



**DOH Subcommittee on Advocacy
Meeting Agenda
November 8, 2024 1:00 pm – 3:00 pm**

1. Welcome

2. Scope of Committee

- a. Our Purpose
- b. History
- c. Our Why
- d. Expectations

3. Schedule & Goals

- a. Nov 8 – 1:00 pm – 3:00 pm Subcommittee Meeting
- b. Dec 6 – 1:00 pm – 2:00 pm Subcommittee Meeting
- c. Jan 3 – 1:00 pm – 2:00 pm Subcommittee Meeting
- d. Jan 17 – 9:00 am Advisory Committee Meeting
- e. Feb 2025 Subcommittee Meeting TBD
- f. March 2025 Subcommittee Meeting TBD
- g. April 11 – 9:00 am Advisory Committee Meeting

NOTE: DOH Leadership Conference Presentation Proposal Due March 2025

4. SWOT Review Part A & B

a. Synthesize SWOT Findings

- i. **Evaluate** the insights gained from the SWOT analysis and organize them into actionable categories. Identify key themes or issues that emerged.
- ii. **Prioritize** the most significant strengths, weaknesses, opportunities, and threats, focusing on factors that have the greatest impact on the business.

b. Define Strategic Objectives

- i. Based on the SWOT findings, **set clear and measurable goals** that align with the organization's mission and vision.
- ii. These objectives should leverage strengths, address weaknesses, take advantage of opportunities, and mitigate threats.

5. Next Steps

6. Close

DRAFT SUBCOMMITTEE MISSION / VISION *

Increase awareness of the benefits and value of the services provided by Certified Counselor, Certified Advisor and Registered Hypnotherapist credential holders so that practitioners under these credentials are known and recognized as integral components in the state of Washington mental health care continuum.

* DRAFT MISSION / VISION by DJ Larson – To be reviewed and agreed upon by Subcommittee

November 8th, 2024 – Hybrid Meeting Information

Department of Health

111 Israel Rd. S.E.
Town Center 2, Room 140
Tumwater, WA 98501

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