

Douglas County American Rescue Plan Act (ARPA) Suicide Prevention Action Plan

Project Name: Strong Mamas, Thriving Babies	Planning Period: 1/01/2025 - 12/31/2025	FTE: 4
Local Agency Name: YANAM2M	Project Lead(s): Nikki Brooker	Project Lead(s) Email(s): yanam2mhr@gmail.com
Overview: Every mom who gives birth in two Douglas County Hospitals will be given a year's worth of wrap around support, allowing them to feel safe, accepted and valued within our Strong Mamas, Thriving Babies program.		
Link to...https://yanamom.com/strong-mamas-program/		

Goal:	To ensure every mom has the support they deserve in order to be a productive, well-adjusted member of our county.	Data Source:	1 in 7 moms are diagnosed with postpartum depression (this number is thought to be much higher but is underreported and diagnosed). https://www.postpartum.net/
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Strategy 1:	Continuation: The Strong Mamas, Thriving Babies program
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Objective A:	Continuation of three well-respected, large hospitals within Douglas County	Data Source: Program Data	Target: All moms who give birth at all 3 hospital	Progress (report on objective target and c,n,o,b status)			
				3/31/2025	6/30/2025	9/30/2025	12/31/2025
Key Activities (support the goal and objective)		Start & End Date	Responsible Persons or Group	Progress Status (c n o b)			
				c (completed)	n (not started)	o (ongoing)	b (behind)
				3/31/2025	6/30/2025	9/30/2025	12/31/2025
A.1 Continue SMTB Program at 3 DC hospitals (UC Health, Parker Adventist, Castle Rock Adventist).		All quarters	Nikki Brooker, Program Deputies, etc				
A.2 Continue to assess the program and its efficacy		All quarters	Nikki Brooker, Program Deputies, etc				

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Strategy 2 on Page 2

Strategy 2:	Maintain, continue and grow donor base						
Objective:	Approach individual, corporate and foundation donors	Data Source: Client and donor database	Target: Fund programs	Progress Update (report on objective target and c,n,o,b status)			
				3/31/2025	6/30/2025	9/30/2025	12/31/2025
Key Activities (support the goal and objective)		Start & End Date	Responsible Persons or Group	Progress Status (c n o b)			
				c (completed)	n (not started)	o (ongoing)	b (behind)
				3/31/2025	6/30/2025	9/30/2025	12/31/2025
A.1 Social Media campaign	1/1/2025-ongoing	Nikki Brooker, YANA Board and Volunteers and contracted data analytics professional					
A.2 Grant applications	1/1/2025-ongoing	Nikki Brooker, YANA Board and Volunteers					
A.3 Corporate marketing partnerships	1/1/2025-ongoing	Nikki Brooker, YANA Board and Volunteers					
A.4 Networking events	1/1/2025-ongoing	Nikki Brooker, YANA Board and Volunteers					
A.5 Expansion and growth of current base and third party opportunities	1/1/2025-ongoing	Nikki Brooker, YANA Board and Volunteers					