

2025-2027 Stark County Strategic Plan

Vision:

To lead the community in reducing childhood injuries.

Mission:

Safe Kids Stark County (SKSC) is a nonprofit coalition of organizations and businesses dedicated to being the leader in bringing people together to provide education and programs to prevent and reduce childhood injuries.

Values

- Put children first.
- Welcome different perspectives.
- Support caregivers in protecting children.
- Focus on outcomes.
- Eliminate barriers to child safety.

Coalition Strategic Focus Areas

Outreach

- Increase community awareness of SKSC scope and focus.
- Identify key areas of outreach opportunities for SKSC efforts.
- Develop and/or source outreach materials.

Coalition Development

- Increase coalition membership
- Strengthen relationships with current members and agencies

Coalition Programming

- Utilize data and community trends to develop or identify programming needed

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Strategic Focus Area 1: Outreach				
Measure Objective/Strategic Direction	Action Steps	Person Responsible	Timeline	Status
Increase community awareness of SKSC scope and focus.	• Increase social media presence • Members distributing SKSC educational materials at events	• SCHD • SKSC Membership	Start: 1/1/25 End: 12/31/27	Social media posts are made at least once a week. Safe Communities, Stark HM, and OPRC distributes materials.
Identify key areas of outreach opportunities for SKSC efforts.	€ Coalition members bring a quarterly list of events. € Review community calendars to see where events are for the month.	€ SCHD € Safe Kids Membership	Start: 1/1/25 End: 12/31/27	Coalition members are asked to share upcoming events at each coalition meeting. The only community

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				calendar reviewed is Safe Communities.
Develop and/or source outreach materials.	☒ Inventory current outreach materials and supplies ☒ Identify outreach materials needed. ☒ Utilize branding guide to develop additional outreach materials, as needed. ☒ Develop branding guidelines for Safe Kids materials	☒ SCHD ☒ Safe Kids Membership	Start: 1/1/25 End: 12/31/27	Complete. Complete. Complete.
Strategic Focus Area 2: Coalition Development				
Measure Objective/Strategic Direction	Action Steps	Person Responsible	Timeline	Status
Increase coalition membership	• Identify active members vs inactive members (requirements to be a member) • Review current active roster. • Identify gaps in membership. • Establish targeted membership recruitment plan. • Implement recruitment plan.	• SCHD • Safe Kids Membership	Start: 1/1/25 End: 12/31/27	Completed Not started. Not Started. Not Started.

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				Not Started.
Strengthen relationships with current members and agencies	€ Conduct assessment of coalition members € Reach out to members that haven't attended a meeting within the last year (reach out to old organizations letting them know how to join and requirements to join) € Host coalition social event for membership annually	€ SCHD € SKSC Membership	Start: 1/1/25 End: 12/31/27	Complete. Not started. Not started.
Strategic Focus Area 3: Coalition Programming				
Measure Objective/Strategic Direction	Action Steps	Person Responsible	Timeline	Status
Utilize data and community trends to develop or identify programming needed	• Develop list of current member programs/capacities. • Develop list of current SKSC programming. • Identify gaps in current programming. • Review data to identify needed programming. • Develop or implement programs based on data and trends. • Evaluate programs.	• SCHD • SKSC Membership	Ongoing, Annually	Not started. List is there, continuously adding. Will identify from survey.

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				Ongoing. Epi joined committee. Not started.
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