

**The Kennedy Forum
On the Table 2017 Plan**

GOAL

To reduce the stigma around mental health and substance use disorders
and increase knowledge, compassion and action.

STRATEGIES AND MEASURES

Expand Reach

1. To expand reach in diverse communities we will work through elected officials representing the south, west and uptown communities, work through our Chicago Police Department relationships in those areas, engage partner organizations in those communities and promote in hyper-local community press, including online, print and radio.
2. To expand reach outside of Cook County, we will ask elected state representatives (specifically members of the new Special Committee on Mental Health) to share information and promote among their constituents and stakeholder organizations. We will also leverage our current relationships in Rockford, Elgin, and Peoria and other communities that participated last year to expand in those areas.
3. To expand in various venues we will:
 - a. Workplace: Engage TKFI Board, Advisory Board and Leadership Council to host conversations in their workplaces, work with members like the Chamber and the Civic Federation to share our information to employers. Reach out to union members via our partnership with Chicago Federation of Labor.
 - b. Schools: Utilize our partnership with Lurie Children's Hospital and Mikva Challenge to recruit CPS high schools who participated in the 2016 Forum and suburban high schools that participated in the 2016 Forum. Re-engage student leaders at DePaul, University of Chicago, and Augustana to host conversations on campus and to recruit other colleges/universities, specifically Chicago Community Colleges and other schools in Chicagoland.
 - c. Faith: We will continue to build our partnership with the Catholic Archdiocese/Catholic Charities, African American Faith Leaders, Jewish Faith Leaders and other religious organizations to include houses of faith in the conversation.
4. We aim to secure funding support for our efforts in order to expand our reach by supplementing outreach with 1) more content and support materials for hosts 2) more visibility with online ads, bus ads and video.

Measurable Objectives:

>On Tuesday, May 16, **more than 4,000 people** from diverse communities, age groups and Illinois locations will participate in **over 400 conversations** about mental health and addiction ([2016 survey results](#)). Reach objectives:

- 95% of hosts from 2016 host again in 2017; we recruit 145 new hosts.
- 30% of conversations will include people who are not white (23% in 2016). 20+ conversations will take place in Chicago's south, west and uptown communities. At least three of these will be roll-call conversations with CPD in 10th, 11th, & 15th Districts.
- 30% of conversations will include people who live outside Cook County (17% in 2016).
- Venues will be varied, including houses of faith (20 or more), workplaces (15 or more) and schools (10 or more colleges or high schools).

End Stigma

4. We will be intentional about providing information and support for hosts by adding to our conversation guides recommended action steps people can take to reduce stigma and encouraging hosts to include a person with lived experience in their conversations.

Measureable Objectives:

- 80% of all conversations include someone with lived experience.
- Our evaluation will show that 50% of people who participate overall will report a shift in perspective.
- 25% of participants will feel more comfortable speaking about mental health and addiction with family members and friends.

Fuel Action

5. We will be intentional about providing information to hosts that support conversations around taking action, and we will include potential action steps in each of our topic one-pagers.

Measureable Objectives:

- 75% of our participants plan to take action of some kind.
- At the 4-month post conversation mark (we will send out another survey), we will be able to report outcomes of intended action.