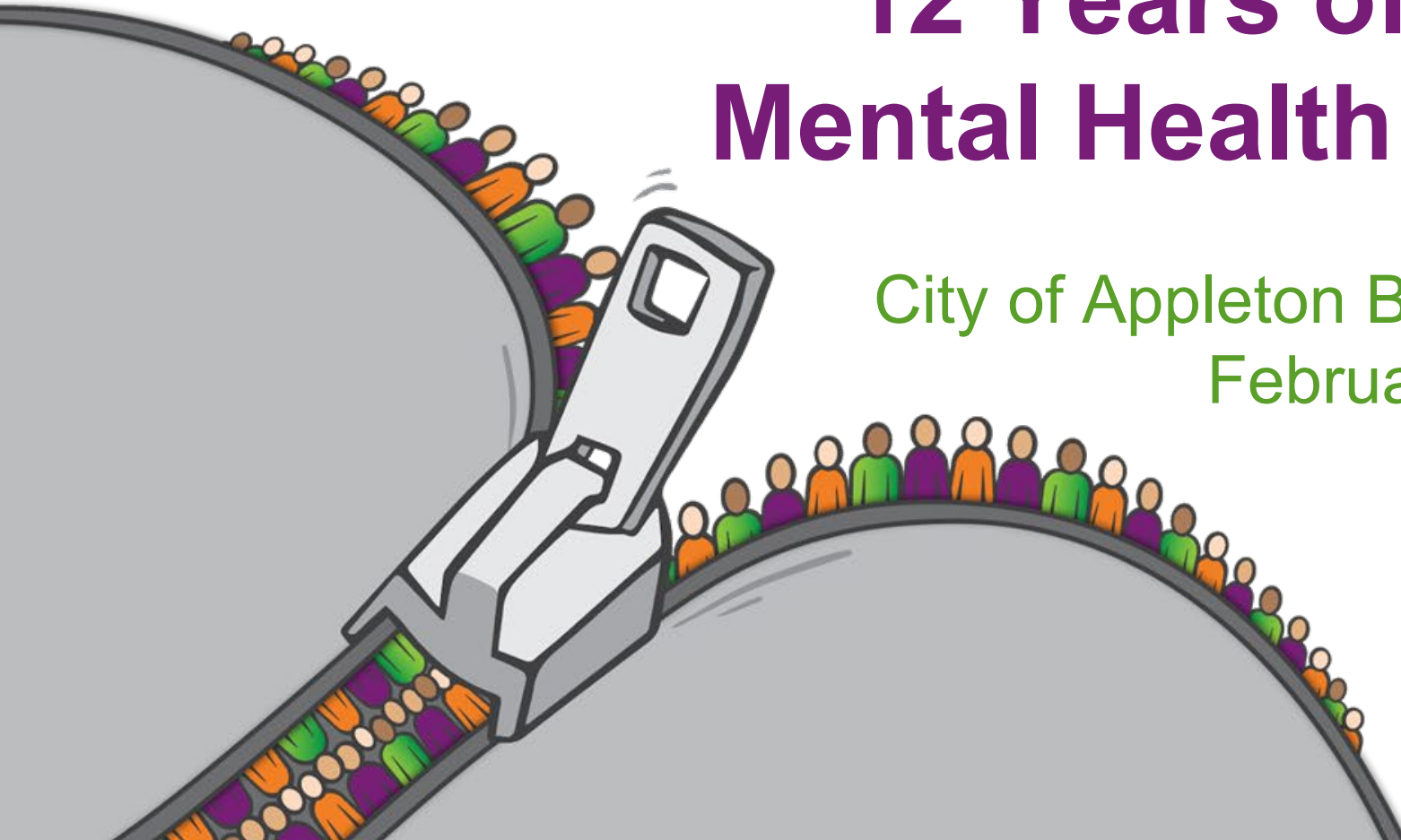


# NEW Mental Health Connection

## LEADING. CONVENING. INNOVATING.

### 12 Years of Championing Mental Health in the