



# Iowa Association for Infant & Early Childhood Mental Health

## Strategic Plan 2014-2017

### Our Mission

The IAIECMH strives to promote optimal social, emotional development of infants, young children and their families by fostering a competent workforce which values nurturing child/caregiver relationships and promotes community awareness of the importance of early childhood development.

### Our Vision

All children will experience nurturing relationships and social and emotional supports to reach their full potential.

### Our Values

The IAIECMH is a committed group of professionals who understand and value the role of mental health among young children and their families, and actively strive to deliver quality services that support children's social, emotional and behavioral development.

### IAIECMH Strategic Goals

#### Grow a Competent Workforce

Enhance the quality and capacity of Iowa's EC professionals to meet the social, emotional, and behavioral needs of young children and their families.

#### Increase Public Awareness

Increase public awareness and understanding of the need for high quality nurturing relationships during infancy and early childhood.

#### Support a Collaborative system

Promote comprehensive and integrated services and supports for those working together to help the child achieve his/her full social and emotional potential.

### Key Strategies

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| <ul style="list-style-type: none"> <li>• Implement Michigan's Infant Mental Health Competencies and Endorsement</li> <li>• Crosswalk endorsement and other credentialing (potentially to begin with the ISU Infant Mental Health Certificate)</li> <li>• Continue bi-monthly PD webinars</li> <li>• Host/ co-host a PD opportunity via a summit, etc.</li> </ul> | <ul style="list-style-type: none"> <li>• Expand social media – Facebook and links to Twitter then back to the website</li> <li>• Exhibiting at public events – fast facts, information sheets to then be used in other arenas (educational products), recruit/membership</li> <li>• Presentations (don't wait to accept a speaking engagement, but rather generate speaking opportunities)</li> <li>• Sign on to other public policy efforts</li> </ul> | <ul style="list-style-type: none"> <li>• Collaborate with ECI efforts</li> <li>• As board members we need to take the opportunity to be at the table to represent IAIECMH within our current primary roles</li> <li>• Recruit and develop a diverse membership</li> </ul> |
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