

SPIRIT OF YOUTH ANCHORAGE COALITION STRATEGIC PLAN

SPIRIT OF YOUTH IS DEDICATED to our mission of creating, promoting, and recognizing youth involvement in communities across Alaska. For over a decade, the Spirit of Youth Anchorage Coalition has worked to strengthen and facilitate mental health for youth in Anchorage. This strategic plan outlines our goals for the coalition and names the strategic directions and activities we will carry forward in pursuit of achieving our vision. This Anchorage specific strategic plan is nested within an expanded organization-wide strategic plan. We will carry out this strategic plan with our Anchorage coalition partners.

VISION

All Alaska's youth are included, heard, and empowered.

THEORY OF CHANGE

Mental health is a top area of concern for youth and young adults in Anchorage. Through a survey conducted in 2020, Spirit of Youth found that over 80% of surveyed youth in Anchorage identified mental health as a leading area of need. We will work with coalition partners to implement strategies aimed to promote mental health among youth.

To accomplish this, we will coordinate activities to improve youth's perception that they are respected, trusted, supported, valued by others, and able to make a difference in their community. We will engage youth, create opportunities for youth to gain advocacy skills, and cultivate a strong network of organizations that can support youth.

CONTEXT

Due to the ongoing coronavirus pandemic, there are significant challenges to serving and engaging youth. Nonetheless, Spirit of Youth is committed to youth engagement as it is more imperative than ever that youth have opportunities for connection.

STRATEGIES

ENGAGE

Offer opportunities for youth to take the lead on social change.

GOAL: Youth in Anchorage are supported, empowered, prepared, and have opportunities to lead and positively influence social norms.

APPROACH

- Provide youth with the means to work alongside peers and adults to develop and implement a project or initiative related to youth mental health.
- Coordinate opportunities for youth to develop essential skills and assets.
- Equip youth to express themselves, voice their ideas, and provide input.

ADVOCATE

Equip youth with the knowledge and resources they need to advocate for themselves and for their communities.

GOAL: Advocates and policy makers are attuned to issues affecting youth and support and implement policies that address youth mental health needs.

APPROACH

- Create avenues for youth to speak out on issues affecting mental health.
- Empower youth to advocate for themselves and their needs.

CULTIVATE

Foster opportunity for cross-organization sharing, learning, growing, innovation, and collaboration among partner organizations.

GOAL: Many organizations engage and serve youth and there is an abundance of opportunity for youth in the community.

APPROACH

- Share resources, to include space, knowledge, and funding, with coalition partners.
- Coordinate training opportunities.
- Partner with organizations to coordinate youth engagement activities and expand reach.

SPIRIT OF YOUTH ANCHORAGE COALITION LOGIC MODEL

■ = ENGAGE
■ = ADVOCATE
■ = CULTIVATE