Fox Valley

City of Appleton Board of Health Meeting  
February 14, 2024

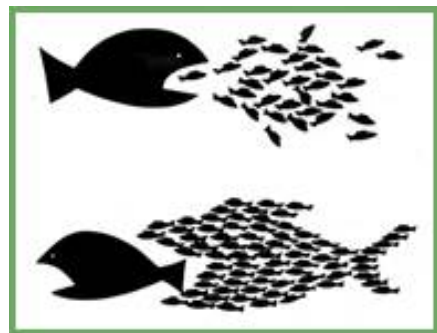
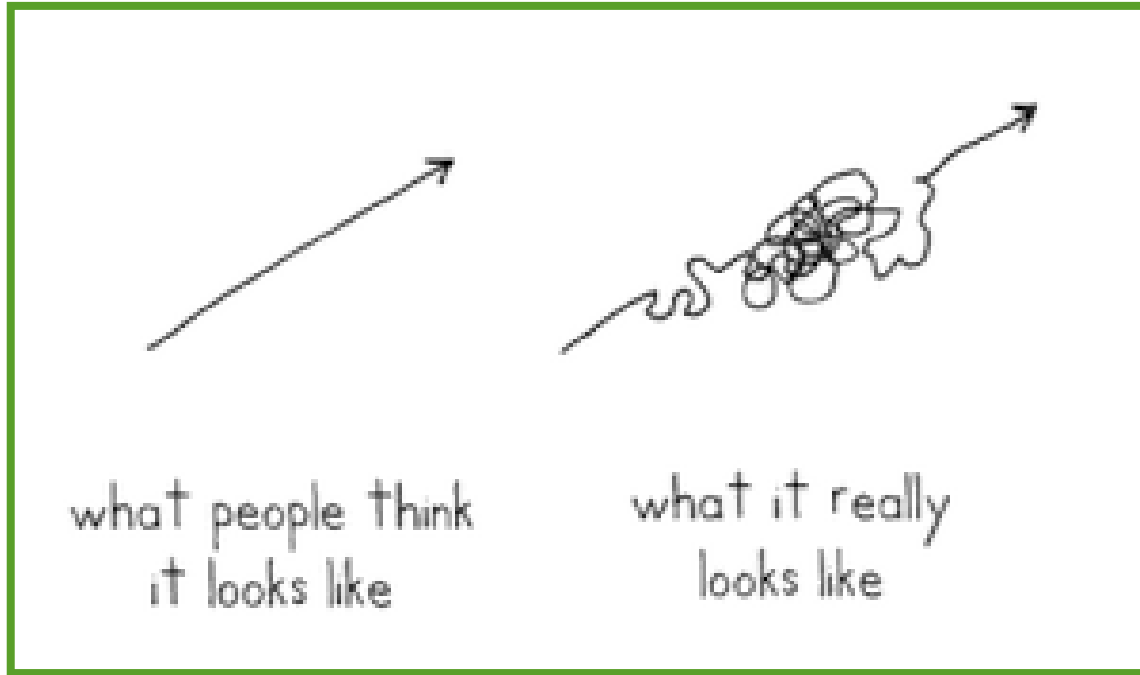


