

## Sexual Health Alliance of Linn & Johnson Counties

Strategic Planning Session | November 5, 2015 | Johnson County Public Health

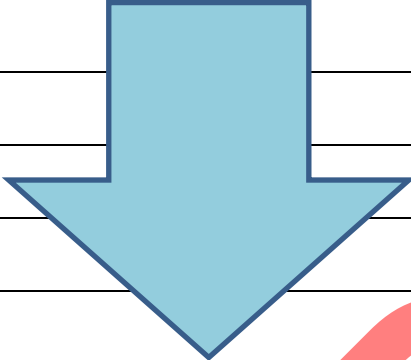
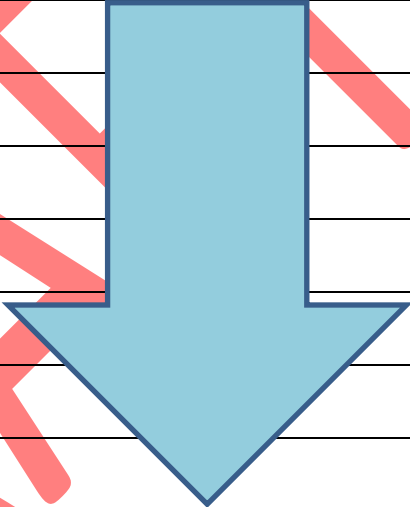
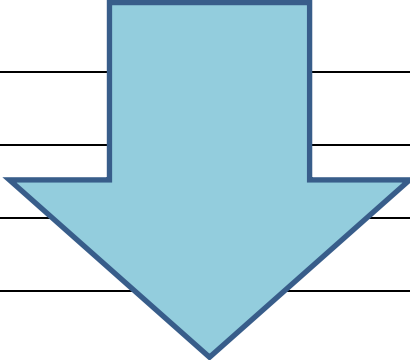

**Coalition Vision:** A comprehensive collaboration dedicated to the sexual health of our communities.

**Strategic Planning Practical Vision:** In the next 3-5 years, we envision a community that has educated providers and connected service agencies where the community is engaged & collaborative and has access to inclusive & comprehensive resources.

**Examination of Underlying Contradictions:** This portion of the process asks the question: If we want to accomplish the practical vision – what current situations and/or circumstances have prevented us from doing so already?

Lack of time, consistency & resources.	Overarching cultural norms promote ignorance & lack of inclusivity.	Over-arching cultural and agency norms are a consistent barrier.	Misinformation & barriers to education.	Interagency competition & Coalition stagnancy.
Lack of consistency and resources & Workload issues of service providers.	Ignorance of and disregard for target populations.	Over-arching cultural and agency norms are a consistent barrier.	General misinformation.	Coalition stagnancy.
Lack of time / availability of community and professional partners.	Inclusivity tends to be an afterthought.		“It doesn’t happen here” or “That’s not our problem” mentality.	Competing individual/community/ agency priorities.
Funding limited and short – sighted.	Lack of inclusivity and safe spaces for connections.		Sexual health not seen as critical to holistic health models.	Limited resources create identity and scope of service competition.
No timely response to change in epi and social trends.			Curriculum in schools lacks standardization.	
Do not keep pace with technology, knowledge, strategies or best practices.			Parental backlash to comprehensive sexual health education.	

**Development of Strategic Directions:** This portion of the process asks the question: What innovative or substantial actions could we take to overcome the identified obstacles and accomplish our vision? Each box represents a strategy that could be turned into a strategic goal (at the discretion of the work-groups who will be tasked with identifying more in-depth plans). Each column is designated as a 'strategic direction' of the final plan.

