

# CPNP Foundation 2017-2019 Strategic Plan



## Mission

To enhance the capacity of pharmacy professionals to provide effective and compassionate treatment of individuals with mental health disorders.

## Vision

To be recognized nationally as the conduit for connecting:

1. Pharmacy professionals and individuals living with mental health disorders and their caregivers to ensure effective and compassionate treatment;
2. Pharmacy professionals working to foster innovation in mental health treatment.

## Core Strategies

### Resources and Skills Development

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Connect pharmacy professionals with resources and skills to effectively interact with and serve people living with mental health disorders and their caregivers.

#### Objectives:

1. Support pharmacists in providing stigma-free care for patients living with mental health disorders.
2. Support the development of education and resources to inform pharmacists, other health care professionals, and caregivers about issues in the care of individuals living with mental health disorders.

### Cultivate Innovation in Treatment of Mental Disorders

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Invest in the education and advancement of pharmacy professionals through the funding of research and scholarships.

#### Objectives:

1. Launch a campaign to fund an expanded number of scholarships for pharmacy students and pharmacy professionals who are actively seeking to expand their experience and knowledge in the field of psychiatric pharmacy.
2. Fund an increased number of *Defining the Future* grants to support research on innovative practices in the care of patients with mental health disorders.

### Branding, Communication, and Donor Cultivation and Development

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Provide ongoing communication regarding the Foundation's mission, goals, and initiatives as a key element in raising donor awareness and investment.

#### Objectives:

1. Work collaboratively with the College of Psychiatric and Neurologic Pharmacists (CPNP) to capitalize on the complimentary visions and synergy of the two organizations.
2. Develop and disseminate a compelling statement that articulates the value, relevance, and impact of the CPNP Foundation.

### Board Development and Effective Governance

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Establish a Board culture that fosters passion and active engagement in advancing the mission of the Foundation.

#### Objectives:

1. Strategically recruit individuals with diversified perspectives, skill sets, and passion to serve on the Foundation Board.
2. Maintain effective governance by educating and training Board members.