

# ***Central Iowa ACEs 360 Steering Committee***

## **Strategic Plan: 2015-2016**

*Adopted: June 25, 2015*



Central Iowa ACEs 360 Steering Committee  
Des Moines, Iowa

[www.iowaaces360.org](http://www.iowaaces360.org)

## **About Central Iowa ACEs 360 Steering Committee:**

The Central Iowa ACEs Steering Committee is a broad-based coalition of business, education, nonprofit and philanthropic entities that are leading efforts to raise awareness of the life-long impacts of childhood trauma and to support initiatives working to prevent or mitigate its effects. ACEs refer to adverse childhood experiences, incidents that dramatically impact the safe, nurturing environments that children need to thrive.

**Our 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.

**Our Vision:** All people will thrive in a compassionate community that supports lifelong healthy development.

### **Our Core Values:**

**Collaboration:** We believe that collaborating across organizations and with individuals is essential to responsibly educating our community on the impact of childhood adversity.

**Effectiveness:** We seek innovative approaches to sharing information about childhood adversity so that it is meaningful and accessible, ultimately improving the lives of all people.

**Empowerment:** We arm people and organizations with the knowledge and resources they need to take action to improve their lives and enhance organizational health.

**Relationships:** We believe compassionate relationships are essential to mitigating the effects of and preventing childhood adversity by building a more resilient and responsive community.

**Diversity:** We honor the unique perspective each person brings to this issue and intentionally strive to have all voices represented and resources accessible to all people.

**Community Responsibility:** We believe the health and prosperity of our society comes from a shared sense of responsibility across all sectors of our community.

## **Strategic Area #1: Strengthening Individual Knowledge and Skills**

How can we strengthen individual knowledge and skills?

*Strategies and Action Steps:*

1. Expand educational opportunities, tools and resources available.

<b>Action Steps</b>	<b>Responsible</b>	<b>Timeframe</b>
Conduct internal audit of our current training program	<i>Program Manager and Steering Committee</i>	<i>September 30, 2015</i>
Increase number of CME trainings each fiscal year	<i>Program Manager</i>	<i>June 30, 2016, annually</i>
Develop advanced ACEs training, incorporating ACEs response toolkit, white papers and action steps	<i>Ad-hoc committee</i>	<i>March 31, 2016</i>
Align training materials with new ACEs data	<i>Program Manager, Communications Contractor</i>	<i>March 31, 2016</i>
Continue promotion of online trainings	<i>Steering Committee</i>	<i>Ongoing</i>
Continue management and population of Iowa ACEs website	<i>Communications Contractor</i>	<i>Ongoing</i>

2. Monitor current and emerging data and research related to ACEs and how to utilize it to create a compelling message for various constituencies. (ROI/Business Case).

<b>Action Steps</b>	<b>Responsible</b>	<b>Timeframe</b>
Identify current data resources and identify gaps/needs	<i>Steering Committee</i>	<i>Ongoing</i>
Publish new ACEs report with analysis of three years of data	<i>Program Manager, Ad-hoc committee</i>	<i>March 31, 2016</i>
Identify point of contact for data questions	<i>Steering Committee</i>	<i>March 31, 2016</i>

## **Strategic Area #2: Promoting Community Education**

How do we promote community education?

1. Collaborate and create consistent brand and messaging regarding ACEs.

<b>Action Steps</b>	<b>Responsible</b>	<b>Timeframe</b>
Continue to collaborate with ACES/TIC/ECBD effort to create common community messaging	<i>ACES/TIC/ECBD Joint Messaging Committee</i>	<i>Ongoing through December 31, 2015</i>
Review current branding of ACEs 360 and determine alignment with goals	<i>Steering Committee</i>	<i>October 1, 2015</i>
Develop brand guide for the organization	<i>Communications Contractor</i>	<i>June 30, 2016</i>

2. Support the preparation and implementation of Connections Matter community campaign.

<b>Action Steps</b>	<b>Responsible</b>	<b>Timeframe</b>
Identify and build relationships with community leaders, organizers and associations to engage in community campaign	<i>Steering Committee, Partner Coalitions</i>	<i>September 30, 2015</i>
Assist in development of an action plan to implement the community campaign	<i>Program Manager, Partner Coalitions</i>	<i>September 30, 2015</i>

## **Strategic Area #3: Educating Providers**

How do we educate providers?

