DBSA Strategic Plan

2020 Take-Aways
2021 Top Line Areas of Focus
January 2021
Core Constituencies

People living with depression or bipolar disorder

Parents/Caregivers of those living with these mood disorders

Clinicians
Primary Strategies

Expand peer support

Broaden the adoption of Peer Specialists

Enhance education & content through digital platforms

Establish DBSA as trusted source by amplifying peer voices

Increase resources to support organizational growth
Expand Peer Support

Over the next 3 years DBSA National seeks to expand our peer support community using the following strategies:

- Enhance support group capabilities by recruiting & training more facilitators
- Create more support groups (online and through chapters) to reach high risk groups
- Prove effectiveness of DBSA support groups
- Develop marketing & outreach plan to educate more clinicians & providers on peer support services
- Leverage technology solutions to find innovative ways to offer more support for people with mood disorders and parents/caregivers
Expand Peer Support
3 Take-Aways from 2020

• Enhance Support Group Capabilities: Total of 224 new or renewed support group facilitators and 10 new volunteer trainers

• Established working definition of “high risk”\(^1\) to help DBSA launch support groups for specific populations including seniors, Veterans, and co-occurring use and mood disorders. Plans for the launch of a new group for members of the Black Community in Q1 of 2021.

• Results of the Pepperdine Study demonstrated positive effectiveness of DBSA National Online Support Groups (released in May 2020). DBSA is pursuing avenues to publish the study in 2021.

\(^1\)“High risk” definition: any population with limited access and a great need for peer support
Expand Peer Support
Top Line Areas of Focus - 2021

• Continue support group facilitator training and recruitment, and training of new volunteer trainers

• Continue to develop relationships with identified potential partner organizations such as the Chicago Urban League, Wounded Warrior Project, and Esperenza Health Centers to continue to increase the number of support groups to other “high risk” populations

• Complete analysis related to operation of National Online Support Group, and determine whether to continue with current vendor relationship versus a possible in-house model
Expand Peer Support

In 2021, we will be successful when:

• Increase the number of trained facilitators to at least a total of 336 (50% increase) and the number of volunteer trainers to 13 by December 31, 2021

• Increase the number of “high risk” support groups to include other populations such as those in Spanish-speaking communities, residents of rural areas, and other communities of color while maintaining/enhancing support of existing “high risk” groups

• We can make a final determination of the best approach to Online Support Group Operation (vendor partner vs. in-house) based on data analysis
Broaden the Adoption of Peer Specialists (PS) Throughout the MH Delivery Systems

- Accredit DBSA’s peer specialist course with new partners
- Elevate and increase awareness of the value of peer specialists
- Increase opportunities to provide PS course to military and veterans
Demonstrate Value of Peer Specialists

3 Take-Aways from 2020

• Inspired congressional influencers to carry a sustained message about the value of peer support through our Congressional briefing and by working directly with leadership who introduced 2 new bills

• Elevated and increased awareness of the value of peer specialists to SAMHSA with a grant that demonstrated individuals receiving one-on-one peer support services had measurable gains towards improved mental health

• Made progress towards accrediting the DBSA Peer Specialist course in a new market by developing custom content targeted to health care workers
Demonstrate Value of Peer Specialists

Top Line Areas of Focus - 2021

• Implement at least one research project to demonstrate the value of peer support services

• Execute demonstration project on role of peer specialist in one new market

• Establish relationships with at least two organizations that are qualified candidates for a DBSA peer specialist course in a new markets
Demonstrate Value of Peer Specialists

In 2021, we will be successful when...

• Initial outcomes of research are analyzed with goal of showing positive results when 1-on-1 peer services are offered

• Feasibility assessment of partnering with Veterans Affairs Administration on research report completed

• One new course delivered in a new market for seniors or health care workers
Enhance Education & Content

▪ Build upon success of current initiatives and broaden content to reach youth

▪ Create new partnerships to provide wellness tools to key audiences

▪ Engage core constituents to understand how DBSA can better serve
Enhance Education & Content

3 Take-Aways from 2020

• By creating DBSA’s Wellness Wheel and revamping the Wellness Tracker, the programs team was able to create a more cohesive and dynamic Wellness Toolbox

• Creating the Mood Crew was a real milestone for DBSA and for the Supporting Youth Mental Health initiative

• The tools we put in place are pliable enough to incorporate real-life challenges such as a global pandemic
Enhance Education & Content
Top Line Areas of Focus - 2021

• Reshape the Education and Wellness sections on dbsalliance.org, and establish baseline conversion rate (action items) to measure progress in 2022

• Mood Crew will not only create new resources for their own characters, but two new characters will be added to the crew. This will be another way to draw in parents from Balanced Mind Parent Network to DBSA

• *I’m Living Proof 2.0: Letters to my younger self* is an initiative to connect the teen audience to DBSA as well as give young adults a voice
Enhance Education & Content

In 2021, we will be successful when...

