



GOAL 1:

PARENTS' ACCESS to low or no barrier, culturally appropriate, innovative perinatal mental health (PMH) care

- Expand Warm Line capacity to meet the needs of parents across WA.
- Increase culturally-matched, in-language support across programs.
- Provide in-house therapy services regardless of insurance status.
- Offer in-person peer support in Puget Sound and virtual services statewide.
- Execute seamless flow in care across all programs and in connection to resources.

GOAL 2:

RECOGNIZED RESOURCE on perinatal mental health (PMH) expertise, education, and parent support in WA

- Provide easy access to PMH resources and referrals for parents and professionals.
- Grow and diversify WA's PMH workforce.
- Expand PS-WA clinical training/therapy program.
- Influence policy and systems change.
- Integrate statewide Warm Line into other care systems.

GOAL 3:

A THRIVING Perinatal Support Washington (PS-WA)

- Fully support admin, communications, and infrastructure needs.
- Strengthen staff, board, and volunteer community, representation, and belonging.
- Live our values as a family-friendly mental health organization.
- Refine and execute fundraising and earned income strategy.
- Fully fund Warm Line as our backbone and access point to all PS-WA services.



GOAL 1:

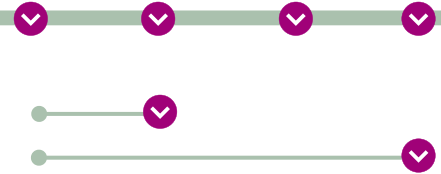
PARENTS' ACCESS to low or no barrier, culturally appropriate, innovative perinatal mental health (PMH) care

'Completion' goal, then ongoing
2022 2023 2024 2025

Expand Warm Line capacity to meet the needs of parents across WA.

Increase volunteer training, oversight, & support

Hire/retain expanded Warm Line program staff and volunteer team



Increase culturally-matched, in-language support across programs.

Develop phased plan to increase communities and languages served

Hire/retain diverse direct service teams by race/ethnicity, culture, discipline, & service area

Appropriately support BIPOC providers doing culturally-matched care

Develop resources for top WA languages spoken and as-needed



Provide in-house therapy services regardless of insurance status.

Investigate alternative to fee-for-service model

Expansion plan that explores online, in-person, & embedded services



Offer in-person peer support in Puget Sound & virtual services statewide.

Offer group peer support

Continue to iterate the overall structure of King County program (PERC)

Diversify in-person peer support funding to expand services beyond King County

Grow Warm Line's extended peer support model



Execute seamless flow in care across all programs & in connection to resources.

Clarify connection and differences among programs/clients served

Establish centralized, 'no wrong door' intake process

Seek parents' feedback across all programs





GOAL 2:

RECOGNIZED RESOURCE on perinatal mental health (PMH) expertise, education, and parent support in WA

'Completion' goal, then ongoing
2022 2023 2024 2025

Provide easy access to PMH resources and referrals for parents & professionals.

Ensure online resources provide timely, substantive information

Expand statewide network of professionals, including robust provider directory



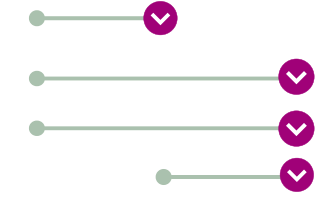
Grow and diversify WA's PMH workforce.

Offer consistent annual and multi-year training schedule

Hire/retain diverse trainers by race/ethnicity, culture, discipline, & service area

Build consultation and training program for partners across the state

Expand curriculum to be interdisciplinary



Expand PS-WA clinical training/therapy program.

Iterate clinical training program structure and explore interdisciplinary model

Work with partners to create clinical placements outside of Seattle



Influence policy and systems change.

Continue subject matter expert advisory role with policy and legislative activities

Work with partners to redefine mental health services, reduce gaps in care and stigma

Advocate for needed supports for PMH

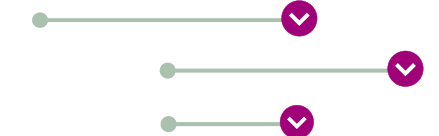


Integrate statewide Warm Line into other care systems.

Expand outreach to target underrepresented geographic areas

Actively outreach to systems serving people in the perinatal period

Partner with orgs serving Spanish-speaking communities to increase awareness





GOAL 3:

A THRIVING Perinatal Support Washington (PS-WA)

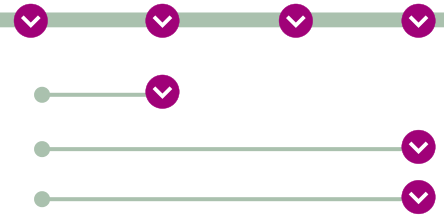
'Completion' goal, then ongoing
2022 2023 2024 2025

Fully support admin, communications, & infrastructure needs.

Launch, learn, and update new systems

Increase admin support of growing programs and operations

Invest in external communications



Strengthen staff, board, & volunteer community, representation, & belonging.

Review internal policies and practices with a DEI, anti-racist lens

Provide professional development and anti-racism training and evaluation

Increase diversity of leadership

Strengthen internal communications



Live our values as a family-friendly mental health organization.

Ensure policies and practices reflect our values

Institutionalize self-care



Refine and execute fundraising and earned income strategy.

Execute annual fundraising plan

Grow relationships with institutional funders

Build a culture of philanthropy within PS-WA



Fully fund Warm Line as our backbone & access point to all PS-WA services.

Diversify funding, including state support

