

Transform the Environment for the Practice of Psychology

GSPPP has a major role to play in bringing about a transformation in the environment for the practice of psychology. We will create and execute public education campaigns focused on decreasing stigma, improving awareness, increasing the usage of psychology services, and building a climate of contextualized care. We also envision direct engagement with policy makers, sharing our expertise for use in the crafting of legislation and regulation. We seek to make the Denver area a model mental health environment and to do our part across the nation and around the world. This is in line with the call of *DU IMPACT 2025* to empower the community and address social needs.

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We believe in the power of psychology to transform lives and to build a healthier, more productive society. We need to help ensure that power is fully realized. We must take a greater leadership role in transforming how psychology is perceived and practiced because it's only by doing so that we can reach the full range of people who can benefit from what we do.

We have capabilities, expertise, and standing that others do not. That gives us a great opportunity—and arguably a great responsibility—to take deliberate action. Our action starts with what and how we teach our students, and then extends into the Denver community, the nation, and the world.

Strategic Initiatives



Define our agenda

As we continue to develop and execute our “Redefining Mental Health” public engagement initiative, we will bring together faculty, staff, and others to define our terms and set our goals



Develop an outreach/engagement strategy

There are a number of ways to redefine psychology in the public mind—events, media relations, marketing, etc.; we will develop a strategy that delivers the highest, most cost-effective impact



Empower students

In our curriculum, we will ensure that students develop personal capabilities to transform the psychology environment



Empower faculty and staff

Faculty have much to offer each other, as do staff—and we will encourage the sharing of knowledge and techniques



Engage on public policy

We will create a deliberate public policy agenda and develop the capacity and expertise to focus, package, and manage this initiative