

Illinois School-Based Health Alliance (ISBHA) Strategic Plan [July 2015 – June 2018]

MISSION:

The Illinois School-Based Health Alliance (ISBHA) works to ensure that children and adolescents are healthy, safe, and ready to learn by advocating for and supporting school health centers (SHCs) as school and community assets.

VISION:

The ISBHA's vision is that children and adolescents in Illinois are healthy and have the foundation that enables them to achieve their fullest potential in school and beyond.

VALUES:

- Children and adolescents have a right to high-quality health care.
- When children and adolescents have access to high-quality health care, they are better equipped to learn and succeed.
- SHCs are an effective and practical model for delivering high-quality health care to children and adolescents and addressing health inequity.
- SHCs recognize that children and adolescents exist in the context of their family, and they work to engage and support the family whenever possible.
- SHCs vary by community needs and available resources, but all SHCs bring additional supports and value to schools and their communities.

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Advocacy	Sustainability and Strategic Growth	Training and Technical Assistance	Emerging Issues	Organizational Infrastructure
Goal 1	Goal 2	Goal 3	Goal 4	Goal 5
Advocate for SHCs and health care of children and adolescents	Develop strategies to support the sustainability and growth of the SHC model	Improve quality of SHC services by providing training and technical assistance	Improve SHCs' ability to lead in emerging policy and program issues	Manage organizational infrastructure to meet the needs of ISBHA members
Strategies				
<ol style="list-style-type: none"> 1. Maintain and develop strategic partnerships to ensure SHCs are viewed as critical assets to the healthcare and education systems 2. Monitor and support legislative priorities that improve child and adolescent health and advance the SHC model 3. Monitor and defend against legislative priorities that threaten child and adolescent health and the SHC model 4. Harness data 5. Maintain the youth voice in SHC advocacy and practice 	<ol style="list-style-type: none"> 1. Diversify SHC funding 2. Increase opportunities for behavioral health funding 	<ol style="list-style-type: none"> 1. Prioritize training and technical assistance content areas based on the needs of the field 2. Serve as a resource clearinghouse for new and existing SHCs 3. Prepare for upcoming competitive grant process 4. Harness data 	<ol style="list-style-type: none"> 1. Build and support infrastructure for open communication channels with field 2. Remain current in and disseminate information on local, state, and national emerging trends that impact SHCs and child and adolescent health 	<ol style="list-style-type: none"> 1. Improve ISBHA's visibility amongst the field

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Goal	Strategies	Activities	Owner(s)	Timeline
Goal 1: Advocacy Advocate for SHCs and health care of children and adolescents	1. Maintain and develop strategic partnerships to ensure SHCs are viewed as critical assets to the healthcare and education systems	Communicate with IDPH to troubleshoot issues related to SHCs and improve supports	Director	Weekly, as necessary
		Ensure annual policy agenda and activities address relationship with HFS and the State Medicaid program	Director, Policy Director, Steering Committee	Annually, November
		Cultivate relationships with and communicate SHC value to key stakeholders at ISBE	Director	Ongoing
		Conduct an information campaign on behalf of SHCs that engages Managed Care Organizations and articulates the role and impact of SHCs in larger systems of care	Director, Coordinator, Steering Committee	Winter/Spring 2016
		Maintain existing relationship with CPS and build new relationships with school districts to increase the integration of the model into schools	Director, Coordinator	Ongoing
		Collaborate with the national School Based Health Alliance on an ongoing basis	Director, Coordinator	Ongoing
		Cultivate relationships with and communicate SHC value to other partners aligned with strategic priorities (e.g. ICMHP, etc.)	Director, Coordinator, and Steering Committee	Ongoing
	2. Monitor and support	Develop and implement an annual policy agenda that is consistent with	Director, Coordinator, Policy Director, Steering	Drafted by November each year, implemented

