

Strategic Plan 2026-2029

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 and trusted adults with knowledge and skills to thoughtfully navigate the intersections of relationships, bodies, and digital well-being.

THE PROBLEM

In today's society, young people's health—from mental health to sexual health, or at the intersections of the two—is overwhelmingly influenced by the ways they engage with each other and the world both online and offline.

OUR SOLUTION

Health Connected empowers young people through guidance, resources, and support that speak to their lived experiences and the myriad ways in which they are tasked with negotiating technology, media, and relationships, all while managing their mental, physical, and sexual health.

CORE VALUES



AGENCY



EQUITY



CONNECTION



GROWTH



CURIOSITY

Our three strategic priorities aim to boost organizational impact and sustainability. Over the next three fiscal years, Health Connected will maintain its six best-in-class sexual health curricula while enhancing instruction, training, and family engagement, with a focus on deepening engagement across California.

STRATEGIC PRIORITIES

Best-In-Class Experience

Establish Health Connected as the benchmark for best-in-class mental, digital, and sexual health education for students, providers, educators, and families transforming it into a cornerstone of youth social development grounded in youth experience.

- **Strategy 1:** Enhance the overall educational experience by refining our curricula, delivery methods, and educator expertise that are research-driven, relevant, and adeptly responsive to current trends and needs.
- **Strategy 2:** Forge and strengthen partnerships at regional, state, and national levels, advocating for comprehensive social development and digital wellness outcomes and leveraging these collaborations to share our field-based insights, thereby shaping a best-in-class experience in our domain.
- **Strategy 3:** Partner with student-led groups, advisory boards, or other youth-focused organizations to directly incorporate youth insights into curriculum development, ensuring the curriculum remains relevant and responsive to evolving student needs, fostering deeper youth involvement.

Access

Enhance access to sexual health and digital literacy and well-being education for underserved populations, ensuring representation throughout our curriculum, program delivery, and organizational practices, with health equity central to our mission.

- **Strategy 1:** Focus on identifying the most effective delivery methods, while prioritizing and elevating the voices of the most marginalized within our partner systems, ensuring our programs reach and serve those currently least served.
- **Strategy 2:** Use program evaluation findings to attract investment for underserved populations, and actively seek financial backing to extend our reach to these groups.
- **Strategy 3:** Incorporate thoughtful practices and policies throughout our organization to ensure belonging.

Sustainable Growth

Remain agile and resilient with focus on operations, funding sources, strong workforce, and thought leadership.

- **Strategy 1:** Embrace flexibility and openness to new opportunities and strategic partnerships.
- **Strategy 2:** Maintain a sustainable array of funding sources, such as individual donors, investments, and grants, while prioritizing earned revenue.
- **Strategy 3:** Implementing a succession plan that includes cross training and documentation for all key roles to develop talent from within the organization.
- **Strategy 4:** Foster a culture of continuous improvement of people and operations.