



# HEALTHCORPS, INC.

Strategic Plan  
FY 2020 - FY 2022

July 1, 2019 - June 30, 2022

# Giving a voice to HealthCorps' Mission: Youth's Right to a Healthful Future

HealthCorps is grounded in the conviction that American youth have the right to reach their full potential by accessing preventative health— to the benefit of their future, of their societies and a healthier world.



# RESPONDING TO A CRISIS

HealthCorps is a national non-profit founded by cardiothoracic surgeon Dr. Mehmet Oz in 2003. We educate young people about mental and physical wellness, equipping teens with the tools and the knowledge to become resilient in mind and body for their long-term success and that of their community. The breakdown of family and community in the United States has led to an epidemic of loneliness and disconnection. HealthCorps is addressing this problem by connecting young people with mentors, their peers and their community. We teach young people that they have the power to control their personal well-being and in turn, change the world around them.



## 70 MILLION INVESTED SINCE 2003

HealthCorps' education programs have continued to grow. We now operate in middle schools as well as high schools, impacting:

**2.5M**

STUDENTS

**320**

COORDINATORS

**340**

SCHOOLS

**23**

STATES

# FOR YOUTH, BY YOUTH



Our Living Labs programs are delivered by HealthCorps “Coordinators” - recent college graduates interested in becoming medical practitioners or pursuing careers in public health or wellness. HealthCorps Coordinators:



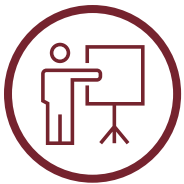
**MENTOR STUDENTS**



**CREATE STUDENT-LED LUNCHTIME AFTER SCHOOL CLUBS & HEALTH FAIRS**



**RUN STAFF TRAININGS**



**SHARE CLASSROOM LESSONS**



**LEAD STUDENT COMMUNITY ENGAGEMENT**

Since 2008, the **curriculum**, originally derived from the expert knowledge published in the YOU™ book series (authored by Dr. Oz and Dr. Michael Roizen), has been regularly informed/enhanced by the HealthCorps Coordinators’ work in the field and updated and evaluated by experts. We made significant revisions to the curriculum in 2013 with the guidance of the Albert Einstein School of Medicine.



## **Sustainability for Living Labs - Expansion to non-Living Lab Schools**

HealthCorps offers educators professional development in its curriculum through its accredited HealthCorps University. This initiative, piloted in 2013, was created in response to educators’ requests for training in the HealthCorps curriculum. It presented us with an opportunity by developing an educator “wellness champion” to continue programming past a Coordinator’s tenure as well as the opportunity to scale our programs in schools that have never served as a Living Lab.

# A SOLUTION FOR THE FUTURE

HealthCorps has always been in the business of prevention – Every child deserves a life free of chronic diseases like diabetes, obesity, hypertension, cardiac mortality, respiratory issues, cancer and more. Addiction, low self-esteem, depression and mental health problems rooted in societal disruptions, are preventable. HealthCorps students take charge of their lives and carry the baton of wellness to their family and friends. We continue to evolve our curriculum to meet the relevant challenges faced by the next generation.

## Rolling up our sleeves - what we do:

Solutions in four major areas:



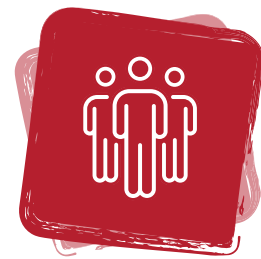
**MENTAL RESILIENCE**



**NUTRITION**



**FITNESS**



**COMMUNITY ENGAGEMENT**

HealthCorps is a practical, integrated approach empowering young people to put their knowledge into practice and become catalysts for change.



## Research

We continue to use our network of Living Labs to do monitoring, evaluation and research to identify the best practices for communicating wellness messaging for teens and bring about positive behavioral change. Our Student Evaluation Survey, called the "HealthyMe Journey", was created by Albert Einstein School of Medicine.

