



Launching a Bold New Chapter for the Health of Our Families

STRATEGIC PLAN 2019-2022



VISION

All people will thrive in a compassionate community that supports lifelong healthy development.



MISSION

To improve the health and well-being of all by empowering communities, organizations and people to take informed actions to prevent and mitigate the lifelong effects of childhood adversity.

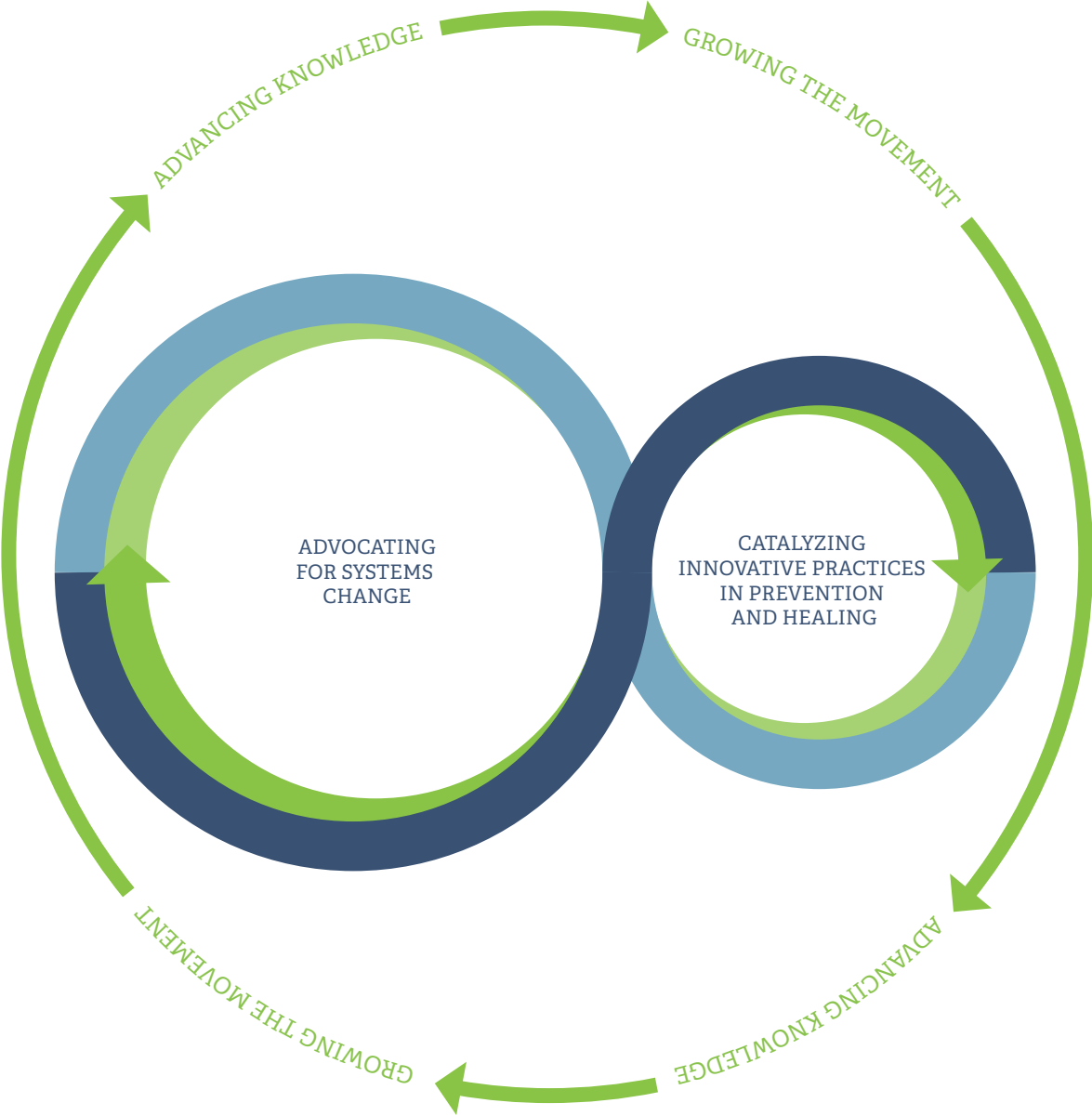


IOWA ACEs360

**Catalyzes a Vibrant
Network to Address
ACEs in Iowa**

Our success is our partners' success. We don't work alone.

Our Three Strategies 2019-2023



Actions, Roles and Results



→ Strategy:
Advocating for Systems Change

We are a leader in advocacy and systems change through...

