SPECIFIC OUTCOME** | **METRIC FOR ACCOMPLISHMENT** | **TARGET COMPLETION DATE** | **RESPONSIBLE PARTY** |
| 1. | Targeted media approach and outreach- statewide* **Community Partnerships** – NAMI Idaho; School Districts; Idaho College Health Coalition; Regional Behavioral Health Boards; Magellan; Crisis Care Continuum; Law Enforcement
	+ Resources
* **Digital & Social Media Campaigns** – Leverage social media, websites, and online forums to distribute educational materials, videos, and personal stories.
* **Traditional Media & Public Messaging** – Utilize radio, billboards, newspapers, and local TV to reach those without digital access.
* **Events & Workshops** – Organize town halls, panel discussions, and interactive workshops to provide education in a relatable, engaging way.
 | Digital, number of contact points, feedback per point of contact | 12/1/2025 | Brennan Serrano |
| 2. | **Storytelling & Lived Experience Integration** (IDHW, Dustin Lapray, Public Involvement Officer can help with interviews/storytelling, use of video equipment)* Feature personal testimonies from individuals who have successfully navigated mental health challenges
* Normalize conversations around behavioral health through storytelling campaigns and speaker panels.
* Recommend Peer-to-Peer programs (NAMI Idaho; Empower Idaho by Jannus – Peer Support Series; VA)
 |  |  | Dustin Lapray |
| 3. | **Skills-Based Training** * Provide Mental Health First Aid (MHFA) and Crisis Intervention Training (CIT) for key community members, including teachers, employers, and first responders.
* Offer workshops on stress management, resilience-building, and navigating behavioral health services.
 | Clearly articulated implementation model that aligns with evidence-based practices | 10/1/2025 | Alejandra - Empower Idaho by Jannus Liza - IBHA |
| 4. | **\*Service Awareness & Navigation** (Find Help Idaho, 211, Jannus)* Ensure that every educational initiative includes clear information on how to access both public and private behavioral health services in Idaho.
* Promote a "no wrong door" approach by recommending easily accessible resource guides and referral pathways.
 |  | 10/1/2025 |  |

\*Will coordinate work with Action Item #1

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| **ACTION ITEM #4 TEAM LEAD** |
| Morgan Van Ry | NAMI Idaho |
| Stewart Wilder | Idaho Behavioral Health Council |
| **OTHER KEY IMPLEMENTATION STAFF FOR ACTION ITEM #4** |
| Alejandra Del Toro | Empower Idaho |
| Dustin Lapray | Idaho Department of Health and Welfare, Division of Behavioral Health |
| Brennan Serrano | Magellan of Idaho |
| Liz Caval-Williams | Idaho Behavioral Health Association |
| Doug Steel | Lewis-Clark State College |
| Abigail Hacket | Clarvida Crisis Center |
| **CONSULTING STAKEHOLDERS FOR ACTION ITEM #4** |
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| **RESOURCES, RISKS, AND ADDITIONAL INFORMATION FOR ACTION ITEM #4** |
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