



STRATEGIC PLAN 2019-2023

Missouri Coordinated School Health Coalition

About

The Missouri Coordinated School Health Coalition (MCSHC) is a collaborative of organizations and individuals whose primary responsibility is to assist schools in their student health and wellness initiatives. The coalition does this by promoting the use of the Centers for Disease Control and Prevention's (CDC) Whole School, Community, Child model (WSCC). This model focuses on improving students' health and their capacity to learn through families, schools and communities working together. The model consists of ten interactive components that develop and emphasize health-related knowledge, skills, attitudes and behaviors. Schools work within the family and community structure to ensure optimal health and wellness for children.

Mission

The MCSHC advocates and supports the Whole School, Whole Community, Whole Child model in every Missouri school to ensure students learn to be healthy and are healthy to learn.

Vision

All Missouri students are healthy, safe, engaged, supported and positively challenged for a successful future.

Membership

Partnerships are important for the health of Missouri schools and just as critical for the success of MCSHC which relies on volunteers and our members to:

- ✓ guide our work
- ✓ plan our conferences
- ✓ develop resources
- ✓ share information with key stakeholders
- ✓ report trends vital to the health of students

This all-volunteer structure allows us to stretch valuable resources, access the vast knowledge of content experts and efficiently create resources and interventions that improve the health and safety of our children.

Core Values

The following five core values guide the way we work and the relationships we build.

Health and School Health: We embrace the Whole School, Community, Child Model, which consists of ten interactive components for addressing health and social problems. Using that definition, we value the health and well-being of students and staff, understanding that a healthy student is more likely to be ready to learn.

Community Health: We value the health and well-being of children, their families, their support systems and the diverse communities in which they live.

Responsibility: We understand that good health is an intentional process and a shared responsibility among individuals, families, schools and communities.

Excellence: We strive for excellence in our products, services and activities by capitalizing on the talents and resources of our coalition members and working toward the goal of what is best for children and families.

Trust and Collaboration: We believe that openness, sharing, cooperation, and trust are the keys to success within our coalition.

Flexibility: We welcome change as a normal and healthy part of carrying out our mission.

Strategic Plan 2019-2023

Goal 1: The Missouri Coordinated School Health Coalition will advance implementation of the Whole School, Whole Community, Whole Child model and its 10 components in all Missouri Schools through its Strategic Plan.

Objective 1: Promote the implementation of the WSCC model using the School Health Index Self-Assessment tool to the 100 school sites, through the partnerships with Department of Elementary and Secondary Education, Physical Education and School Wellness by June of 2022.

Action Steps:

1. Create partnership w/DESE, Physical Education and School Wellness
2. Determine baseline of school sites trained in SHI beginning in the school year 2018-2019.
3. Draft scope of work for a Marketing Consultant and begin recruitment.
4. Develop healthy school recognition criteria, award and solicitation of model programs in schools implementing best practices in support of components of the WSCC model at the annual conference.

5. Write article on recipient of Healthy School Award addressing successful programs that align with WSCC component(s).
6. Updates related to members' SHI trainings, seminars and conferences that are aligned with WSCC model will be posted routinely in Coalition's web site and social media outlets.

Objective 2: Provide financial resources through the partnerships (with 2 to 3 key funders) to increase implementation of the WSCC Model in 100 Missouri school sites by December 2022.

Action Steps:

1. Through partnership with MFFH and paid Consultant, the Coalition will scan for and promote funding sources supporting components of the WSCC model to its members, key stakeholders and schools through its website, social media outlets and annual conference.
2. Collect baseline of funders actively supporting WSCC grants to schools.
3. Identify/recruit new funding sources to support the implementation of the SHI Self-assessment process and an improvement plan addressing holistic school practices.

Objective 3: The Coalition will host educational opportunities on the WSCC Model through its annual conference and quarterly meetings with members, partners and stakeholders.

Action Steps:

1. Maintain a dynamic conference planning committee that solicits from Coalition members trending topics and programs for sharing with schools.
2. Sponsor pre-conference and concurrent sessions surrounding initiatives on WSCC model at the annual conference.
3. Offer platform for member sharing of trending topics and programs through quarterly meetings.
4. Provide additional promotion of educational opportunities as hosted by coalition members into Partner Sharing web link.

Goal 2: The Missouri Coordinated School Health Coalition will actively communicate with members, partners and stakeholders to increase awareness, knowledge and action for the Whole School, Whole Community, Whole Child model.

Objective 1: Improve outreach to school professionals and other targeted organizations by website hits of 10% increase from baseline September 2019 on awareness, knowledge and action of the WSCC model.

Action Steps:

1. Assessment of the Coalition's web presence through its current social media outlets including website; recommends and applies new outlets as deemed feasible.
2. Interview & write article on schools' success stories and lessons learned on the WSCC model.
3. Updated survey question(s) added to conference feedback survey about a) knowledge of WSCC model and b) list of programs in place.
4. Host announcements of events, webinars, grants and new trainings or workshops on the Coalition's Events and Conferences web tab.
5. Conducts a search of comparable non-for profit and public organization's media presence and recommends successful strategies to apply.

Goal 3: The Missouri Coordinated School Health Coalition will engage and sustain diverse members, partners and stakeholders to be invested in the coalition.

Objective 1: Increase base membership by 10% in three (3) years.

Action Steps:

1. Convene a Membership Adhoc Taskgroup with defined responsibilities of analyzing gaps in professional affiliations according to the components of the WSCC model.
2. Implement method to address gaps with a membership survey. Design, distribute, collect and review member surveys.
3. Review surveys and brainstorm ideas to address issues to help increase membership sustainability
4. Adopt "Member Spotlight" which would highlight an active member and their contributions to WSCC model.
5. Brainstorm on a list of potential new members and professional affiliations in need of filling gaps for the WSCC model.

Objective 2: Increase members' engagement in the vision/mission by 10% in 3 years.

Action Steps:

1. Establish a set of defining roles of engagement (i.e. board officer; committee member; partner sharing/presentation; conference moderator; host quarterly meeting, ad hoc committee, etc.).
2. Solicit for a member host of quarterly meetings in to facilitate membership attendance and engagement.
3. Explore/select/implement technology to facilitate attendance of quarterly meetings.



The board of 2018-2020 extends its appreciation to its members for their passion and undying commitment to the establishment of comprehensive health for the good of all children in Missouri.