



# THE STRATEGIC FRAMEWORK OVERVIEW

COLORADO CHILDREN'S CAMPAIGN 2023-2025

**VISION:** We envision a world where the health, well-being, and happiness of our children always come first. All children can be joyful and self-actualized, with the agency to create their own future and define their own success.

**MISSION:** The Colorado Children's Campaign is the leading voice for Colorado's children. We advocate for the development and implementation of data-driven public policy that improves child and family well-being. We partner with organizations and communities to advance family and child well-being.

## LENSES FOR OUR WORK:

Four foundational lenses inform the strategic approach to the Colorado Children's Campaign's work, partnerships, issue-area prioritization, and impact metrics. These lenses will be integrated into every department's agenda – while some might merit specific leadership from staff members and departments.

- Race equity and justice
- Data advocacy
- Responsiveness to community needs, policymaker priorities, and trends in data
- State and federal budget adequacy and flexibility

This intersectional framework accounts for issue areas where we have demonstrated impact, created strong partnerships, advanced long-term outcomes and strategies, and are being called upon to show our unique leadership. The issue areas include family economic prosperity, youth success, child and family health, and early childhood.

Our approach to these issue areas is intersectional and dynamic. No issue area is more impactful than another, but each has their own relationship with and influence over others. This framework focuses on two critical windows in child development – early childhood and adolescence. It establishes child and family health and family economic prosperity as two areas that cut across all childhood ages and relationships.

## NORTH STAR GOALS

**FAMILY ECONOMIC PROSPERITY:** All families have safe, stable housing and the financial resources they need to support their well-being and achieve economic prosperity.

**YOUTH SUCCESS:** All youth believe they belong, feel vital to their communities, and have the resources, opportunities, and support they need to thrive in adolescence and beyond.

**CHILD AND FAMILY HEALTH:** All families have comprehensive health insurance, strong social support, high-quality perinatal and reproductive health services and ample amounts of healthy foods.

**EARLY CHILDHOOD:** All children have equitable, high-quality early childhood experiences shaped by well-supported families, caregivers, and educators that foster social-emotional development, health and overall well-being.

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**NORTH STAR GOALS**

**FAMILY ECONOMIC PROSPERITY**

All families have safe, stable housing and the financial resources they need to support their well-being and achieve economic prosperity.

**This looks like:**

State and local governments leverage public funding and equitable tax policy to make meaningful public investments in critical support and services, including high-quality education and affordable housing.

Families have adequate income to withstand sudden loss of employment, unexpected medical costs, unplanned financial challenges, and sustain a basic standard of living while building wealth.

Every family has avenues to homeownership.

**INCOME SUPPORT  
HOUSING**

**YOUTH SUCCESS**

All youth believe they belong, feel vital to their communities, and have the resources, opportunities, and support they need to thrive in adolescence and beyond.

**This looks like:**

Youth influence the decisions that affect their lives, families and communities.

Youth graduate high school with the skills, knowledge, and agency to design their own futures.

Learning experiences are equitably funded, safe, supportive, and culturally responsive.

Communities invest in services and opportunities that support youth behavioral health and social emotional well-being.

**SCHOOL FUNDING  
YOUTH MENTAL & BEHAVIORAL HEALTH  
SUICIDE PREVENTION  
SCHOOL CLIMATE**

**CHILD & FAMILY HEALTH**

All families have comprehensive health insurance, strong social support, high-quality perinatal and reproductive health services and ample amounts of healthy foods.

**This looks like:**

Children, caregivers, and pregnant people have health insurance that is high-quality, affordable, equitable, and continuous. It includes comprehensive behavioral and oral health coverage.

Expectant and new parents have the support and social connections they need, access to high-quality, trauma-informed health care, behavioral health services, and diverse perinatal health providers (doulas, midwives, oral health providers, etc.), and live in safe and supportive communities.

Everyone has comprehensive, high-quality, and culturally responsive reproductive health services that allow them to have children at the time that works best for them—including services to start families and prevent and end pregnancies.

Children, caregivers, and pregnant people have ample amounts of healthy food.

**HEALTH INSURANCE  
MATERNAL BEHAVIORAL HEALTH  
REPRODUCTIVE HEALTH  
ACCESS TO HEALTHY FOOD**

**EARLY CHILDHOOD**

All children have equitable, high-quality early childhood experiences shaped by well-supported families, caregivers, and educators that foster social-emotional development, health and overall well-being.

**This looks like:**

Early care and education systems consider the unique needs and contexts of all children, especially those who have been prevented from accessing the early childhood system.

Every early childhood setting features a robust workforce of early childhood professionals who are supported and fairly compensated.

Young children and families have access to economic support, health services, and places in their community that foster cognitive, physical, and social-emotional development.

The voices and expertise of families, caregivers, and providers are recognized and centered in early childhood programs and systems.

Children have high-quality, affordable, culturally responsive, and linguistically relevant early childhood opportunities in the setting of their family's choice.

**EARLY CARE & EDUCATION  
WORKFORCE RECRUITMENT  
SOCIAL-EMOTIONAL DEVELOPMENT  
EARLY CHILDHOOD GOVERNANCE  
TWO GENERATIONS POLICIES  
HOME VISITING  
PHYSICAL AND ORAL HEALTH**

**PRIORITY AREAS**