

Idaho Family Prevention & Resource Network (TBD Title) Implementation Framework



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IDAHO DEPARTMENT OF
HEALTH & WELFARE



Introduction

The Idaho Behavioral Health Council (IBHC) has identified priority recommendations to strengthen Idaho's behavioral health system over three and a half years (2024–2028). These priorities aim to enhance prevention, expand service access, and promote overall well-being across the state. The Idaho Department of Health and Welfare (DHW) serves as the sponsor for several of these recommendations.



Promotion #1, Program Awareness and Reduction of Stigma: develop an outreach and marketing strategy to increase awareness of publicly and privately funded programs and services. Address and reduce behavioral health stigma.



Prevention #1, Primary Prevention Programs and Protective Factors: Identify and implement coordinated evidence-based or evidence-informed primary prevention strategies that support community, family, and child well-being. Identify opportunities to minimize risk factors and enhance protective factors and promote long-term resiliency in children, youth, and adults with a significant emphasis on those having trauma symptoms.



Prevention #2, Foster Care: collaborate across IDHW Divisions to expand services to youth residing in out-of-home placements, foster care, and adoptive family homes.

IBHC's vision is for all Idahoans—adults, children, youth, and families affected by mental illness or addiction—to experience improved well-being, safer communities, and stronger supports. This framework aligns with DHW's mission and is guided by principles of family and consumer voice, multi-system collaboration, evidence-based practice, recovery and resiliency, equitable access, financial sustainability, and continuous quality improvement.

To operationalize IBHC recommendations, the work includes an **infrastructure expansion** built around **two integrated platforms** and is organized within a structured **implementation framework** encompassing three core areas—**Leadership & Stakeholder Engagement, Resource Development & Validation**, and **Public Outreach & Awareness**. Within each core area, two interconnected strategies guide implementation: the **DHW Cross-Division Collaborative Strategy**, which strengthens alignment and coordination across DHW divisions; and the **Community-Based Collaborative Strategy**, which builds and sustains partnerships with nonprofits, faith-based organizations, and other community groups.

Key Infrastructure Expansion:

findhelpidaho.org Integration

As part of this framework, Idaho has strengthened its ability to connect individuals and families with critical resources through findhelpidaho.org. This platform complements the 211 Idaho CareLine by providing a user-friendly, self-navigation tool that allows individuals to independently search for and connect with free or reduced-cost programs and services across local, regional, state, and national levels.

The integration embeds a DHW-branded findhelpidaho.org widget directly into DHW’s 211 CareLine website and the Foster Care Resources website. This click-free functionality enhances accessibility and convenience by allowing users to simply enter their need and ZIP code to search for support—empowering them to connect with resources anytime. The widget goes live October 28, 2025.

Start your search for free and reduced-cost services

SEARCH

Welcome to 2-1-1

The 2-1-1 Idaho CareLine is a free, statewide community information and referral service, and is a program of the Idaho Department of Health and Welfare.



This expansion of self-navigation tools reinforces Idaho's broader support system and reflects a shared commitment to improving access to programs and services while maintaining privacy, security, and technical integrity. To provide multiple access options, users can also connect with a live 211 Customer Representative while navigating the findhelpidaho.org resource directory.

This integration enhances the quality, visibility, and coordination of listed programs and services across systems. It stands as a cornerstone of Idaho's broader strategy to create a more connected, accessible, and responsive system of care—supporting children, families, and caregivers through improved resource alignment, targeted outreach, and strengthened community partnerships.

Faith-Based Community Platform

This framework also includes the launch of a statewide Faith-Based Community Platform—an online tool designed to connect faith-based organizations with opportunities to meet the practical needs of families. Complementing existing resource networks, including DHW's 211 Idaho CareLine and findhelpidaho.org, this platform offers a centralized, user-friendly space for churches, ministries, and faith-based nonprofits to identify needs, coordinate responses, and collaborate with community and public partners in real time.

The platform is implemented through DHW's Navigation Program, whose liaisons receive referrals from the 211 Idaho CareLine when individuals and families have unique or complex care needs. This structure allows Navigators to connect families directly with local faith-based organizations that can provide wraparound support and community connection.

By bridging families with trusted community partners, the platform enhances Idaho's broader support network—improving the timeliness, coordination, and relevance of assistance while fostering deeper collaboration across sectors.

Developed through coordinated efforts between DHW and community partners, the platform integrates with existing resource systems, engages diverse faith-based organizations statewide, and includes built-in tracking tools to monitor engagement and measure impact.

