**West KY Mental Health Workgroup**

**Subcommittee: Community Education**

**Goal:** To identify community education needs for Western Kentucky.

**Objectives:**

a) Analyze survey results to identify the top 3 community needs.

b) Continue social media awareness campaign by posting at least 2x month.

c) Assist with coordinating/promoting mental health education for adolescents and their parents.

d) Keep the ASAP resource guide up to date.

**Subcommittee: Events**

**Goal:** To build capacity for more events and a larger population of impact.

**Objectives:**

a) Coordinate Out of the Darkness Walk and increase attendance.

b) Keep the community calendar up to date with mental health events.

c) The workgroup will sponsor at least one event in 2022 to support community mental health.

**Subcommittee: Advocacy**

**Goal:** To ensure the mental health needs of Western Kentucky are discussed among state leaders.

**Objectives:**

a) Participate in State Capitol Day.

b) Create a list of public policy priorities for 2022.

c) Identify other ways to increase communication with state leaders.

**Subcommittee: Workgroup Development**

**Goal:** To increase the reach of the workgroup through increased membership and fundraising.

**Objectives:**

a) Complete a recruitment flyer with recurring Zoom link and QR. Send outlook calendar invites.

b) Increase diversity of membership including adding more healthcare workers and college students.

c) Maintain a registry of members and increase membership each year.

d) Complete at least two fundraisers in 2022.