



# Youth Healthcare Alliance

Champions for Colorado School-Based Clinics

Formerly known as Colorado Association for School-Based Health Care

## STRATEGIC PLAN: 2021-2024

**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"><li>Improve integration of core clinical initiatives (reproductive health, oral health, behavioral health)</li><li>Integrate telehealth or other school-linked services within existing school-based clinic infrastructure to improve access to services</li></ul>	The existing field of school-based clinics remains stable and is successful.

	<ul style="list-style-type: none"> <li>• Aid in sustainability initiatives through trainings, TA, and advocacy</li> <li>• Grow engagement across school-based health services for sharing of best practices and lessons learned for inclusive and affirming care.</li> <li>• Support training in and use of CLAS standards</li> </ul>	
<p><b>#2- Serve youth in high-needs communities</b></p>	<ul style="list-style-type: none"> <li>• Explore an update to CHI map on communities that could benefit from school-based clinics</li> <li>• Engage top 5 communities in conversations along with partner organizations about options to support health outcomes for youth</li> <li>• Explore where telehealth “extension sites” or other school-linked extensions from existing school-based clinics could be possible</li> <li>• Advocate for broader definition and more funding to make more school-based clinics and school-linked services possible</li> </ul>	<p>Communities interested in some level of school-based and school-linked healthcare engagement can achieve it.</p>
<p><b>#3- Work toward health equity within Youth Healthcare Alliance and within the field of school-based clinics</b></p>	<ul style="list-style-type: none"> <li>• Increase awareness of and continue to address racial bias as well as bias around gender identity and sexual orientation in the school-based clinics community guided by youth feedback</li> <li>• Foster partnerships and learning opportunities to ensure school-based clinics are responsive to the diverse needs of the population they serve</li> <li>• Create a more inclusive and equitable culture within Youth Healthcare Alliance and school-based clinics supported by positive policies and practices</li> <li>• Share best practices with membership</li> </ul>	<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"> <li>• Address equity through advocacy and through resources available to SBHCs that enable them to take action</li> <li>• Support school-based clinics response to social determinants of health</li> <li>• Strengthen the use of healing centered engagement and culturally responsive, systematically-oriented approaches to patient care and organizational structures</li> <li>• Work toward diversity within SBHC workforce across staffing types (gender identity, race, culture, language, etc.)</li> <li>• Stay apprised on school-based clinic projects on SBHCs as alternatives to discipline and provide resources as needed.</li> <li>• Diversify Youth Healthcare Alliance’s board and staff and youth advisory board</li> <li>• Engage with Project REACH to encourage more diverse students in health workforce pathways</li> </ul>	
<p><b>#4 - Strengthen relationships between school-based clinics and schools/districts</b></p>	<ul style="list-style-type: none"> <li>• Promote best practices and lessons learned regarding school-SBHC relationships</li> <li>• Support school-based clinics with marketing materials that are customizable</li> <li>• Provide community-specific strategies and resources to support education and engagement of school boards and community members</li> <li>• Supporting community education for affirming and inclusive SBHC materials.</li> </ul>	<p>School-based clinics cultivate strong collaborations with schools and viewed by their school community as an important part of achieving whole-student care</p>
<p><b>#5 - Grow advocacy and engagement of young people</b></p>	<ul style="list-style-type: none"> <li>• Establish a youth advisory board</li> <li>• Commit to incorporating a youth perspective in Youth Healthcare Alliance’s work in a meaningful way</li> </ul>	<p>Young people’s voices inform Youth Healthcare Alliance’s work and advocacy.</p>

	<ul style="list-style-type: none"> <li>Engage youth in advocacy opportunities and request feedback on health and educational initiatives</li> <li>Leverage connections with youth organizations to provide growth opportunities for students</li> </ul>	
<b>#6 - Improve internal operations and strengthen culture of collaboration across Board, staff, and the Executive Director</b>	<ul style="list-style-type: none"> <li>Strengthen relationships within board and between board and staff</li> <li>Strengthen and empower board committees</li> <li>Host annual board-staff retreat</li> <li>Incorporate equitable policies</li> <li>Institute a healthy work culture</li> </ul>	Youth Healthcare Alliance is a stronger organization with everyone contributing their best thinking and passion.
<b>#7 - Diversify Youth Healthcare Alliance's funds</b>	<ul style="list-style-type: none"> <li>Involve board in fundraising with leadership from fundraising committee</li> <li>Explore new contracts and other ways of monetizing our value to members and health care community</li> <li>Grow individual giving and non-SBHC memberships</li> <li>Explore possible staffing or operational needs and fundraise for them</li> </ul>	Youth Healthcare Alliance's funding distribution is increasingly more diverse each year and there is a culture of fundraising at the organization.
<b>#8 - Elevate Youth Healthcare Alliance's reputation &amp; brand</b>	<ul style="list-style-type: none"> <li>Evaluate Youth Healthcare Alliance's brand awareness and representation</li> <li>Engage in high-level conversations and build relationships with key decision-makers in Colorado</li> <li>Create opportunities for board members and staff to be brand ambassadors</li> </ul>	Youth Healthcare Alliance's brand and reputation are trusted and sought out at the highest levels.