1. Build sector-specific engagement strategies to empower action.

<b>Action Steps</b>	<b>Responsible</b>	<b>Timeframe</b>
Identify and prioritize sectors	<i>Steering Committee</i>	<i>August 31, 2015</i>
Identify champion/thought leader within each sector and committee member with most relevant relationship	<i>Steering Committee</i>	<i>August 31, 2015 and ongoing</i>
Identify/solicit sector workgroup membership	<i>Workgroup, Learning Circle</i>	<i>September 30, 2015 and ongoing</i>
Convene sector-based workgroups	<i>Workgroup, Program Manager</i>	<i>December 31, 2015 and</i>

		<i>ongoing</i>
Develop and implement sector-based strategy, including key measurement and roles of workgroup members	<i>Workgroup, with support of Program Manager</i>	<i>June 30, 2016 and ongoing</i>

2. Create sector-specific (i.e., business, higher education, etc.) educational opportunities, tools and resources.

<b>Action Steps</b>	<b>Responsible</b>	<b>Timeframe</b>
Assess current tools and resources and identify needs for identified sectors	<i>Workgroups</i>	<i>September 30, 2015 and ongoing</i>
Create missing/engagement presentation pieces	<i>Workgroups</i>	<i>December 31, 2015 and ongoing</i>
Reach out to constituency groups and get feedback	<i>Workgroups</i>	<i>March 31, 2016 and ongoing</i>

**Strategic Area #4: Fostering Coalitions and Networks**

How do we foster coalitions and networks?

1. Develop 1-2 community learning or networking events each year.

<b>Action Steps</b>	<b>Responsible</b>	<b>Timeframe</b>
Identify speaker or topic for community learning events	<i>Program Manager, Steering Committee</i>	<i>December 31, 2015, ongoing</i>
Develop outcomes for each event	<i>Program Manager, Steering Committee</i>	<i>December 31, 2015, ongoing</i>

2. Participate in partner-led coalitions connecting to prevention and mitigation of ACEs.

<b>Action Steps</b>	<b>Responsible</b>	<b>Timeframe</b>
Identify key coalitions and designate representative	<i>Program Manager and Steering Committee</i>	<i>Ongoing</i>

## **Strategic Area #5: Changing Organizational Policies**

How do we change organizational policies?

1. Educate and advance practice change within government departments, human service organizations and systems.

<b><i>Action Steps</i></b>	<b><i>Responsible</i></b>	<b><i>Timeframe</i></b>
Identify outcomes in alignment with policy and sector-based goals	<i>Advocacy Coalition, workgroups, Steering Committee</i>	<i>June 30, 2016 and ongoing</i>
Develop action plan to address practice change	<i>Advocacy Coalition, workgroups, Steering Committee</i>	<i>June 30, 2016 and ongoing</i>

2. Participate in relevant community coalitions addressing practice change.

<b><i>Action Steps</i></b>	<b><i>Responsible</i></b>	<b><i>Timeframe</i></b>
Actively engage in Trauma Informed Care Stakeholders	<i>Program Manager and Steering Committee</i>	<i>Ongoing</i>

## **Strategic Area #6: Influencing Policy and Legislation**

How do we include policy and legislation?