**Our studies reveal that the HealthCorps approach to instill preventative healthcare mechanisms early in youth is the right way to combat the long-term life-styles diseases from which many Americans suffer.**

3

PEER REVIEWED  
PUBLICATIONS



# OBJECTIVES & GOALS

## For The Next Three Years

1

**Scale our school educational programs and increase educator training:**

To reduce students' long-term risk of suffering from life-style diseases

2

**Advocate and communicate:**

To establish HealthCorps as a leading voice on preventative healthcare for youth – where the real value lies

3

**Support programs and operations with \$15.6M over the next 3 years:**

To help more teens meet the incredible challenges they face by equipping them with the tools and the knowledge to become resilient in mind and body for their long-term success and that of their community

# MAKING MORE LIVES BETTER



## Scale our school educational programs and increase educator training:

To reduce students' long-term risk of suffering from life-style diseases

HealthCorps will expand its impact annually in our existing regional Hubs through deployment of the following:

**School Coordinator Model:** Our stable of approximately 25 Living Lab schools (the original One Coordinator to One School model);

**Regional Coordinator Model:** Our Regional Coordinator Model (our most recent One Coordinator Across Multiple Schools model);

**HealthCorps University (HCU):** Engagement of teacher “wellness champions” and their students in former Living Lab alumni schools;

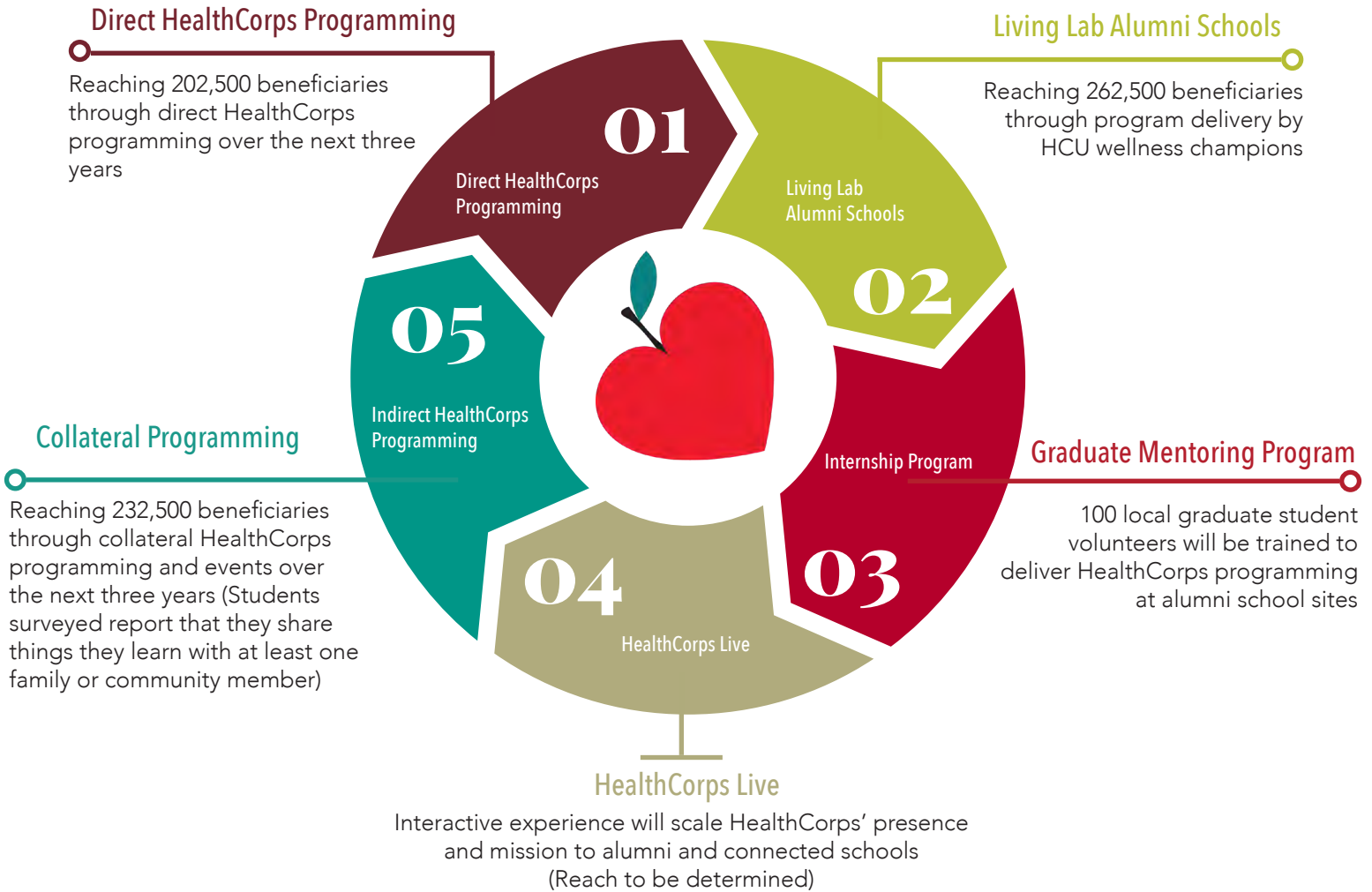
**Graduate Mentoring Program:** Our ongoing pilot aimed at training and supporting volunteer graduate students to deliver the HealthCorps program to alumni and new schools;

