

**SAMHSA's Service Members, Veterans, and their Families
Technical Assistance Center**



**2013 Service Members, Veterans, and their Families
Strategic Planning Session**

UPDATED: 25 November 2013

HAWAII STRATEGIC PLAN

PRIORITY 1: ENGAGE AND EMPOWER SERVICE MEMBERS, VETERANS, AND THEIR FAMILIES				
Strategy	Action	Responsible Person Primary/Secondary	Measurement/Outcome	Timeline Scheduled/Completed
Help Service Members, Veterans, and their Families navigate the system	<ol style="list-style-type: none"> 1. Define Systems 2. Map Access 3. Inform and Educate 4. Engage Peer Support 5. Implementation 	Primary: Tamah-Lani Noh Secondary: Mike Peacock	Policy Meetings TA State-Policy Site Visits Show of leadership support for this Team.	Ongoing Monthly updates of participants Newsletter February 2014 – Governor Proclamation
Identify Gaps and Barriers	<ol style="list-style-type: none"> 1. Needs Assessment 2. Engage Stakeholders 3. Eliminate Barriers and Fill Gaps 	Team Leadership	Reduced barriers Increase in number of active stakeholders	Ongoing February 2014 – Governor Proclamation
Insurance (Tri-West)	<ol style="list-style-type: none"> 1. Legislative awareness 	Advocacy Team	Inclusion in new legislation aimed at increasing services for SMVF	Ongoing February 2014 – Governor Proclamation

PRIORITY 2: CREATE AND MAINTAIN A CENTRALIZED DATA/INFORMATION SYSTEM				
Strategy	Action	Responsible Person Primary/Secondary	Measurement/Outcome	Timeline Scheduled/Completed
Create a SharePoint site for an interagency collaboration of information	<ol style="list-style-type: none"> Solicit info from existing programs & agencies Target Pop, name, contact, Ph, Web, APP (link for) (?) Require Qtrly review 	Hawaii SAMHSA Team VA State All Hui Members (?)	Site rough Site smooth User Feedback	July 2013 – SAMHSA visit (postponed) Sept. 17, 2013 (review status of work)
Need for tech savvy person that will be funded full time to work this strategy.	<ol style="list-style-type: none"> Mapping data with congressional district. Identify services – make phone calls as data base on services. 	Mike Peacock		January 2014 starting point
	WITS System (STATE DOH – fee for service providers) Tri-Care Providers United Health Care HMSA, Kaiser, HMO			

PRIORITY 3: EDUCATE STAKEHOLDERS ABOUT MILITARY CULTURE, EVIDENCE-BASED PRACTICE AND APPROPRIATE REFERRAL RESOURCES (COMMITTEE MEMBERS: DAVE, NOE, PATRICIA, JO HANNA, JOHN, DANIELIA)

Strategy	Action	Responsible Person Primary/Secondary	Measurement/Outcome	Timeline Scheduled/Completed
A. Conduct environmental scan	<ol style="list-style-type: none"> 1. Identify the population and needs 2. Identify gaps the Policy Academy Team could address 3. Develop training plan 	Noe	Dashboard about populations; Identification of existing training infrastructure	Updated dashboard populations – 25 Nov 2013. 235k statewide
A. Develop Curriculum and Resources	<ol style="list-style-type: none"> 1. Identify existing curriculum 2. Develop content/core competencies from holistic perspective (Military Culture, Women Veterans' Issues, PTS, MTBI, best practices, success stories, etc.) 3. Develop modules and resources <ul style="list-style-type: none"> • Targeted • External Resources • Fact Sheets 	Dave	Submit [to Collaborative] completed Curriculum for approval	Core competencies/ curriculum developed; XX 2013
A. Identify Audience	<ol style="list-style-type: none"> 1. Providers re: best practices (Behavioral Health) 2. Professional Organizations (ADAD/CSAC) 3. VSOs 4. Other Organizations 5. Military Units/Commands 6. Employers 7. Schools 8. Peers 	Noe	Submit comprehensive list of contacts for key audiences	Nov. 2013 and ongoing
B. Identify Marketing Strategies	<ol style="list-style-type: none"> 1. Identify motivation for specific audiences 2. Develop tailored strategies: <ul style="list-style-type: none"> • Meetings (Homeless Summit, Veteran Councils, etc.) • Media • Flyers/Mailers (Vets Flash-OVS) • Med School (UH) • Professional Associations • Facebook 	Patricia	Media Pitch News Releases E-mail blast (e.g. OVS – Vets Flash) Social Media/Web pages	September 2013 - Initial launch – state leadership (Suicide Prevention/Awareness Month, Recovery Month) October 2013

C. Deliver	<ol style="list-style-type: none"> 1. Identify training infrastructure/mechanisms <ul style="list-style-type: none"> • Classes/Seminars • Briefings • Fact Sheets • List Service • On demand (e.g., Webinar/You Tube) 2. Develop training teams (in partnership with local SMEs and peers and across systems/programs like ATR) 3. Develop training schedule and deliver training 	Patricia Janice Yu	Meetings, events, and PSAs Social Media and Web surveys Quarterly training with collaboration with Hawaii Behavioral Health Alliance	Ongoing March 2014 – Hawaii Vet to Vet
D. Evaluate/Improve	<ol style="list-style-type: none"> 1. Design Metrics 2. Crunch Data 3. Strategize Improvements 4. Report results 	Machelle	Pre/Post Tests Feedback Surveys Follow Surveys Longitudinal Surveys Produce Action Plan (Semi-annual)	Quarterly
PRIORITY 4: ADVOCACY AT LEGISLATIVE LEVEL				
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Provide the Legislature, Stakeholders and staff with information about key issues	<ol style="list-style-type: none"> 1. Develop Leg. Agenda and fact sheets 2. Identify key players (committees and leadership) 3. Add to Military Package (Oct.) 	Hawaii SAMHSA Team	<ol style="list-style-type: none"> 1. Regular attendance of meetings with law makers 2. Inclusion in new legislation beneficial to SMVF 	October 2013
Utilize the public access room	<ol style="list-style-type: none"> 1. Train Vets and Family Members 	Public Access Room POC Peer Mentors/Support Legislative Assistants	Number of volunteers trained, testimonies, legislation successfully passed	October 2013 (Ongoing)
Developing and Maintaining Volunteer Educators	<ol style="list-style-type: none"> 1. Identify Organizations that have Personnel (Institute for Human Services, HawaiiVet2Vet) 2. Recruit Volunteers 	Veteran Advocacy Groups Stakeholder Groups Hawaii SMHSA Team Community Non-Profit Organizations	Community collaborations that produce new volunteers	Ongoing

PRIORITY 5: STIGMA REDUCTION (RECOMMEND BECOME INTEGRATED WITH ALL OTHERS)

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Educate employers, landlords, the media, SMVF, and providers throughout this process	<ol style="list-style-type: none"> 1. Tailor Message to the Ear 2. Find available samples for Guidelines and Curriculum 3. Emphasize Success stories 4. Peer Support 	<p style="text-align: center;">SM Family Employer Landlords Providers Peers</p>	<p>SM Family Members Employment #'s Landlords Info. Providers Info. Peers</p>	Ongoing
Educate employers	<ol style="list-style-type: none"> 1. Tailor message 2. Deploy message 3. Obtain success stories 	<p style="text-align: center;">Michael Peacock (Bridget Komine, Dept of Labor Resource)</p>	<p>Increased employer awareness leading to new job opportunities</p>	Ongoing