1. Implement 5-year policy vision.

<b><i>Action Steps</i></b>	<b><i>Responsible</i></b>	<b><i>Timeframe</i></b>
Build legislative recommendations each year to align with 5-year policy vision	<i>Advocacy Coalition</i>	<i>December 31, 2015; yearly</i>
Meet with legislative leaders, government staff, and key stakeholders	<i>Advocacy Coalition</i>	<i>Ongoing</i>
Monitor Medicaid and managed care and the impact on policy priorities and 5-year vision	<i>Advocacy Coalition</i>	<i>June 30, 2015 and ongoing</i>
Actively monitor workgroups during interim relevant to 5-year policy vision	<i>Advocacy Coalition</i>	<i>June-December, annually</i>

2. Provide leadership for ACEs advocacy coalition.

<b>Action Steps</b>	<b>Responsible</b>	<b>Timeframe</b>
Identify key stakeholders and broaden membership of advocacy coalition as identified	<i>Advocacy Coalition</i>	<i>September 30, 2015 and ongoing</i>
Collaborate with partner policy coalitions and participate in partner advocacy events.	<i>Advocacy Coalition</i>	<i>Ongoing</i>

3. Build connection to grassroots advocates throughout the state

<b>Action Steps</b>	<b>Responsible</b>	<b>Timeframe</b>
Provide opportunities for advocacy training throughout state, in partnership with regional coalitions	<i>Advocacy Coalition</i>	<i>December 31, 2016, ongoing</i>
Provide ongoing policy updates to advocates during session and in the interim	<i>Advocacy Coalition</i>	<i>June 30, 2016</i>
Identify advocates in key legislative districts at the beginning of each legislative session	<i>Advocacy Coalition</i>	<i>December 31, 2015, yearly</i>

**Strategic Area #7: Organizational Purpose**

How can we define and promote our organizational purpose?

*Strategies and Action Steps:*

1. Create and maintain a functional governance structure.

<b>Action Steps</b>	<b>Responsible</b>	<b>Timeframe</b>
Define and operationalize committee structure	Existing Steering Committee	July 1, 2015
Determine the optimal size and composition of the steering committee	Executive Committee	October 1, 2015
Intentionally recruit diverse members and skill sets in order to advance our mission	Steering Committee, workgroups, ad-hoc committees	January 1, 2016; Ongoing

2. Further define the scope of the organization.

<b>Action Steps</b>	<b>Responsible</b>	<b>Timeframe</b>
Reach out to other groups, stakeholders to determine what would like/need from us	Program Manager	October 1, 2015
Determine geographic reach	Steering Committee (survey/ discussion)	October 1, 2015
Examine relationships with other related coalitions to reduce duplication and increase collaboration	Steering Committee	January 1, 2016; Ongoing
Communicate decisions on scope and governance structure	Executive Committee	January 1, 2016
Revisit the role the organization should have in ACEs Connection	Steering Committee	January 1, 2016

3. Develop a communication and outreach strategy for coalition

<b>Action Steps</b>	<b>Responsible</b>	<b>Timeframe</b>
Define and assign tasks in managing ACEs Connection	Steering Committee	January 1, 2016
Capture and share history of our movement	Program Manager, Communications Contractor	July 1, 2015
Document and format strategic plan summary	Program Manager, Communications Contractor	July 1, 2015
Identify and engage key stakeholders to share history and strategic plan with, and identify opportunities for partnership	Program Manager	October 1, 2015

4. Create and maintain sustainable organization and fiscal management

<b>Action Steps</b>	<b>Responsible</b>	<b>Timeframe</b>
Determine fiscal structure	Executive or Ad-hoc Committee	July 1, 2015
Maintain ongoing budget and ensure Steering Committee is aware (track cash and in kind)	Program Manager and Executive Committee	Ongoing



Determine staffing and capacity needs to support strategic plan	Executive Committee	July 1, 2015
Identify a person (volunteer or paid) to seek additional funding sources	Executive Committee	October 1, 2015

5. Ensure communication of strategic plan

<b>Action Steps</b>	<b>Responsible</b>	<b>Timeframe</b>
Examine and determine capacity for stewardship (what is good stewardship)	Program Manager and Executive Committee	January 1, 2016
Define our broader sense of responsibility to the higher cause (pay it forward)	Executive Committee	January 1, 2016