



STRATEGIC PLAN 2024-2027

Mission

The Board's purpose is to plan, coordinate, fund, and evaluate high quality mental health and substance use disorder prevention, treatment, and recovery support services for all Jefferson County residents.

Vision

The Jefferson County Prevention and Recovery Board will ensure that mental health and substance use disorder resources are available to our citizens to help them achieve personal health, wellness, and enhanced quality of life.

Values

- Empowerment for Clients and their families.
- Ensure that High Quality and Cost-Effective services are accessible to citizens of Jefferson County regardless of their ability to pay.
- Deliver services that are Culturally Competent and based upon an evidence-based approach.

Goals and Objectives

1. Increase awareness and visibility of JCPRB.
 - a. Engage younger and more diverse Board participants.
 - Find at least one younger Board member by the end of this plan.
 - Form a Youth ad hoc committee of the Board that can act as group by July 1, 2025.
 - b. Engage Community Partners.

- Utilize the Jefferson County Chamber of Commerce for promotional efforts to expand awareness of JCPRB activities and opportunities by December 31, 2025.
- Expand JCPRB's productive collaborations with local partners by successful collaborative application of at least one grant by June 30, 2027.

c. Marketing

- Explore new and relevant methods with marketing consultant by August 1, 2024.

2. Enhance prevention and education about current topics, trends, and concerns.

a. Impact of marijuana

- Gather data about changes in attitudes and trends within the community toward marijuana by June 30, 2025.
- Develop a new and innovative education/marketing strategy targeting underage marijuana use beginning January 1, 2025.

b. Health/wellness of kids, including whole family

- Increase utilization of social media and other platforms to promote behavioral health awareness by December 31, 2025.

c. Education – Alcohol, vaping, cigarettes

- Gather data about changing trends and attitudes toward alcohol and vaping to inform a new social media campaign by June 30, 2025.

d. Suicide

- Work with the Health Department to establish a suicide fatality review board with results of improved data around suicides by December 31, 2026.

3. Collaborate with community providers and partners to assure quality delivery and expansion of services.
 - a. Examine allocation of funds
 - Direct more funding toward prevention relative to the funds available for the array of services by June 30, 2026.
 - Secure a Certified Recovery Residence for residents of Jefferson County by June 30, 2027.
 - b. Recognize and address the specific needs of youth
 - Establish a youth subcommittee of the Board to act as an advisory group by July 1, 2025.
 - Monitor progress of the Eastern Alliance Council of Government's Children's Crisis Center to ensure access to quality crisis services by June 30, 2027. Executive Director will report to Board semiannually.
 - c. Levy
 - Pass a replacement levy on November 5, 2024 and prepare for future renewal levy.
 - Pass a renewal levy in November 2026.