

## VISION

Health Connected envisions a world built on equity where all young people are celebrated for who they are and empowered to advocate for their own and others' well-being.

## MISSION

Health Connected equips young people with information, skills, and support to make thoughtful choices about their relationships and sexual health throughout their lives.

## THE PROBLEM

The chaotic messaging and collective discomfort around sexuality impedes young people's ability to gain access to accurate information, practical social skills, and uplifting support from those around them.

## OUR SOLUTION

If Health Connected provides engaging, relevant, research-informed sexual health and relationship education that uplifts young people of all identities and those who support them, and seeks opportunities to dismantle systems that create barriers to health and well-being, then more young people will feel confident in making intentional decisions about their sexual health and relationships and will feel empowered to be agents of change in their world.

## CORE VALUES



**AGENCY**



**JUSTICE**



**CONNECTION**



**EXCELLENCE**



**ZEST**

Below are three strategic priorities to increase our organizational impact and long-term sustainability. While these three priorities are highlighted for particular focus over the next three years, Health Connected will continue to maintain our six best-in-class sexual health curricula and deliver exceptional instruction, training, and family engagement programs with a focus on deepening our engagement across California.

## STRATEGIC PRIORITIES

PRIORITY  
**A**

**Re-frame sex education as an integral component of youth social development and position Health Connected as a go-to resource for sex education support.**

- **Strategy 1:** Partner with a courageous communications firm to help us create a bold vision for sexual health education as a high-leverage opportunity to influence a wide range of social development outcomes.
- **Strategy 2:** Increase awareness of strategies to influence broader social outcomes through thought leadership and subject-matter expertise.
- **Strategy 3:** Increase active participation in regional, state, and national collaborative efforts to advocate for focus on broad social development outcomes and share our field-based learnings.

PRIORITY  
**B**

**Expand access for populations who are not currently being fully served with effective sexual health education programs.**

- **Strategy 1:** Search for and center the voices of those being least served by our programs.
- **Strategy 2:** Effectively deploy a combination of in-person and online content and services to increase access to our programs.
- **Strategy 3:** Share findings from program evaluation efforts to drive investment in identified underserved populations, particularly under-researched populations.
- **Strategy 4:** Seek financial support to underwrite expansion to underserved populations.

PRIORITY  
**C**

**Critically examine our approach to and thoughtfully integrate diversity, equity, inclusion, and justice (DEIJ) practices into our curriculum content, program delivery, talent development, and organizational governance.**

- **Strategy 1:** Elevate the voices of those who have been most marginalized in the systems with which we partner.
- **Strategy 2:** Use program data to assess and address different impacts of our programs on individuals with racialized and marginalized identities.
- **Strategy 3:** Incorporate thoughtful DEIJ practices in talent recruitment, hiring, on-boarding, training, and retention for our compensated team and our volunteer team.