SMARRTIE Goals — Generational Health Subcommittee

Goal 1: Reentry Awareness & Storytelling Campaign

By **December 2026**, the CCP Generational Health Subcommittee will lead and coordinate the development and implementation of an ongoing **multimedia awareness and storytelling campaign** to increase public understanding of reentry services and reduce stigma, with campaign activities carried out by the Subcommittee directly and/or by partner agencies in coordination with the Subcommittee.

Specific	Develop and implement an ongoing multimedia awareness and storytelling campaign — videos, stories, and graphics — that increases public understanding of reentry services and reduces stigma, produced jointly by the Subcommittee and/or partner agencies.
Measurable	1–2 media campaign releases produced and disseminated per month Number of partner agencies and organizations opting in to contribute content or media support At least one engagement indicator tracked per partner (e.g., referrals, inquiries, link clicks) Quarterly performance reviews assessing reach, accessibility, and impact
Achievable	Leverages existing communications capacity across partner agencies, CBOs, and media partners, using a flexible opt-in model that supports both Subcommittee-led and agency-led content.
Relevant	Increasing public awareness of reentry services reduces stigma and speeds client connection to available support, addressing feedback that community members often don't know these programs exist until they need them.
Responsible	Lead: CCP Generational Health Subcommittee (coordinates design, implementation, and partner engagement) Support: partner agency communications units, CBOs, and media partners
Time-Bound	December 2026: Campaign launch Monthly: 1–2 campaign releases produced Quarterly: Performance reviews 12 months: Full engagement outcome evaluation
Inclusive	Materials are produced in multiple languages, with captions and plain-language formatting, so content is accessible across literacy levels, abilities, and technology access.
Equitable	Prioritizes storytelling and outreach reach among disproportionately impacted communities and justice-impacted individuals, using engagement data to refine strategies over time.

Goal 2: Sustaining Peer Support Beyond the Pilot

By **June 2028**, CCP partner agencies (ACPD, SSA, HCSA) will identify and commit **sustained, non-pilot funding** for peer support positions, so that clients receive long-term continuity of care rather than support that ends when a 12-month pilot's funding runs out.

Specific	Identify and commit ongoing (non-pilot) funding to convert a defined number of Peer Specialist positions from time-limited pilot funding to sustained, multi-year funding.
Measurable	Number of peer positions converted from pilot to sustained funding by June 2028 Average length of peer engagement with a client post-conversion (target: beyond the current 12-month pilot window) Client retention/engagement rate at 18 and 24 months
Achievable	Builds directly on the 12-month Pre-Release Peer Support pilot already underway; requires a funding decision and budget commitment rather than new program design.
Relevant	Responds to the survey theme that clients need "people and organizations to come alongside them for the long haul, not just short-term programming," and to calls for increased peer leadership.
Responsible	Lead: CCPEC (funding allocation) Co-funders: ACPD, SSA, HCSA Delivery: contracted CBO(s) employing Peer Specialists
Time-Bound	Q1 2028: Pilot findings and funding request presented to CCP June 2028: Sustained funding commitment secured Ongoing: Annual budget renewal review
Inclusive	Sustained peer roles continue to serve clients regardless of age, disability, or how long they've been out of the system.
Equitable	Ensures clients with the most complex, long-term needs aren't cut off from support simply because a pilot's funding period ended.

Note: these are drafts for subcommittee discussion — dates, funding sources, and metrics should be validated with each responsible agency before adoption.