**MISSION**
To lead and support Pennsylvania in becoming trauma-informed and healing-centered by providing resources, advocacy, and education via a multidisciplinary and multisectoral approach.

**VALUES**
- ACCEPTANCE
- EQUITY
- INCLUSION
- RESILIENCE
- SAFETY
- SELF-CARE

**VISION**
Trauma prevention is the norm in Pennsylvania. People who experience trauma are respected, safe, empowered, and supported to recover and heal.

**STRAIGHT STRATEGY ON A PAGE 2023-2028**

- **Develop and stabilize organizational foundation**
- **Support the development of a grassroots movement dedicated to advancing the Trauma Informed Pennsylvania Plan**
- **Increase community and field awareness of and engagement with HEAL PA**
- **Enhance organizational funding and resource development**

**Strategic Priorities**

- Develop County Coalition Tracking Tool available to public
- Increase number of counties involved in TI coalitions to 50% of PA
- Increase number of counties involved in TI coalitions to 60% of PA
- Develop approach to relationship building
- Increase brand recognition across all fields by 20%
- Identify and facilitate grant opportunities
- Secure capacity building funds up to $1M
- Develop a transparent and equitable process for vetting and approvals of proposals

**Strategic Activities**

- Develop and train all members on strategy
- Support all Action Teams in developing individual SPs
- Secure a 1-3 person Administrative Team to support all members

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