



STRATEGIC PLAN: 2021-2023

VISION: All Colorado school-based health centers 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
<p>#1- Ensure success and sustainability of SBHCs so that they can continue to provide high quality care</p>	<ul style="list-style-type: none"> • Improve integration of core clinical initiatives (reproductive health, oral health, behavioral health) • Integrate telehealth services within existing SBHC infrastructure to improve access to services • Aid in sustainability initiatives through trainings, TA, and advocacy • Grow engagement across SBHCs for sharing of best practices and lessons learned 	<p>Existing field of SBHCs remains stable and is successful.</p>
<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 SBHCs 	<p>Communities interested in some level of SBHC engagement can achieve it.</p>

	<ul style="list-style-type: none"> • 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 SBHCs could be possible • Advocate for more funding (including looking at new sources of revenue like sin taxes) to make more SBHCs possible 	
<p>#3- Work toward health equity within CASBHC and within the field of SBHCs</p>	<ul style="list-style-type: none"> • Increase awareness of and continue to address racial bias in the SBHC community guided by youth feedback • Foster partnerships and learning opportunities to ensure SBHCs are responsive to the diverse needs of the population they serve • Create a more inclusive and equitable culture within CASBHC and SBHCs supported by positive policies and practices • Address equity through advocacy • Support SBHCs response to social determinants of health • Strengthen the use of healing centered engagement in addressing ACEs and trauma in culturally responsive, systematically-oriented approaches 	<p>SBHCs are seen as the model of equitable health care where trust is built. CASBHC is both the model and incubator of best practices.</p>

	<ul style="list-style-type: none"> • Explore how SBHCs can promote SBHC services as alternatives to discipline in schools • Diversify CASBHC board and staff 	
#4 - Strengthen relationships between SBHCs and schools/districts	<ul style="list-style-type: none"> • Demonstrate the value of SBHCs to educational mission • Support SBHCs 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 SBHCs 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 CASBHC's work in a meaningful way • Engage youth in advocacy opportunities and request feedback on health and educational initiatives 	Young people's voices inform CASBHC'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 	CASBHC is a stronger organization with everyone contributing their best thinking and passion.
#7 - Diversify CASBHC's funds	<ul style="list-style-type: none"> • Involve board in fundraising with leadership from fundraising committee 	CASBHC's funding distribution is increasingly more diverse each year and

	<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>there is a culture of fundraising at the organization.</p>
<p>#8 - Elevate CASBHC's reputation & brand</p>	<ul style="list-style-type: none"> • Evaluate CASBHC'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>CASBHC's brand and reputation are trusted and sought out at the highest levels.</p>