

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

Chaotic messaging and discomfort around sexuality hinder young people from accessing accurate information, practical social skills, and support.

OUR SOLUTION

Health Connected empowers young people to make informed decisions about their sexual health and become agents of change by providing engaging, research-informed sexual health education and dismantling barriers to well-being.

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 sex education experience for both students and educators, transforming it into a cornerstone of youth social development.

- **Strategy 1:** Enhance the overall educational experience by developing a curriculum, 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 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 and connection.

Access & Equity

Enhance access to sexual health education for underserved populations, integrating diversity, equity, inclusion and justice (DEIJ) into our curriculum, program delivery, and organizational practices, ensuring health equity is 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, marginalized and under-researched populations, and actively seek financial backing to extend our reach to these groups, ensuring equitable access and impact.
- **Strategy 3:** Incorporate thoughtful DEIJ practices and policies throughout our organization.

Sustainable Growth

Remain agile and resilient by emphasizing the importance of adaptable operations, diverse funding sources, and a dynamic workforce, all aimed at sustaining the organization's impact and relevance in sexual health education.

- **Strategy 1:** Embrace flexibility and openness to new opportunities, such as strategic partnerships, to ensure the organization's capacity to adapt to external changes and pursue its mission effectively.
- **Strategy 2:** Diversify funding sources, including earned revenue, individual donors, and grants. Prioritize earned revenue for its flexibility and explore innovative funding avenues to support risk-taking and expansion into new areas of sexual health education.
- **Strategy 3:** Foster sustainable organizational growth by developing talent, implementing a succession planning process and prioritizing adaptability and resilience in our team. Focus on recruiting and nurturing staff who thrive in dynamic environments and are committed to continuous learning and evolution within the organization.