• Wellness and Education sections are clarified and feed one another, and allows education section to include newest research and treatment options; wellness section gives peers tools, resources, empowerment, and inspiration to support their wellness journey

• Activities/assets for children and teens have increased by 25% from 2020 and measurements are in place to gauge communication efforts and usability

• Regular story submissions are coming through for *I’m Living Proof 2.0* and a teen council has been formed
Amplify Peer Voices

- Position peers in center of decision making as the drivers of systemic change

- Establish DBSA as a leader in research and clinical trial opportunities to ensure peer interests and perspectives influence outcomes

- Mobilize peers to influence legislative, regulatory agencies, payors, industry partners, providers and other peers to affect positive change

- Amplify peer voice by ensuring more peers and DBSA are visible
Amplify the Peer Voice

3 Take-Aways from 2020

• We successfully formed peer councils/focus groups to inform industry on topics important to peers

• DBSA staff and peers’ active participation at 33 conferences and advisory committees, one Congressional leaders’ mental health town hall and development of an industry peer council continued to position DBSA as a resource for influencers seeking peer input

• DBSA virtual road show to industry partners supported securing three-year funding to identify and define a clinical outcome assessment for regulatory approval in clinical trials
Amplify the Peer Voice

Top Line Areas of Focus - 2021

• Identifying research partners where our priorities align to put forth funding proposals for patient-centered clinical comparative effectiveness research; Continue to promote the inclusion of the peers “up stream” in research and clinical trial design

• Develop strategy to identify and train peers to become DBSA ambassadors

• Utilize external resources to lay foundation for creation of a dossier for a 2022 FDA meeting to seek guidance and direction on the approval of a clinical outcome assessment for use in clinical trials
Amplify the Peer Voice

In 2021, we will be successful when...

• DBSA is a full partner on 1 peer centered research project

• DBSA Ambassador certification program is created, and 5 peers have been identified for enrollment in program

• Systematic literature review is completed and qualitative and quantitative analysis to conceptualize a hypothesized clinical outcome assessment for use in clinical trials has begun
Increase Resources to Support Growth

- Better leverage relationships with existing partners (Board and industry) as champions to open new doors and to increase investment
- Engage new organizations in DBSA mission to expand sources of funding
- Develop and implement common message / impact statement that has a call to action (elevator pitch)
- Implement fundraising best practices to retain and grow donor/investor base
- Increase Earned Income opportunities
Increase Resources
3 Take-Aways from 2020

• Our Partners are strong, loyal and committed to our mission

• We don’t know a lot about our individual donors, their motivations, and their capacity

• The more consistent we are in talking about our priorities and strategies, the more successful we are
Increase Resources
Top Line Areas of Focus - 2021

• Increasing revenue, especially among individual contributors, corporations and foundations

• Learning more about and finding ways to connect with our donors and potential funders

• Increasing earned income opportunities through consultative/peer work with industry, and exploring licensing of DBSA wellness tools with corporations and payors
Increase Resources

In 2021, we will be successful when...

• We have a closer connection to 9 of our Major Donors, 2 new Foundation partners, and partnered on 2 unique Pharma projects.

• We have 5 new partners in Illinois and at least 1 new partner in each of two states.

• We have “sold” 3 licenses for Wellness tools.
# 2020 Strategic Plan Summary

**5 Goals**

**28 Tactics**

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Barriers to Completing 2020 Strategies

Primary reasons we did not fulfill 11 of the 28 strategies include...

• Under resourced communications team
• Lack of technology-related competencies on staff
• Reprioritization of staff time due to pandemic
• Revised our approach as we learned more during implementation
• Limited interest or time from volunteer subject matter experts
• Funding was not secured