- *Advising policy and systems leaders*
- *Working in partnership with other advocates*
- *Advocating for policy, rules and regulations*
- *Building and sustaining relationships with decision makers and leaders*

Our role in the network:

We provide backbone infrastructure and leadership to cultivate and sustain a network of advocacy partners across the state.

Results:

Identified champions enact changes to systems, policies, rules and funding to encourage/support/sustain child and family serving systems to implement practices based on the best research available.



→ Strategy:
Advancing Knowledge & Growing the Movement

We research and share the knowledge our network needs to respond to and prevent ACEs through...

- *Amplifying and distributing knowledge via our website, presentations and workshops*
- *Connecting the network and inviting new participants*
- *Advising, coaching and training for organizations and groups*
- *Researching best practices, results and trends*
- *Scanning and curating new knowledge from across the country*

Our role in the network:

We provide backbone infrastructure to support a coalition of partners in Central Iowa. We communicate our work with partners throughout the state.

Results:

More and more partners engage with the network and use research to adapt and change their work to support children, families and organizations.



→ Strategy:
Catalyzing Innovative Practices in Prevention & Healing

We support innovation and research on leading edge practices through...

- *Piloting projects to help discover new approaches*
- *Problem solving with innovators*
- *Building the capacity/support to deepen leading edge practices*
- *Observing, learning, and capturing knowledge about new approaches*

Our role in the network:

We act as a leverager and partner for pilot projects and innovators based in Central Iowa. We look for opportunities for smart collaborations to fuel innovation throughout Iowa

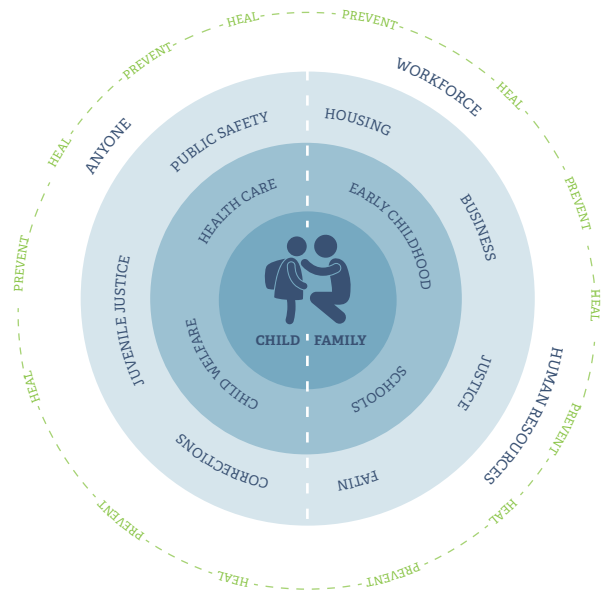
Results:

New intervention and prevention practices are piloted to accelerate knowledge of practice change in various sectors and populations.

Who Are Our Partners?

Everyone is invited.

We believe addressing ACEs and childhood trauma requires us to take a 360 degree approach. We must consider how to prevent ACEs by working with youth serving and adult serving organizations and systems. Prevention and healing go hand and hand; in order to prevent future childhood trauma, we must identify practices that help children and adults heal.



Structure

Catalyzes a Vibrant Network to Address ACEs in Iowa

We do not provide direct services, consultation, or referrals for individuals

→ We're a Network

In a network...

- There are many leaders
- Influence and shared commitments - not authority - drive power and action
- We work together and independently to achieve our shared missions
- Intentional strategies are combined with emergent opportunities to accelerate progress

Roles in the Network

Backbone: Provides infrastructure: convenes, coordinates, tracks, fundraises, and mobilizes.

Communicator: Creates and manages communication and marketing.

Amplifier: Proactively extends and elevates messages of other communicators.

Advocate/System Re-aligner: Promotes policies and nudges systems toward goals.

Connector/Assist: Invites others to engage and align with strategies.

Learning Agent: Builds knowledge by asking questions, tracking results, and educating.

Leverager: Recruits others to fund and support the work.

Implementer: Provides direct action to generate impact.



→ Our Legal Structure

To meet our ambitious goals, we will establish a 501(c)3.

→ How We'll Grow

To embrace our responsibility to accelerate our impact, it's time to grow capacity. We will add...

- Capacity to Support the Network:

Convening and coordinating the network, formalizing operations, and responding to requests to organizations and individuals who want to partner.

- Capacity to Generate Impact:

Research generation, strategic communication, advocacy and systems change.