


Medfield Outreach STRATEGIC PLAN OVERVIEW 2022-2027		
		
MISSION	<i>To provide access to high quality behavioral health and social services for Medfield residents in order to optimize wellness in our community</i>	
VISION	<i>We envision a community in which all people are valued, healthy, and empowered to live fulfilling lives</i>	
VALUES	<p>As a department that believes that all people have inherent worth, we provide services with the following values in mind:</p> <ul style="list-style-type: none"> • Accessible, Inclusive, and Stigma-Free - We believe all residents deserve to access services without fear of judgment, cost, stigma, or other barriers. • Acting with Integrity - We are dedicated to the highest standard of ethical conduct and financial stewardship. • Collaborative – We are stronger together. We leverage collective knowledge and resources to create meaningful impact. • Client-Centered - We respect our clients' unique needs and experiences, joining with them in overcoming their self-identified struggles. • Compassionate - We care deeply about one another and the neighborhoods in which we live. • Empowering - We believe that everyone deserves to feel in control of their own life. • Respectful and equitable - We respect the inherent dignity of all people and strive to provide equitable access to services. 	
Goals	Objectives	Strategies
Develop an effective and efficient infrastructure	Acquire professional technology	Implement HIPAA-compliant EMR system
		Research and implement effective data collection tool to track call volume and other service provisions
		Install equipment to ensure consistent and reliable internet and phone service
	Secure additional professional, confidential, centrally located, and accessible office space	Identify physical space challenges and the resources needed to improve service delivery
	Assess Outreach's staffing needs in response to service demands	Seek ways to increase municipal funding in order to secure additional staff member(s), if needed
	Build the capacity of the Advisory Board to support the department's mission	Strengthen the Advisory Board's guiding documents and governance structure
		Ensure that the Advisory Board has the needed range of skills
		Engage Advisory Board members more fully in community outreach work
Maintain and strengthen connections with local, regional, and state collaborators	Continue to work closely with the Medfield Foundation	
	Strengthen existing and foster new relationships with other local, regional, and state collaborators	
Goals	Objectives	Strategies
Continue to provide high-quality services to Medfield residents	Consistently demonstrate a high degree of professionalism, empathy, and collaboration	Regularly assess the quality of Outreach services and identify specific areas in need of improvement
	Meet urgent needs and find ways to serve more clients as demand increases	Deliver services to meet current needs and develop or modify services to meet emerging needs, based on local data
		Partner with other community resources to serve more clients and meet needs that would benefit from collaborative interventions



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Goals	Objectives	Strategies
Increase awareness of Medfield Outreach's mission, services, and how to access help	Publicize our services so that all Medfield residents and staff are aware of the department and what it offers	Clearly define Outreach services in three categories - clinical services, needs-based services, and prevention programming
		Continue to collaborate with town and school departments and other community partners to increase awareness and utilization of Outreach services
		Provide targeted outreach to underserved segments of the community
	Inform current and potential donors of the services Outreach provides and the impact they have on the community	Strategy 1 above repeats for current and potential donors
Strategy 2 above repeats for current and potential donors		

Goals	Objectives	Strategies
Increase prevention services in order to build a healthy community	Extend mental health and substance abuse prevention programming across the community, including into lower grades, in collaboration with the schools and other community partners	Leverage connections with other town groups (e.g., Board of Health, Schools, Parks & Rec, COA) to obtain their perspectives on and support for proposed prevention efforts
	Broaden Medfield residents' understanding of the scope of Outreach prevention programming to include promoting wellness in the community	Continue to strengthen our community coalitions' capacity by offering trainings in substance misuse and suicide prevention frameworks
		Offer training and programming specifically targeted to reach underserved groups, including non-school-age residents, residents of color, non-native English speakers, LGBTQ+ residents, etc.
Ensure the long-term sustainability of prevention efforts by adding the Prevention Coordinator position to the annual operating budget	Quantify and explain the impacts of the Prevention Grant to Select Board and other community leaders	

Goals	Objectives	Strategies
Build upon diversity, equity, and inclusion competencies within our department as well as within programming and services	Ensure that Medfield Outreach staff are well-trained and well-versed in cultural awareness and competence	Actively pursue our knowledge gaps and unconscious biases and develop plans to address those needs
	Provide services, programs, and materials that are culturally appropriate and sensitive to the diverse needs of the population served	Identify aspects of the service delivery process that may have unintended negative impacts on underserved residents
	Make conscious efforts to reach underserved residents so as to provide services in an equitable manner	Cultivate relationships with influential members of Medfield's diverse communities (e.g., resident leaders in housing complexes, area churches that serve Portuguese/Spanish speaking residents)
	Serve as a community leader by modeling and promoting DEI values and actions	Encourage community partners to join inclusion and equity efforts, when applicable (e.g., The Medfield Foundation could join Outreach staff at Poverty Stigma training)

Learn more about Medfield Outreach:	Website: https://town.medfield.net/403/Medfield-Outreach
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