

Family SHADE
Strategic Plan and Implementation Measures
December 2017 – December 2019

Values Statement

Family SHADE members believe in the provision of supports and services to families of children with special healthcare needs that foster (1) empowerment and not dependency; (2) equity and equality; and (3) an individually defined quality of life. In addition, caregivers must be viewed as experts in regard to their children within a context of self-determination and family culture.

Mission Statement

Delaware's Family SHADE is a collaborative alliance of family partners and organizations committed to improving the quality of life for children and youth with special health care needs, and their caregivers, by connecting families and providers to information, resources and services; advocating for solutions to recognized gaps in services; and supporting its member organizations.

Goals / Objectives

1. Family SHADE Program Enhancement / Development

1.1 To enhance the role of the Family SHADE program to include educating governmental entities and others regarding recognized gaps in services and family support to CYSHCN and their families

1.1.1 To develop and implement a system for the Family SHADE Membership to collect/exchange information with Family SHADE staff regarding challenges, needs and other issues for the purposes of: coordinating the exchange of this information with one another, with the Division of Public Health Maternal Child Health Bureau, and with policymakers, and other related entities.

◆ *Measure: Family SHADE staff will develop a process to exchange information among members, Family SHADE staff and policymakers by February 28, 2018.*

1.1.2 To conduct an annual survey of Family SHADE members regarding gaps in services and challenges faced by CYSHCN, their families and the organizations that serve them.

◆ *Measure: A survey of Family SHADE member organizations will be conducted by June 30.*

◆ *Measure: A survey of Family SHADE families will be conducted by June 30.*

1.1.3 To provide information to policymakers via letters from Family SHADE's Advisory Board regarding issues of concern to CYSHCN and their families.

◆ *Measure: Information will be provided to policymakers about relevant topics of concern to CYSHCN in accordance with the direction, input and review of the Advisory Board on an "as needed" basis.*

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- ◆ *Measure: Family SHADE staff and board members will create a template for letters by May 2018.*

1.2 To further align with the Delaware Division of Public Health’s Title V Priorities.

1.2.1 To communicate MCHB priorities so Family SHADE members can include MCHB priorities in their programming and share relevant data with DPH MCHB and Family SHADE.

- ◆ *Measure: Family SHADE members will receive a listing of MCHB priorities and a form to report member activities that align with these priorities on a quarterly basis.*

1.3 To review the Family SHADE Program By-Laws for the purposes of clarifying governance and making revisions that are consistent with the values and mission of the organization as determined by the Advisory Board.

1.3.1 To review and revise the roles and responsibilities of the Family SHADE Advisory Board; standing committees; and work groups as needed.

- ◆ *Measure: if necessary, Family SHADE’s Advisory Board will review the roles and responsibilities of the Advisory Board, standing committees, work groups, and recommend revisions for adoption by the Membership at the bi-annual membership meetings.*

1.3.2 To review and revise the membership criteria, application process, agreements, and membership benefits of Family SHADE as needed.

- ◆ *Measure: if necessary, Family SHADE’s Advisory Board will review the membership criteria, application process, agreements and membership benefits of Family SHADE and recommend revisions for adoption by the membership at the bi-annual Membership meetings.*

1.4 To develop a process to gather and report data regarding the use of Family SHADE services (i.e. google analytics for website, Facebook, apps; technical assistance workshops; helpline, etc.).

1.4.1 To create a template for gathering and reporting the data collected regarding Family SHADE services.

- ◆ *Measure: Family SHADE staff will develop a process to gather data and develop a template to report the data collected regarding Family SHADE services by February 28, 2018.*

1.4.2 To share the information collected with the Advisory board and membership.

- ◆ *Measure: Family SHADE staff will present the data about Family SHADE to the Advisory board quarterly and the membership bi-annually.*

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1.5 To re-vitalize the Family SHADE Membership to encourage more active participation

1.5.1 To convene an Outreach Committee to guide the development and implementation of a membership campaign that promotes Family SHADE attributes to families of CYSHCN and organizations that serve them.

- ◆ *Measure: Family SHADE's Advisory Board will convene an Outreach Committee to guide the development of a membership campaign by March 31, 2018.*

1.5.2 To expand community outreach in Sussex and Kent counties, including the Hispanic community.

- ◆ *Measure: Family SHADE's staff and Outreach Committee will develop a plan to expand outreach in Kent and Sussex counties, including the Hispanic community, by March 31, 2018.*

2. Membership Training and Technical Assistance

2.1 To enhance the capacity of Family SHADE organizations to provide quality, best practice services to CYSHCN and their families by providing technical assistance / training to membership organizations.

2.1.1 To provide two technical assistance workshops annually to address needs of member organizations as identified at membership meetings.

- ◆ *Measure: Family SHADE Staff will make arrangements for 2 annual technical assistance workshops based on the needs identified at the membership meetings.*

2.1.2 To explore a mechanism for Family SHADE organizations to facilitate collaboration on common activities and to share related expenses (for example, for speakers, workshops, health fair exhibits, a language line, etc.)

- ◆ *Measure: Family SHADE Staff will research mechanisms to facilitate member collaboration on common activities and expenses and make recommendations to the Board by March 2018.*

2.1.3 To develop a system whereby Family SHADE staff and members can share information about funding opportunities; form collaborative partnerships: and assist in proposal development.

- ◆ *Measure: Family SHADE Staff will research mechanisms to facilitate member collaboration related to funding opportunities and proposal development and provide recommendations to the Board by March 31, 2018.*

3. Family SHADE Sustainability Efforts

3.1 To explore mechanisms to secure ongoing funding for Family SHADE to ensure its sustainability.

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3.1.1 To assess current funding requirements to sustain Family SHADE infrastructure and services.

Measure: Family SHADE staff will provide an overview of funding required to support Family SHADE's current infrastructure and current services to the Board at each quarterly board meeting.

3.1.2 To identify possible mechanisms (grants, contracts, legislation, non-profit status) that can address funding of current services and infrastructure and possibly expand on them.

- ◆ *Measure: Family SHADE's Advisory board will convene a sustainability committee who along with Family SHADE staff will identify possible mechanisms to sustain Family SHADE's current infrastructure and services by March 31, 2018.*