

# Strategic Direction 2022 — 2025



WASHINGTON ASSOCIATION FOR  
Infant Mental Health

Our goal is to develop and implement mission-driven, anti-racist professional development programs and services to support the providers who work with babies, young children and families in Washington State.

To do this, we will build and strengthen organizational capacity, as well as leverage our statewide impact by:

- Tailoring and designing professional development offerings and other services to meet the diverse needs of all providers.
- Reflecting the diverse point of view of providers in our organizational strategy.
- Forging, strengthening, and enhancing trusting relationships and creative partnerships with key community partners in Washington State, including racially and ethnically diverse communities, government contractors, donors, and policymakers.
- Securing sustainable funding from diversified sources.
- Continuing board and staff education in diversity, equity, and inclusion, while also making changes in policies, systems, and practices to improve organizational culture and operationalize equity.
- Growing and diversifying staff and board.
- Telling our story effectively and in ways that inspire and engage our communities to better serve babies, young children, and their families.

## Our Vision

Our vision is for Washington State babies and young children, their families, and service providers, especially those from marginalized communities, to thrive and reach their full potential.

## Our Mission

We educate, support, and advocate for service providers in Washington State to improve the wellbeing of babies and young children, as we work toward advancing racial equity and belonging for marginalized communities.

## Our Values

*Relationships:* We support, strengthen, and grow healthy relationships with service providers, partners, and families.

*Humanity:* In all we do, we center the needs and voices of communities that are and have been silenced.

*Accountability:* We maintain transparent alignment with our mission and vision by listening and responding to our communities.

*Integrity:* We commit to maintaining compassion, dignity, and authenticity in everything we do.

*Racial and social justice:* We commit to aligning our beliefs and practices to lead by example and transform systems that honor and dignify the humanity of marginalized communities.

*Humility:* We commit to practicing self-awareness, seeking feedback from communities across Washington State and embracing a growth mindset.