



Office of  
Mental Health

# CONNECTING PEOPLE TO PURPOSE

NEW YORK STATE MENTAL HEALTH WORKFORCE INITIATIVE

A statewide initiative to celebrate the organizations that power New York's mental health system and inspire the next generation of professionals driven to make a difference.

# AT THE HEART OF OUR INITIATIVE IS A SHARED VISION FOR A STRONGER FUTURE.

The **New York State Mental Health Workforce Initiative** is a statewide effort to strengthen our public mental health system by elevating the people and programs delivering mental health care, expanding pathways for new professionals to join the field, and empowering mental health organizations to build stronger, more connected teams.

# OUR GOALS

To achieve our mission, the **New York State Mental Health Workforce Initiative** focuses on three key goals that will advance the future of New York's mental health workforce at every level:

## ELEVATE

Spotlight careers in the public mental health system

## EXPAND

Inspire job seekers to join this essential field

## EMPOWER

Direct applicants towards organizations working to improve lives every day

# OUR FIVE-PHASE PLAN

A strategy designed for statewide impact and long-term success:

## RESEARCH

### Research & Insights

Understand what truly matters to those considering mental health careers — and what keeps great people in the field.

## BUILD

### Website Development

Build a centralized hub that connects talent with opportunity and allows providers to showcase their impact.

## LAUNCH

### Recruitment Marketing & Outreach

Launch a statewide campaign to raise awareness and inspire action.

## ENGAGE

### Provider Activation

Empower community partners, agencies, and OMH facilities to tell their stories and showcase their opportunities.

## EVOLVE

### Impact Measurement & Continuous Improvement

Measure outcomes and refine approaches over time.

# WHY YOUR VOICE MATTERS

Across New York and the country, the need for mental health care is growing faster than the current workforce can meet the demand:

- **3.7 million residents (19% of the NYS population)** live in areas with a shortage of mental health professionals.
- **Only 16% of workforce needs** in those regions are currently being met.

That's why your insight is critical to bring this initiative to life. You see the realities of this system every day — what's working, where support is needed, and what inspires people to stay.

Your input will help shape strategies that expand capacity, attract new talent, and sustain the dedicated professionals already doing this work.

# GET INVOLVED

In the months ahead, OMH will invite people at every level of New York State's mental health system to help shape this initiative. You may be asked to take part in focus groups, surveys, or videos that inform the new statewide digital Workforce Hub website and awareness campaign.

Your stories, faces, and voices will be at the heart of this effort — showing what this work truly looks like, what it takes, and why it matters. Your insights will inspire and guide the next generation of professionals, ensuring New York continues to lead in fostering hope, recovery, and resilience to individuals and families every day.

**Together, we can build a stronger workforce and a healthier New York State.**  
**Stay tuned for updates.**



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