Developing Information and Engagement Services for the NAMI Community

Engaging people in the NAMI Experience for maximum benefit.
WHY develop information and engagement services for the NAMI Community?

• We believe that recovery is possible, that lives can be restored and families made whole again.

• We believe it because WE SEE IT!
The NAMI Experience
Charting a recovery journey through NAMI

• Leveraging NAMI’s information and engagement opportunities to help people experience the maximum benefit from ALL that NAMI has to offer.
  • Information you can trust.
    • Peer support groups.
    • Education Programs.
    • Public policy advocacy.
  • Online and social media communities.
  • Awareness campaigns.
Meeting People at Their Point of Need

The journey of a thousand miles begins with one step.
Point of Need = Point of Contact

• Learning about NAMI or the first contact.

• #1 Internet searches - over 50%
• #2 Friend or family member – 25%
• #3 Mental health professional – 15%
• #4 Other
#1  www.namiyourwebsite.org

- Current program descriptions and information, plus dates, times and locations.
- Contact information for staff or volunteers.
- Local and national crisis and suicide information:
  - National Suicide Lifeline.
  - County emergency psychiatric services.
- NAMI HelpLine or your NAMI organization’s HelpLine for information, referrals and resources.
- Links to www.nami.org and NAMI State Organization or NAMI Affiliate.
- Links to NAMI social media – national and local.
Social Media
Get connected.
#2  Word of Mouth

- NAMI Walks.
- Point of contact – hospitals, police departments, day programs, social service agencies, etc.
- Community awareness programs and events.
  - NAMI In Our Own Voice
  - NAMI Ending the Silence
First Step

gathering information and contacting
Information

• NAMI Niche
  • Peer based.
  • Trustworthy and reliable.
  • Accessible.

• HelpLines
  • Trained and equipped to answer calls, emails and social media inquiries.
  • Modeling the NAMI Experience.

Taking another step and getting engaged.
NAMI Programs

participation → involvement

☑ Attending a class or support group.
NAMI Programs

*Hand In Glove.* Education programs and support groups compliment each other.

Big steps towards recovery.
Helping Is Healing

involvement → volunteering

Helping is healing. Walks, program assistant, HelpLine volunteer.
Commitment To Mission

donor → member

member ← donor

Belonging and supporting
Engaged & Committed

- Donor.
- Member.
- Volunteer.
- Leader.

☑ All of the above!
NAMI

Stronger Together

#NAMICOn16