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	legislative priorities that improve child and adolescent health and advance the SHC model	current child and adolescent health and SHC needs	Committee	throughout year
		Disseminate action alerts to field on legislative issues that positively impact child and adolescent health and SHCs	Director, Policy Director, Coordinator, Communications Coordinator	Ongoing as needed
	3. Monitor and defend against legislative priorities that threaten child and adolescent health and the SHC model	Craft advocacy materials (e.g. organizational statements, letters to the Governor, press releases, etc.) in response to issues that threaten child and adolescent health and the SHC model	Director, Policy Director, Coordinator, Communications Coordinator	Ongoing as needed
		Disseminate action alerts to field on legislative issues that threaten child and adolescent health and SHCs	Director, Policy Director, Coordinator, Communications Coordinator	Ongoing as needed
	4. Harness data	Explore and cultivate data sharing agreements with key stakeholders (i.e. IDPH, HFS, and MCOs)	Director	Summer FY16
		Remain up to date on literature base evaluating SHC impact	Director, Coordinator	Ongoing
		Use data from key stakeholders and literature base to articulate a quantitative case for SHCs in IL	Director, Coordinator, Steering Committee	Spring FY16
	5. Maintain the youth voice in SHC advocacy and practice	Conduct annual Youth Advocacy Day	Coordinator	Annually , Spring
		Engage youth representatives from SHC in a statewide “YAC”	Coordinator	Begin planning FY16 Launch FY17

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		Ensure youth voice is captured in case for SHCs in IL	Coordinator, Director, Steering Committee	Ongoing
Goal 2: Sustainability and Strategic Growth Develop strategies to support the sustainability and growth of the SHC model	1. Diversify SHC funding	Ensure annual policy agenda and advocacy activities seek to protect State grant funding and Medicaid reimbursement	Director, Policy Director, Steering Committee	Ongoing
		Evaluate trends in private payer billing/reimbursement and identify opportunities for improvement	Director, Coordinator	Ongoing
		Disseminate information on philanthropic funding opportunities for SHCs through monthly newsletter	Director, Coordinator	Ongoing
		Provide TA and disseminate information on managed care to improve SHCs billing and contracting in managed care regions	Director, Coordinator, Communications Coordinator	Ongoing
	2. Increase opportunities and remove barriers to behavioral health funding	Engage field and conduct systems research to outline barriers to funding SHC BH services	Director, Coordinator, Policy Director, Ad hoc workgroup	FY16
		Based on identified barriers, implement strategy to increase Medicaid funding for SHC BH services	Director, Coordinator, Policy Director, Ad-Hoc workgroup	FY17
		Ensure that information disseminated to field on philanthropic funding opportunities includes an emphasis on BH funding	Coordinator, Communications Coordinator	Ongoing

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Goal 3: Training and Technical Assistance Improve quality of SHC services by providing training and technical assistance	1. Prioritize training and technical assistance content areas based on the needs of the field	Conduct an annual survey to gauge the field's level of satisfaction with TA activities and content area interests and modify TA accordingly	Director, Coordinator, Steering Committee, TA workgroup	Annually mid-May
		Gather informal feedback from field through ongoing one on one touch points (e.g. phone calls, site visits, etc.)	Director, Coordinator, Steering Committee, TA workgroup	Ongoing
		Ensure TA offering is responsive to external threats and opportunities to the SHC model	Director, Coordinator, TA workgroup	Ongoing
	2. Serve as a resource clearinghouse for new and existing SHCs	Host an annual conference. Ensure includes educational and networking opportunities	Director, Coordinator, Steering Committee, ad-hoc workgroups as needed	Spring (April/May)
		Provide at least 6 webinars annually	Director, Coordinator, TA workgroup	Annually
		Host bi-annual regional meetings and ensure that they include: 1) an educational component that's reflective of field interests and external threats and opportunities; 2) networking. Not updates.	Director, Coordinator, TA workgroup	Fall & Spring
		Send a monthly SHC newsletter including relevant research, legislative updates, SHC news and job announcements, and relevant EverThrive IL resources	Director, Policy Director, Coordinator, Communications Coordinator	Monthly (3 rd Monday)
		Update website with tools, fact sheets, webinars, templates,	Coordinator, Communications	Ongoing

