



Youth Healthcare Alliance

Champions for Colorado School-Based Clinics

Formerly known as Colorado Association for School-Based Health Care

STRATEGIC PLAN: 2021-2023

VISION: All Colorado school-based clinics provide high-quality, equitable, comprehensive health care in support of positive academic outcomes.

MISSION: Optimize health outcomes among young people through access to quality, integrated health care in schools.

GOAL	OBJECTIVES	OUTCOME
#1- Ensure success and sustainability of school-based clinics so that they can continue to provide high quality care	<ul style="list-style-type: none">• Improve integration of core clinical initiatives (reproductive health, oral health, behavioral health)• Integrate telehealth services within existing school-based clinic infrastructure to improve access to services	Existing field of school-based clinics remains stable and is successful.

	<ul style="list-style-type: none"> • Aid in sustainability initiatives through trainings, TA, and advocacy • Grow engagement across school-based clinics for sharing of best practices and lessons learned 	
<p>#2- Serve youth in high-needs communities</p>	<ul style="list-style-type: none"> • Publish 5-year data update on communities that could benefit from school-based clinics • Engage top 5 communities in conversations along with partner organizations about options to support health outcomes for youth • Explore where telehealth “extension sites” from existing school-based clinics could be possible • Advocate for more funding (including looking at new sources of revenue like sin taxes) to make more school-based clinics possible 	<p>Communities interested in some level of school-based clinic engagement can achieve it.</p>
<p>#3- Work toward health equity within Youth Healthcare Alliance and within the field of school-based clinics</p>	<ul style="list-style-type: none"> • Increase awareness of and continue to address racial bias in the school-based clinics community guided by youth feedback • Foster partnerships and learning opportunities to ensure school-based clinics are responsive to the diverse needs of the population they serve • Create a more inclusive and equitable culture within Youth Healthcare Alliance and school-based clinics supported by positive policies and practices • Address equity through advocacy • Support school-based clinics response to social determinants of health 	<p>School-based clinics are seen as the model of equitable health care where trust is built. Youth Healthcare Alliance is both the model and incubator of best practices.</p>

	<ul style="list-style-type: none"> • Strengthen the use of healing centered engagement in addressing ACEs and trauma in culturally responsive, systematically-oriented approaches • Explore how school-based clinics can promote school-based clinic services as alternatives to discipline in schools • Diversify Youth Healthcare Alliance’s board and staff 	
#4 - Strengthen relationships between school-based clinics and schools/districts	<ul style="list-style-type: none"> • Demonstrate the value of school-based clinics to educational mission • Support school-based clinics with marketing materials that are customizable • Serve as a catalyst for ideas for outreach and how to identify and cultivate funding relationships 	Schools seek out and cultivate strong collaborations with school-based clinics to achieve whole-student care.
#5 - Grow advocacy and engagement of young people	<ul style="list-style-type: none"> • Establish a youth advisory board • Commit to incorporating a youth perspective in Youth Healthcare Alliance’s work in a meaningful way • Engage youth in advocacy opportunities and request feedback on health and educational initiatives 	Young people’s voices inform Youth Healthcare Alliance’s work and advocacy.
#6 - Improve internal operations and strengthen culture of collaboration across Board, staff, and the Executive Director	<ul style="list-style-type: none"> • Strengthen relationships within board and between board and staff • Strengthen and empower board committees • Host annual board-staff retreat • Incorporate equitable policies and institute a healthy work culture 	Youth Healthcare Alliance is a stronger organization with everyone contributing their best thinking and passion.
#7 - Diversify Youth Healthcare Alliance’s funds	<ul style="list-style-type: none"> • Involve board in fundraising with leadership from fundraising committee 	Youth Healthcare Alliance’s funding distribution is increasingly more diverse each

	<ul style="list-style-type: none"> • Explore new contracts and other ways of monetizing our value to members and health care community • Grow individual giving and non-SBHC memberships • Explore possible staffing or operational needs and fundraise for them 	<p>year and there is a culture of fundraising at the organization.</p>
<p>#8 - Elevate Youth Healthcare Alliance's reputation & brand</p>	<ul style="list-style-type: none"> • Evaluate Youth Healthcare Alliance's brand awareness and representation • Engage in high-level conversations and build relationships with key decision-makers in Colorado • Create opportunities for board members and staff to be brand ambassadors 	<p>Youth Healthcare Alliance's brand and reputation are trusted and sought out at the highest levels.</p>