



Robert Crown  
**Centers  
for  
Health  
Education**

# Strategic Plan

2016-2019

Established 1974  
Transformed 2016

## MISSION:

To positively impact the physical and mental health of youth through innovative education programs in partnership with parents, schools and communities.

## VISION:

The youth in our communities possess the knowledge, attitudes and skills to make decisions that positively impact their physical and mental health throughout their lives.

## CORE VALUES:

Everything that The Robert Crown Center for Health Education does will adhere to the following four core values:

Credibility

Impact

Innovation

Integrity

Robert Crown Center  
for Health Education

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# You spoke. We heard.

The development of our strategic priorities were based on your feedback. They address your concerns and expand and deepen the impact of our programs on today's youth.



## Four Strategic Priorities:

1. Relevant and innovative **content**
2. Diversified **program** delivery
3. **Relationships** that deepen influence and expand scope.
4. A robust and **sustainable** model that grows the mission.



Robert Crown Center  
*for Health Education*