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		newsletter, and relevant research	Coordinator	
		Design and support infrastructure that increases peer to peer learning (e.g. affinity groups, learning circles, etc.) and considers regional differences	Director, Coordinator, Steering Committee, ad hoc workgroup as needed	Design and pilot in FY16 Expand in FY17, as appropriate
	3. Prepare for upcoming competitive grant process	Serve as field liaison to IDPH and provide feedback on design of competitive grant process	Director, Steering Committee	Fall and Winter FY16
		Disseminate information to field outlining competitive grant process timeline and expectations as developed by IDPH	Director, Coordinator, Communications Coordinator	Winter and Spring FY16
		Identify field training needs and work with IDPH/TA workgroup to execute training and technical assistance opportunities focused on competitive grant process	Director, IDPH, TA workgroup	Ongoing, workgroup to meet monthly
	4. Harness data	Draft and disseminate tools to field that articulate quantitative case for SHCs and help individual agency's articulate their value	Director, Coordinator	Spring FY16
		Disseminate report cards/dashboards that show the field's performance/reach	Director	Annually, Fall
		Ensure at least one webinar offered each year focuses on the use of data in clinical settings	Director, Coordinator, TA workgroup	Annually

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Goal 4: Emerging Issues Improve SHCs' ability to lead in emerging policy and program issues	1. Build and support infrastructure for open communication channels with field	Establish an outreach calendar to ensure targeted outreach across all regions of the state	Coordinator	Fall 2015
		Visit 10-15 SHCs across the State annually, in addition to regional meetings	Director, Coordinator	Annually
		Launch annual field survey, use results to inform ISBHA activities, and share impact with field	Director, Coordinator	May (survey) Annually, Spring-Summer planning
		Disseminate a monthly newsletter	Director, Coordinator, Communications Coordinator	Monthly (3 rd Monday)
		Support peer to peer learning opportunities and establish feedback loop between peer to peer learning and ISBHA resource development and dissemination	Director, TA workgroup	Design and pilot in FY16 Expand in FY17, as appropriate
	2. Remain current in and disseminate information on local, state, and national emerging trends that impact SHCs and child and adolescent health	Collaborate with the national SBH Alliance to stay current on national trends and respond to issues	Director, Coordinator	Ongoing
		Collaborate with Policy Director to monitor and respond to legislative issues	Director, Coordinator	Ongoing
		Track news coverage of SHCs in IL	Director, Coordinator, Steering Committee	Ongoing
		Attend partner workgroups and events as they relate to child and	Director, Coordinator	Ongoing

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		adolescent health and SHCs		
		Synthesize relevant issues/trends in monthly newsletter	Coordinator	Monthly (3 rd Monday)
Goal 5: Organizational Infrastructure Manage organizational infrastructure to meet the needs of ISBHA members	1. Improve ISBHA's visibility amongst the field	In the short term, update the existing CAHI webpage to improve the ISBHA's visibility	Director, Coordinator, IT Director, Communications Coordinator	Fall FY16 – Spring FY16
		In the long term, explore feasibility of launching an ISBHA-specific website that clearly articulates who the ISBHA is and also serves as an effective clearinghouse for resources	Director, Executive Director, IT Director	Spring FY16 – FY17
		Ensure consistency of messaging across all communications materials (i.e. newsletter, emails, fact sheets, toolkits, etc.)	Coordinator, Communications Coordinator	Ongoing
		Increase touch points with field through phone calls, online communications, and site visits as outlined in outreach calendar	Director, Coordinator	Ongoing
		Establish project-based work groups that leverage field expertise as new ideas and supports emerge	Director, Steering Committee, Coordinator	As needed