**The Connection**  
N.E.W. MENTAL HEALTH



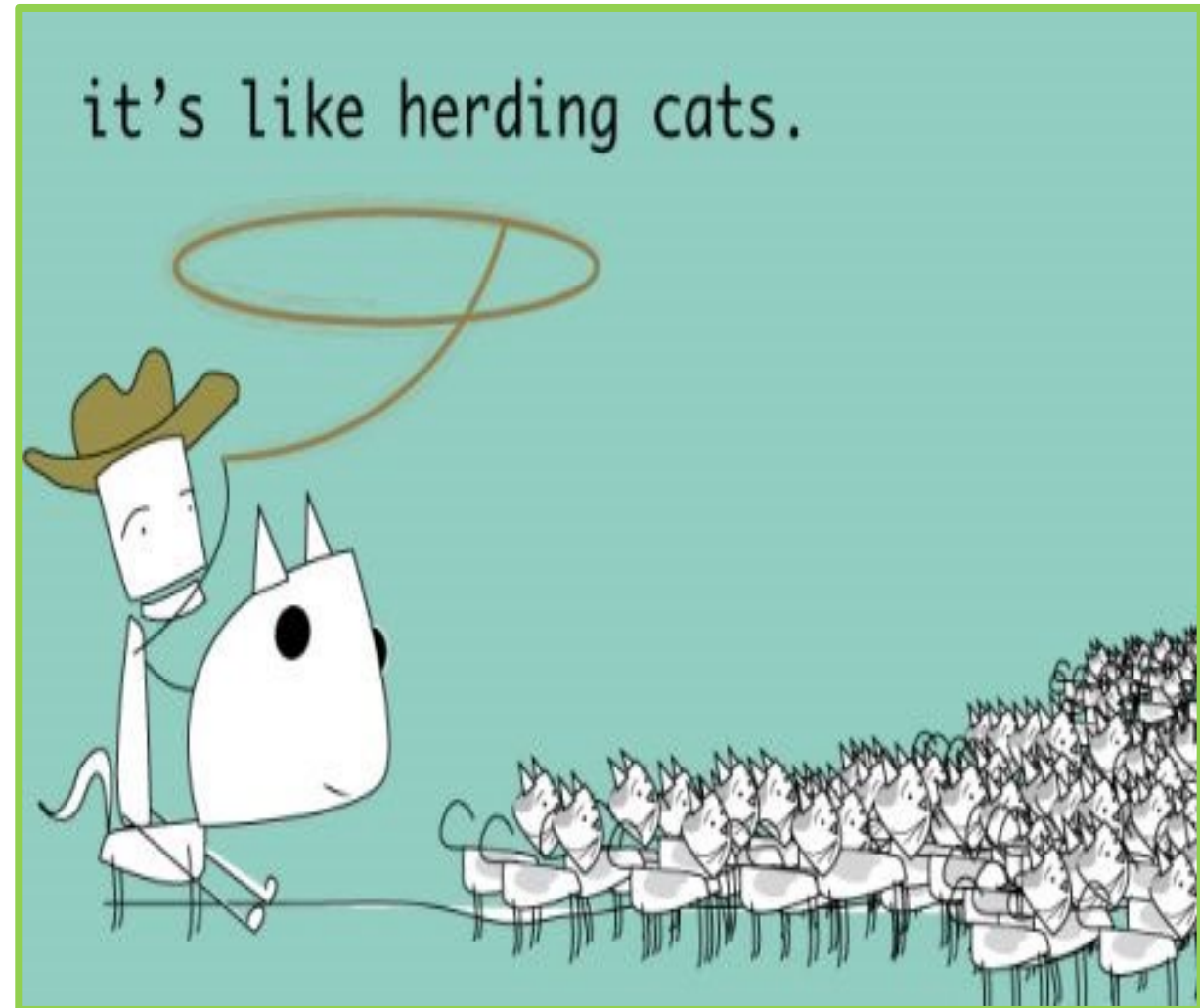
New Members are regularly joining our efforts!

# The truth about collaborative work on a wicked problem...



If we keep doing what we're doing...  
we're going to keep getting  
what we're getting

*Stephen Covey*



Can we please stop talking and **DO SOMETHING!**





# Mission

Lead a coalition of diverse stakeholders to champion mental health for everyone in the Fox Valley by addressing barriers, challenging systems, creating solutions, and prioritizing care and support

# Vision

A community that is resilient, connected and mentally well



# Guiding Principles

**COLLABORATION:** Collaborate with others on shared root cause and shared risk issues

**EQUITY:** Elevate, understand and address disparities in mental health outcomes

**DIVERSITY:** Enlist and engage diverse champions to voice the mental health needs and concerns of our community

**INNOVATION:** Embrace innovation, challenge existing norms and structures, and champion out-of-the-box solutions

**DATA-DRIVEN:** Make mental health, suicide, and substance use data accessible, digestible, and usable to drive strategy and decision-making for our community

**LIVED EXPERIENCE:** Welcome and intentionally center the voice of lived experience in all activities

**SYSTEMS ORIENTATION:** 94% of the problem is caused by the system, and 6% by the individual (Demings 94/6 Rule)

# HOW WE MAKE CHANGE

## COLLECTIVE IMPACT

Collaborating to advance work that no single agency can do alone. The five conditions that create a foundation for successful collaborative work are:

- **Common Agenda**
- **Shared Measurement**
- **Mutually Reinforcing Activities**
- **Continuous Communication**
- **Backbone Organization**



### Core Functions of The Connection

#### **GUIDING VISION & STRATEGY**

by building a common understanding of the problem

#### **SUPPORTING ALIGNED ACTIVITIES**

by facilitating communication and collaboration

#### **BUILDING PUBLIC WILL**

to create a sense of urgency and articulate the call to action

#### **ESTABLISHING SHARED MEASUREMENT PRACTICES**

to collect, interpret, and report data

#### **ADVANCING POLICY**

Advocate for an aligned policy agenda

#### **MOBILIZING FUNDING**

Align public and private funding to support goals

The frogs in a pond are sick... what do we do? Is it the frogs, the water, both?

**We desire to implement strategies and tactics that target both the frogs and pond**

Programs  
Target  
Individuals



Population:  
Policies, Systems  
& Environments



**The Connection's focus is on the pond problems – impacting the water we all swim in...**



# We are an 'Ecosystem Enabler'

- We seek out intransigent problems
- We are uniquely positioned for independent thinking
- We shine the light on system gaps/barriers/flaws
- We are unwavering advocates for innovation
- We create leverage when there is none
- We have capacity when no one else does
- We have an 'eagle's eye view' from which to create strategy
- We incubate ideas
- We forge nontraditional partnerships and collaborations
- We encourage alignment for impact



**Creating conditions  
for solving,  
achieving and  
overcoming. NOT  
managing.**

## ALIGNED ACTIVITIES DECISION MAKING CRITERIA

### PROPOSAL

- What is the problem you'd like to address?
- What indicators/data do we have that tells us so?
- What is the baseline? What is the trend line over time?
- Who are the stakeholders within this issue? What are we hearing from those most affected (locally, statewide, or nationally)?
- What is the proposed strategy/solution? Is the project based upon: Innovation? Evidence-based/ Evidence-informed? Revolution? Legislation-driven? Environmental change? Local context issue?
- What form will the work take (Project vs. Learning Circle vs. Initiative)?
- Describe change to population health or to system of care (moving a data point or quality improvement). Describe the change in terms of "how many?" and "how much?"
- What is the reach (lifespan, geographic, racial/ethnic, class, gender, disparate population)? If system change, what in system will change, impacting what number of people or percentage of the population?
- What measurable difference will be made? How will we know?
- Estimate of cost? Other resources required (time, agency capacity, public will, funder interest)?
- How has sustainability been considered?


### ENGAGEMENT

- Is there awareness of this issue? Who cares and why? Describe the readiness of public, member agencies, funders, systems. Is it in the LIFE Study, Local CHIP plans, a needs assessment?
- Who is the identified leader of this project? What is the nature of system leader buy-in?
- What discussions have been had regarding fiscal agent, if applicable?
- How do you plan to involve consumers and family members?
- How do you plan to involve those who will challenge the current mental model?
- Have missing experts/expertise been identified? From where might you access required expertise?
- What else is going on in the community around this topic? Is there synergy?

### ALIGNMENT

- In what ways does this work require a coalition?  
 Can it only or ideally be done by all of us together?
- Describe how/in what ways the work aligns with The Connection's mission?
- Which impact area(s) of The Connection does it touch upon?

How do we decide what work to do together?



**Project ZERO**  
EVERYONE MATTERS

# INCUBATING IDEAS...



# Coalition Health Survey 2023

Stakeholder satisfaction with...	2018	2019	2020	2021	2022	2023
Replies:	19/25	23/40	36/50	58/70	52/70	44/60
Communication between Coalition members and staff	63 %	78 %	84%	96%	98%	98%
Communication between Coalition and community	47 %	70 %	89%	99%	94%	95%
Coalition members are listened to and heard	68 %	74 %	80%	87%	89%	92%
My time is well spent on the Coalition	68 %	78 %	87%	96%	98%	98%
I am satisfied with what Coalition has accomplished	79 %	83 %	92%	97%	99%	99%
I feel that I have a voice in what Coalition decides	58 %	65 %	72%	84%	84%	90%

**Coming together is a beginning;  
 Keeping together is progress;  
 Working together is success.  
 - Henry Ford**

Dues, Subscription, Licenses	\$ 2,400
Insurance: D&O and Property/Liability	\$ 2,000
Office/Programming Supplies	\$ 800
Professional Fees	\$ 5,800
Salary & Benefits	\$ 107,000
Training	\$ 1,000
Travel	\$ 1,000
<b>TOTAL GENERAL OPERATING EXPENSES</b>	<b>\$120,000</b>



**Supplies includes:**

\$800 postage, batteries, ink, etc.

