



Strategic Framework

We lead! We educate! We activate!

Goal 1: Lead efforts to prioritize school-based approaches that promote lifelong health

Goal Rationale and Description of Work: The mission of the American School Health Association (ASHA) is to transform all schools into places where every student learns and thrives. ASHA envisions healthy students who learn and achieve in safe and healthy environments. Our greatest goal is to position ASHA nationally as the go-to leader for information about school health programs and services. Thus, *we lead!* This goal fundamentally speaks to ASHA's core beliefs in action, which say:

- Health and learning are directly linked and essential to the development of healthy, resilient citizens. And,
- Schools should be safe, nurturing environments that facilitate learning for all.

The purpose of this strategic goal area is to implement activities that help our constituencies answer the question: what approaches should schools take that promote lifelong health? While all of ASHA's work is multidisciplinary in nature and cuts across many domains, much of the activity outlined here is centered in ASHA's Advocacy & Coalitions Committee and Research & Publications Committee. The work of these committees is to collect, disseminate, and through strategic partnerships advocate for evidence-based best practices in school health.

#ashaResearch #ashaPrograms

Tasks Assigned To:

- Research and Publications
- Advocacy & Coalitions
- Leadership & Recognition
- Professional Development
- Networking Communities

Goal 2: Build a community to support the whole child

Goal Rationale and Description of Work: Knowing what work needs to be done, as outlined in goal 1, is only the first step in a three-pronged approach to transform all schools into places where every student learns and thrives. ASHA must also lead efforts to build a nationwide community of leaders in the field and move towards educating those leaders in a way that will later inspire action. Thus, *we educate!* This goal area describes how ASHA builds empowering

communities through virtual and in-person networking opportunities, provides education through our professional development programs, and uses the Whole School, Whole Community, Whole Child Model as a foundation for success in these efforts. Exemplified in this approach are ASHA's core beliefs in action:

- Schools are uniquely positioned to help students acquire healthy habits for a lifetime. And,
- A coordinated school health (CSH) approach is the most effective and efficient means of promoting healthy citizens.

Much of the work in this area is led by ASHA's Professional Development Committee and the Leadership & Recognition Committee. ASHA's communication and networking strategy also exists primarily within this domain. #ashaTeach, #ashaLead

Tasks Assigned To:

- Research and Publications
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- Leadership & Recognition
- Professional Development
- Networking Communities

Goal 3: Activate champions of school health

Goal Rationale and Description of Work: Having outlined evidence-based activities that work, and built a community to support that work, ASHA must now inspire action. Thus, *we activate!* Action at the local level occurs through champions which may include administrators, school health coordinators, parents, teachers, members of the community, and students. ASHA believes that school health professionals should be highly-qualified and practice evidence-based health and education strategies. We further believe that we will only reach our mission when all students in all schools are nurtured by caring adults functioning within coordinated school and community support systems. Activities in this goal area outline ASHA's approach to activating champions of all disciplines. Much of this work is accomplished through advocacy with strategic partners, but also through inspiring action through activities such as granting scholarships, awards, and recognition of service to school health. #ashaLead #ashaPrograms

Tasks Assigned To:

- Research and Publications
- Advocacy & Coalitions
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- Networking Communities