



Peers Envisioning & Engaging in Recovery Services (PEERS)

2023–2028 Strategic Plan Summary

Our Vision

All people can freely choose among many methods of tending to their mental health and are valued members of their communities.

Our Mission

PEERS' mission is to build a diverse community of people with mental health experiences who provide culturally responsive, peer-based wellness strategies and work together to eliminate stigma and discrimination.

Our Values

- Hope
- Collaboration
- Strengths Based
- Cultural Responsiveness
- Lived Experience
- Peer Support
- Social Inclusion
- Social Justice
- Self Determination
- Empowerment
- Personal Responsibility



A peer is an individual or a family member of an individual who has lived experience with mental health challenges. A peer gives support to and receives support from other peers in a nonjudgmental way and meets others where they are.

Strategic Priorities and Goals

To make progress toward our vision in the next five years, PEERS commits to the following strategic priorities:



LAUNCH INDIVIDUAL SERVICES

Launch sustainable individual-level services.

GOAL: Build capacity to provide peer support services to individuals and launch at least two individual services programs.



ELEVATE PEER VOICES

Elevate the voices of peers on issues that affect us.

GOAL: Over 75 peers annually are engaged with our programs and beyond as speakers and advocates.



REACH OUT

Engage participants in PEERS' programs, promoting acceptance and inclusion, while reducing stigma and discrimination in the broader community.

GOAL: Lead and promote at least one major campaign and one major collaboration annually that attracts new participants and reduces mental health stigma and discrimination.

Organizational Priorities: The goals below serve to support the plan by aligning our internal resources with our strategic priorities.



Goal 1:
Develop our staff.



Goal 2:
Diversify our funding.



Goal 3:
Improve our infrastructure.



Acknowledgements

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We'd also like to thank the 5 program participants who did interviews with our consultants and those who completed the program participant strategic planning survey.



For more information about PEERS' 2023-2028 strategic plan,
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Visit PEERS at peersnet.org