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Strategic Plan

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“Deconstructing ‘silos’ one
connection at a time.”



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Executive Summary

The West Virginia Hope in Action Alliance (WVHIAA) is dedicated to advancing the well-being of West Virginia by fostering connections, building capacity, and promoting opportunities for all residents to thrive. Grounded in core values that emphasize the potential for change, community collaboration, and inclusivity, WVHIAA envisions stronger communities where everyone has the chance to prosper. At the heart of WVHIAA's Strategic Framework are three interconnected strategies: integrating services, investing in youth and families, and increasing economic opportunities. WVHIAA aims to create sustainable solutions to address substance misuse, mental health challenges, and economic disparities in West Virginia. Through its strategic framework, WVHIAA is committed to driving positive change and creating lasting impact in West Virginia, fostering a healthier and more resilient future for all residents.

History

In response to West Virginia leading the country in overdose deaths, influential champions, advocates, and system partners came together in October 2021 to develop a collaborative structure to coordinate actions, partner across sectors better, and strengthen the environment where the substance use crisis is addressed in West Virginia. Led by a group of dedicated volunteers, an initial framework for action was developed. The latest research and best practices on substance use disorders were reviewed and opportunities for change were identified. To ensure the framework would not duplicate existing efforts, many cross-system partners were invited to form the coalition using the Collective Impact Framework, and communication channels were established with governmental and statewide initiatives.

With initial funding support from the WV Drug Intervention Institute and Claude Worthington Benedum Foundation, the West Virginia Hope in Action Alliance was formalized, and steps were taken to strengthen membership recruitment, the structure of the coalition, outreach, and awareness, and paid staff support to grow and sustain the coalition's impact. In May 2023, WVHIAA was designated as the state's CADCA affiliate, one of three statewide affiliates nationally. The Steering Committee began the process in February 2024 to transition to an independent 501(c)3 nonprofit organization.

Environments prioritizing mental health and substance use require deeper systemic changes due to the state's complex challenges. As various issues are addressed, new ones may arise. In response to the evolving membership and needs, WVHIAA's strategic plan is reviewed annually by the Executive Director and Board. Feedback from the membership is used to update the Strategic Framework and operations. Member-led action teams and operational support from the Executive Director foster innovation, collaboration, and long-term solutions.

WVHIAA members and working groups have additionally fostered and floated concepts to include in pending legislation, worked to increase the voice and visibility of persons in recovery, disseminated information on local coalition needs, promoted statewide approaches to public education campaigns, and explored potential support opportunities for the county and municipal leadership. Membership meetings occur bi-monthly and provide opportunities to strengthen individual knowledge, skills, and connections. Breakout groups called "Strategy Rooms" are designed to engage members, foster collaboration, and promote teamwork. Resources are reviewed through presentations with topical speakers on trending issues of interest. To date, 170 members have joined WVHIAA, with the majority of members participating in meetings, collaborative initiatives, and outreach events.

The 2024 - 2025 strategic plan opens up limitless possibilities, and all members are encouraged to actively contribute to its success.

The Organization



MARY NEWLYN

Executive Director



ANGELA GRAY

Chair
Development Team



AMY SNODGRASS

Vice Chair
Membership Engagement Team



JOSHUA MCGILL

Treasurer
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AUTUMN MCCRAW

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VACANT

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BOB HANSEN

Co-Founder
Development Team



MARGARET KURSEY

Development Team



JOHN LEITE

The Organization



JEREMIAH NELSON

Membership Engagement Team



CATHY SLEMP

Co-Founder



STEPHANIE STOUT

Membership Engagement Team

Purpose and Aspirations

MISSION

Advancing the well-being of West Virginia by strengthening and building capacity to integrate services, invest in youth and families, and increase economic opportunities.

VISION

Communities in West Virginia will be stronger by fostering connections and building environments where everyone will have the opportunity to thrive.

CORE VALUES

We believe and are dedicated to...

- Moving beyond the status quo because change is possible.
- Seeking opportunities to work with community stakeholders through creating strong partnerships.
- Cultivating an inclusive environment resulting in innovative long-term solutions; representation across sectors, lived experiences, content expertise, cultures, and geographic regions.

Strategic Framework

WVHIAA will focus its efforts on a strategic framework comprised of three comprehensive and interconnected strategies.

INTEGRATE SERVICES

Integrate evidence-based services and/or promising practices across the continuum of care and across sectors to provide smoother transitions between levels of care and better coordination of efforts. The targeted goal is less drop-off between levels of care and increased achievement of sustainable results.

INVEST IN YOUTH AND FAMILIES

Turning the tide on West Virginia's substance use epidemic while addressing mental health and trauma is a generational task. WVHIAA places a targeted focus on child development, recognizing the need to reduce harmful experiences by increasing positive ones to provide lifelong protection against substance use and other high priority diseases such as heart disease, stroke, diabetes, obesity, depression, and anxiety.

