Intended to highlight issues related to mental health that affect diverse communities
Created in response to George Floyd's death and the protests that followed
Shared belief that we had to do something to address these issues of social justice and diversity
Incorporated into current funding structure
Diversity, Equity, and Inclusion are important topics to community stakeholders
Diversity, Equity, Inclusion Committee

- Form DEI committee to incorporate diverse voices
- Create your mission and vision
- Identify primary host(s) & coordinator(s) from staff or volunteers

- Start local then move to global
- Serve as an entry point to complex topics and an introduction to NAMI mission and services
- Decide on your format

Devise Your Plan
Mission

Honors and invites cultural awareness and promotes inclusivity through shared experience while reducing the stigma that surrounds mental health.

Vision

To encourage allyship through engagement, self-reflection and self-awareness in the Orange County community and beyond.
Reaching Your Audience

- Offer a unique space to have complex conversations
- Build an audience through consistency
- Create a marketing and promotional plan

Building Relationships

- Invite organizations and entities that work directly with your local communities
- Reach out to experts in their field
- Leverage your network
Know Your Audience

- How can we talk about issues that affect minority communities if our audience is not diverse?
- For NAMI-OC, we know through our surveys and social media analytics that our core audience consuming our content are white females ages from 34 - 54

CARE Together covers three areas:
- Issues that face diverse communities,
- General topics that are mental health related
- Topics often not addressed in NAMI forums

Ideation
First three topics: Parole, Intersectionality, and Generational Mental Health

- Majority of guests are grassroots with lived experience
- Orange County Health Agency, District Attorney, LGBTQIA+, Interfaith, Poverty Alliviation

Topics

- Demonstrate the importance of minority representation in the public square on mental health related issues
- Provide our community members a platform, develop new leaders and widen NAMI OC’s reached to marginalized communities

Create Space for Underrepresented Voices
Serve as a Bridge

- If the topic is on a specific group, make sure you have only representatives from that group as panelists
- Best way for the audience to communicate with the panel
- Thank the NAMI OC Executive Committee

• We want the audience to feel like they are invited to a long form conversation amongst friends
• The questions are just a stepping stone
• It is important that our forums build bridges of understanding and provoke conversation to bring people to a higher consciousness about a specific topic.

What We have Learned
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