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ADAA 2020-2025 GOALS

VISION: Everyone affected by anxiety disorders and depression can obtain the resources that they need to live healthier and more productive lives.

| | | PEOPLE FIRST | EVIDENCE-BASED | INTER-DISCIPLINARY | PARTNERSHIPS/ALLIANCES |
|--|---|--|---|--|--|
| <p>PEOPLE FIRST: ADAA embraces diversity and inclusiveness as a core value. We make a difference in the lives of people with anxiety disorders and depression. We provide help through the alignment of science and treatment.</p> <p>EVIDENCE-BASED: Our programs and content are grounded strictly in treatments derived from scientifically accepted protocols of testing, trials, and peer review. This ensures that we bring the latest in scientific advancements to our professional and public educational content and outreach.</p> <p>INTER-DISCIPLINARY: Our international membership welcomes the full range of mental health professionals and students working on anxiety disorders and depression.</p> <p>PARTNERSHIPS/ALLIANCES: We actively seek partnerships to increase our reach and impact with mental health professionals and the public alike.</p> | <p>ENGAGE THE PUBLIC</p> | <p>Reach and help 15 million discrete users through current evidence-based information and resources. Keep our finger on the pulse of what is new in understanding causes and best treatments.</p> | <p>Document through personal stories how evidence-based help (treatments derived through the alignment of science and treatment) can positively impact lives.</p> | <p>Enhance public facing content that focuses on ADAA's unique interdisciplinary approach to research and treatment.</p> | <p>Distribute evidence-based content broadly, including globally, through partner organizations and collaborative initiatives.</p> |
| | <p>ENHANCE AND INNOVATE ADAA PROFESSIONAL MEMBERSHIP</p> | <p>Strengthen and enhance member programming for early career professionals. Develop a small-grants program.</p> | <p>Make scientific excellence a priority at the annual conference and in all educational offerings. Connect basic biological, cognitive, behavioral science, neuro-science, and translational science to treatment.</p> | <p>Engage leading and emerging scientists and practitioners across disciplines through innovative programming. Encourage more mental health professionals from a variety of training backgrounds to focus on anxiety and depression.</p> | <p>Grow, retain, and diversify membership through enhanced programming and partnership engagement.</p> |
| | <p>EXPAND ADAA'S IMPACT</p> | <p>Enhance internal capacity/staff. Diversify and grow revenue to \$3.4M by 2025. Increase membership, fundraising and advertising revenue. Invest in technological infrastructure. Establish a public "Friends of ADAA" initiative.</p> | <p>Reach 15 million discrete users through current evidence-based information and resources.</p> | <p>Diversify the ADAA board to include non mental health experts.</p> | <p>Establish mutually beneficial relationships with organizations to further ADAA's professional and public mission.</p> |