



Anxiety & Depression
Association of America

ADAA 2025-2028 STRATEGIC PLAN

The Mission: ADAA raises awareness about the causes of and best treatments for anxiety, depression, and related disorders by disseminating cutting edge science, promoting evidence-based clinical practice, and educating professionals and the public.

The Vision: ADAA envisions a future where all affected by anxiety, depression, and related disorders can access the help they need to lead fulfilling lives.

Elevate

ADAA's Brand

Serve as the trusted preeminent resource for professionals and the public regarding anxiety, depression, and related disorders.



Advance

Science, Evidence-Based Practice and Education

Establish ADAA as a leading authority translating research into clinical practice through promoting evidence-based care and education.



Engage

Members in ADAA's Mission

Foster a strong and active community of ADAA members.



Envision

ADAA's Future

Create an organizational structure to ensure a sustainable and thriving future.