**HealthCorps Live:** A Digital Living Lab interactive experience connecting both alumni and current schools by enabling students across the nation to connect live and discuss relevant issues with each other.



# How and Where We Will Scale the Program:

Between FY '20 to FY '22, we project a 26% increase in program reach, with 697,500 beneficiaries receiving some form of direct or indirect HealthCorps programming. Moreover, our overall program reach, since 2003, will grow to a projected total of 3,197,500.



## HealthCorps Hubs

### FY 2020

AZ: Phoenix - Blue Cross Blue Shield of Arizona  
 OK: Chickasaw & Continental Resources  
 CA: San Bernardino, Riverside – Inland Southern CA Partnership  
 KY: Berea College / Promise Neighborhood Grant  
 FL: Miami – My Life My Power / Puder  
 UT: USANA  
 NY, NJ, Los Angeles, Houston: Gen. Ops  
 TX: Houston, Holthouse Foundation

### FY 2021 (add three hubs)

CA - Sacramento County  
 IL - Chicago  
 CT - TBD

### FY 2022 (add two hubs)

CO - Denver  
 TX - Dallas

## Objectives for Impact

More students with improved health behaviors in areas of nutrition, physical activity and mental resilience;

Wellness integrated into the school policies, systems and environments;

A broad-based coalition of curriculum, training, research, and funding partners to sustain HealthCorps' efforts;

A new educational paradigm for wellness through school research laboratories, an experiential curriculum and integrated school program;

A teen community equipped to make healthier lifestyle choices and advocate with their peers, families and community to do the same; and

A teen community at less risk for serious adult health issues.

*"Educating America's youth in wellness at school not only changes their performance and quality of life, it directly influences their families and communities."*

*- Dr. Oz, Founder & Chairman, HealthCorps*

# CHANGING

## The National Dialogue



### Advocate and communicate:

To establish HealthCorps as a leading voice on preventative healthcare for youth – where the real value lies

### HealthCorps will deploy resources to:

**Build Coalitions:** Create an advocacy coalition of educators, alumni Coordinators, stakeholders, students & partners at the local, state, and federal level;

**Engage Capitol Hill:** Continue to impact federal legislation;

**Raise Awareness:** Tell the stories of HealthCorps' programs through the voice and stories of the youth, the community of supporters, and HealthCorps leadership at state, district and national level;

**Grow Grassroots Support:** Engage students to become advocates for policy and programs and include grass roots advocacy in lessons, afterschool program activities and at our school health fairs;

**Share Our Success:** Highlight HealthCorps as an organization that puts theory into practice and shows proven results not only for students, but for faculty, parents and the community as well.



# EXPANDING

## Investment in our Future

3

Support programs and operations with \$15.6M over the next 3 years:

To help more teens meet the incredible challenges they face by equipping them with the tools and the knowledge to become resilient in mind and body for their long-term success and that of their community

HealthCorps will:

- 1 Educate schools about their access to federal ESSA Title II and Title IV grant funding to support professional development and well-rounded education programs so they can invest in HealthCorps programming
- 2 Invest resources in staff and technology focused on development, fundraising and donor satisfaction
- 3 Investing in Marketing and Communications to raise our brand awareness
- 4 Applying for more government, corporate and foundation grants
- 5 Securing Cause Related Marketing partnerships
- 6 Increasing our local fundraising efforts through Peer to Peer Giving and Digital Media Campaigns

