



Depression and Bipolar
Support Alliance

DBSA 2017-2018 STRATEGIC PLAN

Executive Summary

DBSA Today

DBSA provides hope, help, support, and education to improve the lives of people who have mood disorders.

DBSA's Vision for the Future

DBSA envisions wellness for people living with depression and bipolar disorder.

Drivers of Change

The strategic planning committee considered numerous external scenarios and several drivers of change, ultimately focusing on the following as most important for the next two years:

- Key *internal* drivers of change are quality programming and financial stability.
- Key *external* drivers of change are number of mental health care providers and relative access to care.

Frustrated World

The most likely scenario the committee projects will arise over the next decade is what we named the "Frustrated World," characterized by the seeming promise of available mental health services juxtaposed with the reality of inaccessibility. Underscored by the upheaval surrounding the Accessible Care Act, this scenario emphasizes wellness and increasingly effective, targeted treatment, yet these positive possibilities are not truly accessible for the majority of people in need. Key decisions for this scenario:

- Defining DBSA's role for supplemental support and building bridges to leverage resources
- Defining how DBSA can best educate people living with, or affected by, mood disorders
- Deciding how to maintain, refine, and expand peer-led advocacy, education, messaging, groups, and related programming

Drivers that could stop DBSA

- Insurance costs that are "nationalized" such that healthcare companies have no funds to support wellness
- DBSA's inability to provide added value through quality programs
- Frustrated resignation by people requiring mental health services and providers to the "as is" world
- Global financial recession or depression

We will know DBSA's vision is working when

- DBSA is the advocacy leader, and all of our services are valued
- DBSA chapters are providing consistent high-quality support and education with measurable results
- DBSA leads integration of peers within mental health provider workforce
- DBSA leads the mental health/mood disorder conversation



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2017-2018 STRATEGIC CHOICES

Peer Focus

Outcome: *Help people who have mood disorders lead full, meaningful lives*

Goals:

1. Broaden access to quality peer support and peer support services for both individuals and their parents and other partners (family, friends, etc.)
2. Increase access to, and quality of, treatments and services
3. Promote adoption of personal wellness strategies among affected individuals and their parents and other partners (family, friends, etc.)
4. Educate individuals about mood disorders and avenues towards improved health
5. Inspire and empower individuals with mood disorders to seek, achieve, and sustain wellness

Advocacy

Outcome: *Influence positive change in the way the world views mental health*

Goals:

6. Empower individuals and their parents and other partners (family, friends, etc.) to help themselves and others through service and engagement
7. Increase public knowledge and understanding of mood disorders
8. Foster productive partnerships between clinicians and people with mood disorders
9. Influence public policy through government education and advocacy
10. Improve individuals with mental health conditions' experiences in the workplace

Organizational Effectiveness

Outcome: *Fulfill our current commitments and overarching vision with impact, accountability, and integrity*

Goals:

11. Protect, strengthen, and promote fiscal integrity and reputation
12. Enhance staff, board, and volunteer capacity and capabilities
13. Create, monitor, and refine measurements that assess achievement of mission

COMMITTEE MEMBERSHIP

Christy Beckmann, Mike Kuhl, *co-chairs*

Suzanne Bergoffen, Bill Gilmer, Lucinda Jewell, Jerry Pavlon-Blum, *members*

Allen Doederlein, Cindy Specht, *staff liaisons*