**Professional Fees:**

\$1,250 Kilwakwa – CiviCRM support

\$3,200 Financial Review, Prep of tax documents

\$ 350 Bookkeeper

\$1,000 Graphic Design

**Dues, Subscriptions, Licenses includes:**

\$915 Quickbooks

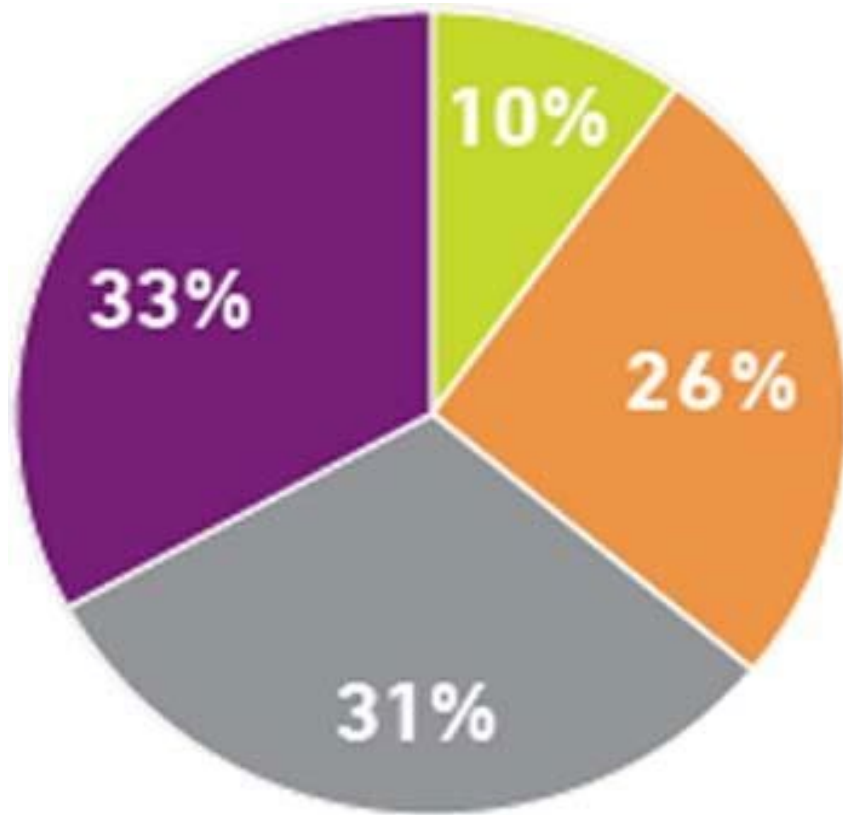
\$650 Zoom subscription, Cloud storage





\$600 GoDaddy – Microsoft 365, Domain registration

\$ 85 Doodle subscription

\$ 90 Charitable License/Div Financial Institutions

# More than 10 years of TRUST...



	<b>Membership Dues (10 years)</b>	<b>\$ 500,000</b>
<b>60% of the operating budget comes from Membership Dues</b>		
	<b>In-Kind Support</b>	<b>\$1,250,000</b>
	<b>Funding</b> (outside the tri-county community)	<b>\$1,540,000</b>
	<b>Funding</b> (within the tri-county community)	<b>\$1,622,300</b>

**(2011 – 2021) 10-YEAR CUMULATIVE FUNDING TOTAL \$4,912,300**

2023 - Received an additional \$1.2 million in funding from outside the tri-county community **+ \$1,200,000**



**Thank you for the opportunity to share  
about our efforts!**

**Beth Clay,  
Executive Director**

[beth@newmentalhealthconnection.org](mailto:beth@newmentalhealthconnection.org)