This platform enhances the quality and visibility of listed resources while expanding the reach of Idaho's faith-based network. It reflects the state's ongoing commitment to building a more connected, responsive, and collaborative system of care—supporting children, families, and caregivers through improved resource alignment, real-time coordination, and strengthened community partnerships.



Implementation Framework



This framework, structured around **three core areas**, guides internal management, workflow organization, and collaboration with community partners. Each core area is supported by an implementation team (IBHC sub-team) composed of DHW and community representatives.



**Leadership
& Stakeholder
Engagement**



**Resource
Development &
Validation**



**Public
Outreach &
Awareness**

Within each core area, **two interconnected strategies** guide implementation:



DHW Cross-Division Collaborative Strategy – strengthening alignment and coordination across DHW divisions.



Community-Based Collaborative Strategy – building and sustaining partnerships with nonprofits, faith-based organizations, and other community groups.

Leadership & Stakeholder Engagement



Goal: Establish a coordinated leadership structure that promotes collaboration, accountability, and strategic alignment across DHW divisions and community partners.

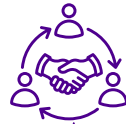
Objectives:

- Formalize a cross-division leadership group to provide unified oversight and decision-making by Q4 2025.
- Develop a standard reporting process to track progress across core areas by Q2 2026.
- Implement a formal feedback loop by Q3 2026 that compiles and reviews data from resource development/validation and outreach activities at least quarterly to inform statewide strategies.



DHW Cross-Division Implementation Activities

- **Provide strategic oversight for resource development, validation, and public outreach efforts** to ensure alignment with statewide priorities and cross-division initiatives.
- **Facilitate coordination across DHW divisions by convening leadership, 211 and Navigation program managers, and other key stakeholders** to review progress, address emerging needs, and identify opportunities for collaboration.
- **Ensure accountability for the accuracy and completeness of DHW program resources on findhelpidaho.org** by monitoring validation and recruitment activities.
- **Use data and insights from outreach campaigns, utilization metrics, and resource validation efforts** to inform leadership decision-making and refine statewide strategies.



Community-Based Implementation Activities

- **Engage in the findhelpidaho.org Steering Committee** to align governance, sustainability, and decision-making efforts, while reporting on DHW cross-division strategies.
- **Partner with community organizations** to expand and verify resource listings, ensuring accuracy and accessibility.
- **Ensure accountability for the accuracy and completeness of community partner listings on findhelpidaho.org** by monitoring validation and recruitment activities.
- **Conduct quarterly stakeholder meetings** to review progress, share success stories, evaluate outcomes, and refine strategies.
- **Serve as liaison between DHW divisions, community partners, and outreach teams** to ensure consistent messaging, highlight identified priorities, and strengthen engagement with internal and external stakeholders.



Outcome: A coordinated, cross-sector leadership structure that ensures accurate resources, informed stakeholders, and ongoing alignment with statewide priorities.

Resource Development & Validation



Goal: Build and maintain a comprehensive, accurate, and accessible statewide resource database centered on findhelpidaho.org.

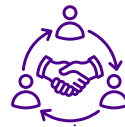
Objectives:

- Achieve full DHW program representation on findhelpidaho.org by Q2 2026.
- Maintain 75% accuracy of DHW and partner resource listings through quarterly validation from 2026 through 2028.
- Increase partner engagement by 60% annually through recruitment and collaborative verification from 2026 through 2028.



DHW Cross-Division Implementation Activities

- **Ensure all programs and services are added on findhelpidaho.org** to maintain a comprehensive and accessible statewide resource database, including DHW resources.
- **Conduct monthly or quarterly meetings with DHW 211 and Navigation managers and staff, findhelpidaho.org representatives, and community partners** to review progress, utilization, and emerging needs, specifically related to the 211 CareLine and DHW website/findhelpidaho.org integrated search feature.
- **Conduct quarterly or bi-annual validation of DHW program listings** to ensure reliability, accuracy and up-to-date information on findhelpidaho.org.
- **Develop list of external partners and collaborative community organizations** to refer to findhelpidaho.org.



Community-Based Implementation Activities

- **Recruit and partner with nonprofits, faith-based groups, and local organizations** to expand high-value community resources on findhelpidaho.org and faith-based platform.
- **Hold monthly or quarterly recruitment status meetings** to review progress and address resource gaps.
- **Conduct quarterly or bi-annual validation of partner resource listings** to ensure accuracy and up-to-date information on findhelpidaho.org.
- **Design and refine measurement tools** to track recruitment success, validation rates, and resource utilization, with an annual review for continuous improvement.