Establish best practices for comprehensive sex education.	Develop and nurture new contacts.	Conduct a community climate assessment.	Utilize agency resources for the collective good.
Seek allies in the school system.	Intentionally recruit new active members.	Perform outcome assessments	Secure collaborative funding.
Consistently create valid and easily accessible content.	Identify the membership needs of the coalition.		Harness individual strengths for collective action.
Meet people "where they are" in outreach and education efforts.	Develop innovative ways to incentivize membership.		Consult with established LGBTQA Groups.
	Offer greater flexibility for involvement.		
	Encourage and provide continuing education.		
	Improve membership 'onboarding' process.		
	Meet people "where they are". Ex: Service Providers		
			
<b>PROVIDE EDUCATION</b>	<b>FOSTER &amp; ENGAGE MEMBERSHIP</b>	<b>ASSESSMENT</b>	<b>IDENTIFY &amp; UNTILIZE RESOURCES</b>

***\*\*The planning body took each of these four strategic directions and developed a starting point/guide for focused implementation. The next four pages outlines these strategies. Once these directions have been approved by the coalition membership – workgroups will be established to develop the specific work plans necessary for the accomplishment of each direction.***

<b>DIRECTION:</b>	Provide Education	
<b>GOAL:</b>	Assess the educational needs of the coalition's membership.	
<b>PROCESS:</b>	<ol style="list-style-type: none"> <li>1) Establish (re-engage) an education committee.</li> <li>2) In conjunction with the members' survey – assess the educational needs of the general membership.</li> <li>3) Develop a 3 year work-plan based on the feedback of the survey.</li> </ol>	
<b>TIME FRAME:</b>	<b>WHO WILL BE RESPONSIBLE:</b>	<b>RESOURCES NEEDED:</b>
Q1: Create/Recruit for Committee Q2: Collect Feedback & Analyze Results Q3: Develop Work-Plan Q4: Begin Implementation	Initially: President Ongoing: Committee	Members' Survey Results Membership List

<b>DIRECTION:</b>	Foster & Engage Membership	
<b>GOAL:</b>	Assess current membership and create a plan for recruitment, retention and engagement.	
<b>PROCESS:</b>	<ol style="list-style-type: none"> <li>1) Create &amp; Conduct Assessment</li> <li>2) Analyze Results of Members' Survey</li> <li>3) Establish a Membership Committee</li> <li>4) Develop a 3 Year Work-plan</li> </ol>	
<b>TIME FRAME:</b>	<b>WHO WILL BE RESPONSIBLE:</b>	<b>RESOURCES NEEDED:</b>
Q1: Create/Recruit for Committee & Conduct Assessment Q2: Collect Feedback & Analyze Results Q3: Develop Work-Plan Q4: Begin Implementation	Initially: President Ongoing: Committee	Survey Software Membership List

<b>DIRECTION:</b>	Assessment	
<b>GOAL:</b>	Obtain measureable information to guide education, awareness and engagement efforts.	
<b>PROCESS:</b>	<ol style="list-style-type: none"> <li>1) Identify What Need To Be Measured</li> <li>2) Identify Scope, Population &amp; Delivery Methods</li> <li>3) Be Mindful of Pre-Existing Resources and Avoid Duplication When Possible</li> <li>4) Be Mindful of Connotation &amp; Language</li> <li>5) Be Mindful of limitations &amp; Be Realistic When Drawing Conclusions</li> </ol>	
<b>TIME FRAME:</b>	<b>WHO WILL BE RESPONSIBLE:</b>	<b>RESOURCES NEEDED:</b>
Year One	Education/Outreach Committee	Undefined: Depends on Selected Delivery Method

<b>DIRECTION:</b>	Identify/Utilize Resources	
<b>GOAL:</b>	Identify and utilize resources that exist within the community & coalition to accomplish more by being mindful of pre-existing and available resources.	
<b>PROCESS:</b>	<ol style="list-style-type: none"> <li>1) Identify Pending Coalition Needs (education, funds, etc.)</li> <li>2) Include Identification Process in Committees</li> <li>3) Seek Feedback from Partners and Groups</li> <li>4) Think &amp; Act Collaboratively</li> </ol>	
<b>TIME FRAME:</b>	<b>WHO WILL BE RESPONSIBLE:</b>	<b>RESOURCES NEEDED:</b>
Year One	President & Members	Time & Committed Persons