INCREASE ECONOMIC OPPORTUNITIES

Economic stability, along with its subsequent effects on other determinants of health such as food, housing, healthcare, childcare, transportation, and education, are key factors contributing to improve overall health and enhance resiliency against stigma and misinformation commonly observed in West Virginia communities.

Comprehensive Strategy: Integrate Services

COLLABORATIVE ACTIVITIES	DELIVERABLES	IMPACT	BENCHMARK
Increase awareness of evidence-based programs and community coalitions across the continuum of care.	<ul style="list-style-type: none"> Resource sharing Bi-monthly membership meetings Publish a monthly newsletter, <i>The Hope Scope</i> Active social media accounts Develop and support education and training programs 	Raises awareness of initiatives, events, challenges, and successful solutions across the state deconstructs silos and encourages collaboration.	FY 24-25
Partner with member organizations to host and provide sponsorships for events focused on statewide outreach.	<ul style="list-style-type: none"> Sponsor: <ul style="list-style-type: none"> Save a Life Day (Free Naloxone Day) Recovery Advocacy Day at the Capitol Host: <ul style="list-style-type: none"> Preliminary event for Prevention Day at the Legislature Hope Gala 	Statewide outreach maximizes impact and enhances engagement with communities, ultimately advancing the organization's goals and mission.	FY 24-25
Strengthen collaborations between law enforcement, first responders, and community stakeholders.	<ul style="list-style-type: none"> Increase the number of police-assisted diversion programs across the state. 	Stimulate systemic change by increasing individuals' knowledge of proven trauma-informed strategies.	FY 24-25
Serve as an informal network to support, mentor, and connect community coalitions.	<ul style="list-style-type: none"> CADCA state affiliate Organize an annual community coalition-building conference. Provide technical assistance through workshops. 	Community coalitions will increase effectiveness and achieve more sustainable outcomes through a comprehensive system.	FY 24-25

Comprehensive Strategy: Invest in Youth and Families

COLLABORATIVE ACTIVITIES	DELIVERABLES	IMPACT	BENCHMARK
Support promising best practices for youth and prevention initiatives.	<ul style="list-style-type: none"> Co-host youth empowerment summits in the eastern and southern parts of the states by working with members. Work with members to promote and encourage implementation of identified strategies throughout the State. 	Reduce risky behaviors and promote healthy lifestyles while empowering youth.	FY 24-25
Promote community organizations and local resources serving families.	<ul style="list-style-type: none"> Advocate for community-based, evidence-focused solutions to elected officials and policymakers. Allot time in bi-monthly membership meetings to spotlight effective organizations. 	Increase sustainability and awareness for members and key stakeholders.	FY 24-25
Expand health literacy of youth and families.	<ul style="list-style-type: none"> Develop a statewide social media campaign to reduce misinformation. 	Access to information on the underlying causes of and effects of alcohol and substance misuse and building family capacity will encourage healthier environments and impact choices.	FY 24-25

Comprehensive Strategy: Increase Economic Opportunities

COLLABORATIVE ACTIVITIES	DELIVERABLES	IMPACT	BENCHMARK
Empower people with trauma by providing opportunities to learn and grow in their communities.	<ul style="list-style-type: none"> Strengthen academies focused on workforce development. 	Provide leadership skills combined with professional development resulting in increased access to economic opportunities.	FY 24-25
Encourage civic engagement.	<ul style="list-style-type: none"> Establish and recognize Civic Engagement Awareness Week. Promote use of the Civic Engagement Education Toolkit. Work with partners to increase voter registration in marginalized communities. 	Participation in the political and electoral process engages/re-engages individuals in their communities and broadens public voice in generating policy around societal areas such as the economy and public health.	FY 24-25
Assess the capacity for communities to establish a network of robust and effective coalitions, family support centers, and family resource networks.	<ul style="list-style-type: none"> Link community partners to create or replicate innovative solutions prioritizing economic and social determinants of health. Facilitate the development and enhancement of programs aiming to improve employment, food security, housing, and transportation. 	Community organizations will amplify their reach ensuring individuals' basic needs are met to promote workforce readiness.	FY 24-25
Facilitate the implementation of anti-stigma trainings in the business sector.	<ul style="list-style-type: none"> Form partnerships between the business sector (chamber of commerce, businesses, etc.) and trained trainers. Introduce employers to the statewide anti-stigma training and Regrounding Our Response WV. Increase the number of second-chance employers by developing partnerships with wrap around service providers and expanding linkages with training supports (e.g., workforce ecosystem development). 	Employers will experience higher rates of productivity and retention due to increased employee morale, improved life and family stability, and new skill development.	FY 24-25