Outcome: A reliable, statewide database of resources centered on findhelpidaho.org that effectively supports Idahoans, alongside a coordinated faith-based network that meets unique family needs and strengthens community connections.

Public Outreach & Awareness



Goal: Expand awareness, trust, and use of findhelpidaho.org across Idaho through coordinated public and internal communication efforts.

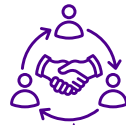
Objectives:

- Launch and sustain a quarterly statewide outreach campaign aligned with DHW priorities by Q2 2026 through 2028.
- Increase DHW staff engagement with findhelpidaho.org resources by 80% by Q4 2026.
- Grow public utilization of findhelpidaho.org by 60% annually, based on outreach metrics.



DHW Cross-Division Implementation Activities

- **Develop and align outreach strategies across DHW divisions** to ensure consistent messaging about findhelpidaho.org highlighting how each division's programs and services connect to statewide resource access.
- **Engage internal DHW staff and leadership through monthly workshops/lunch & learns** to build awareness, promote utilization of findhelpidaho.org resources, highlight services, improve communication, and share identified statewide and community priorities with DHW staff.
- **Develop internal communication workflows** that connect division liaisons, Communications, and community outreach teams to streamline campaign coordination and content approval processes.
- **Integrate outreach data and analytics** with DHW's internal reporting systems to evaluate reach, engagement, and public interaction trends, using findings to adjust strategies and inform leadership.



Community-Based Implementation Activities

- **Develop and coordinate phased campaign efforts** including pre-launch activities and sustained outreach activities that promote unified messaging, address identified statewide and community priorities and support community engagement.
- **Implement evaluation mechanisms** to monitor campaign reach and impact, using data to refine strategies and improve effectiveness.
- **Lead targeted outreach to priority audiences** to increase awareness and engagement in findhelpidaho.org.
- **Partner with nonprofits, faith-based groups, schools, clinics, and other local entities** to extend outreach efforts and promote community involvement.
- **Support ongoing community partnerships and participate in campaign activities**, ensuring messaging reaches diverse local audiences.



Outcome: Increased public awareness and engagement with high-quality resources on findhelpidaho.org and faith-based platform, leading to stronger community connections and more support for children and families across Idaho.

Measurement and Evaluation

Metric/Focus Area	Description	Frequency/ Timeline
Standardized Data Collection & Reporting	Implementation of standardized reporting processes across all programs and core areas, feeding into a centralized dashboard for real-time tracking and leadership oversight.	Quarterly, beginning Q1 2026
Quantitative & Qualitative Insights	Collection of quantitative data (reach, participation, utilization) and qualitative feedback (user experiences, stakeholder input) to assess program quality and community impact.	Quarterly, beginning Q1 2026
Resource Accuracy & Engagement Tracking	Continuous monitoring of findhelpidaho.org listings, validation rates, and engagement on faith-based platform, ensuring resources remain accurate, active, and accessible.	Quarterly, beginning Q2 2026
Program Refinement & Evidence-Based Adjustments	Annual review and adaptation of strategies based on data analysis and stakeholder feedback to improve engagement, resilience, and service effectiveness.	Annually, Q4 2026–2028

Conclusion & Next Steps

The *TBD TITLE Framework* represents a coordinated, statewide approach to strengthening Idaho’s systems of care. By integrating innovative tools such as **findhelpidaho.org** and the **Faith-Based Community Platform**, and by aligning efforts through shared leadership, validated resources, and unified outreach, this framework advances the Idaho Behavioral Health Council’s priorities.

Together, DHW, community organizations, and faith-based partners are building a more connected and responsive network—one that empowers families, strengthens prevention, and promotes the well-being and resilience of Idaho communities for years to come.

Potential Titles:

This will encompass 211 + findhelpidaho.org, IBHC, and the overall concept and will be recommended by IBHC teams, findhelpidaho.org representatives, 211 and Navigation managers, and other stakeholders.

- **Idaho Family Support & Resource Network**
- **Idaho Family Resource & Prevention Network**
- **Idaho Collaborative Family Support Framework**
- **Idaho Community Resource Network**
- **Idaho Community Resource Connect**
- **Idaho Community Connect**
- **~~Stronger Together: Idaho's Collaborative Care Initiative~~**
- **Stronger Together: Idaho Family Support Framework**
- **Connected Pathways: Building Support Around Idaho Families**
- **Connected Pathways Idaho: Aligning Support Systems for Families**
- **Idaho Family Resource Network**
- **~~Idaho Collaborative Care Network~~**
- **Idaho Community & Family Support Framework**