2025-2028 Overall Strategic Focus
El Cajon Collaborative

Goals:

1. **Enhance prevention strategies and increase advocacy efforts for mental wellness and substance use disorder prevention:**
    A. Objective: Support anti-bullying campaigns and education to families.
    B. Objective: Increase connections between Collaborative partners and families to provide education and resources on mental health services.
    C. Objective: Distribute information to families on substance use prevention through Collaborative partners including tobacco, vaping, opioid use, and marijuana.

2. **Advance opportunities for shelters, housing, and resources for those who are at-risk or experiencing homelessness:**
    A. Objective: Advocate for safe, fair, and affordable housing across the continuum of need.
    B. Objective: Support community-wide activities for families and individuals that are experiencing homelessness or are at-risk.
    C. Objective: Increase community awareness in self-sufficiency opportunities and provide resources for employment, safe housing, transportation, and healthcare.

3. **Assist in creating safe, healthy, and livable neighborhoods:**
    A. Objective: Advocate for a Vision Zero community with safe streets for pedestrians and bicyclists.
    B. Objective: Increase opportunities for meaningful leadership and civic engagement for Environmental Justice and carbon footprint reduction through transportation, electricity, buildings, land use, and food systems.
    C. Objective: Support air quality initiatives and programs for those who are impacted most by poor air quality with community engagement that is intentional, inclusive and trauma-informed, held in their native language.
    D. Objective: Support and promote community programs that provide community clean-ups, recycling, resources, and active transportation.

4. **Support the Cajon Valley Union School District (CVUSD) for Health and Wellness Activities and Policies:**
    A. Objective: Serve as the Wellness Council for CVUSD to build awareness of and engagement in school and district-wide health policy development, implementation, review, and updates on programs that promote physical and social-emotional wellbeing and provides access to healthy meals for students.
    B. Objective: Organize and execute a district-wide Resource Fair with stakeholders to share information with students, staff and the community about healthy eating, physical activity, health services and other local health and wellness resources.
    C. Objective: Provide a resource-rich website with services and programs throughout El Cajon and East Region along with providing El Cajon families with resource referrals to partner agencies and local clinics.
    D. Objective: Provide staff with opportunities to educate families on important wellness issues including smoking, vaping, bullying, and good nutrition through family nights and parent training, educational materials, and community resources and events.