

Council on Healthy Mental and Emotional Development (COHMED) Strategic Plan

Strategic Plan Framework

PREPARED FOR

American Academy of Pediatrics Council on Healthy Mental and Emotional Development

PREPARED BY

Commonality, Inc.



Mission

To advance healthy infant, child, adolescent, and young adult mental and emotional development through innovation and partnership with families and child-serving professionals

Vision

A world where all children thrive

Strategic Plan | Introduction

The strategic plan is grounded in the 4 identified pillars of work for the Council on Healthy Mental and Emotional Development (COHMED): Advocacy & Policy, Leadership, Partnership, and Education.

In execution of this strategic plan, COHMED will act in alignment with the [American Academy of Pediatrics \(AAP\) Equity Agenda](#) to advance the overall goal to eliminate health inequities and disparities and to promote equity in healthy mental and emotional development in infants, children, adolescents, young adults, and families. In recognition of the impact of social drivers on healthy mental and emotional development, this strategic plan highlights the need for cross-sector collaboration.

COHMED recognizes the role of all pediatricians, including both primary care pediatricians and pediatric specialists in supporting healthy mental and emotional development in infants, children, adolescents, and young adults. This plan is intended to support all pediatricians in collaboration with child-serving professionals and organizations.

Once approved, the tactics will be prioritized by the COHMED Executive Committee and detailed workplans will be developed. COHMED will intentionally partner with aligned AAP committees, councils, and sections to deliver on the objectives within the plan.

Strategic Plan | Framework Details

<p align="center">Pillar 1 (Advocacy/Policy): Advance mental health of infants, children, and adolescents through advocacy and policy development</p>		
Objectives	Tactics	
<p>Objective 1.1: Advocate for enhanced funding and policy change for pediatric mental health care</p>	1.1.1	Working with the AAP advocacy team, develop an advocacy framework specific to increase funding and payment for pediatric mental health care, across all insurances and in all communities.
<p>Objective 1.2: Accelerate integration of mental health care in pediatric practice</p>	1.2.1	In partnership with the AAP, the Child and Adolescent Mental Health Coalition, and other professional organizations, engage in advocacy initiatives for improved mental health care access.
	1.2.2	Increase inclusion of healthy mental and emotional development content in Accreditation Council for Graduate Medical Education (ACGME) requirements and board certification.
<p>Objective 1.3: Leverage research to advance healthy mental and emotional development policy</p>	1.3.1	Create a child and family outcome metric specifically on childhood resilience/ mental wellness.
	1.3.2	In collaboration with professional organizations, advocate that National Committee for Quality Assurance (NCQA) develop metrics specific to pediatric mental health screening, assessment, diagnosis, treatment, and outcomes. Assure metrics are included in the Center for Medicare & Medicaid Services (CMS) Child Core Set.
	1.3.3	Develop quantitative and qualitative materials to inform policy that leverages data aligning upstream interventions, short term outcomes, and long-term return on investment (ROI) for children and their families.
	1.3.4	Elevate trauma and resilience-informed evidence-based approaches to mental health treatment that focus on increasing measurement-based care, integrated care, and the promotion of psychosocial interventions.

Pillar 2 (Leadership):
Create a culture of pediatric leadership in infant, child, adolescent, and family mental health nationally and globally

Objectives	Tactics	
Objective 2.1: Advance public awareness that healthy mental and emotional development is an integral part of health	2.1.1	Launch a campaign that amplifies messaging to destigmatize mental health across childhood, including infants.
	2.1.2	Develop and amplify existing materials to increase national awareness and knowledge of mental health promotion in childhood, prevention, and intervention. Materials will focus on the following: <ul style="list-style-type: none"> • Safe, stable and nurturing relationships • Emotional development • Supporting caregivers • Resilience
Objective 2.2: Systematize a centralized source of vetted information for child serving professionals to share with families	2.2.1	In collaboration with partners, conduct an environmental scan of resources for families.
	2.2.2	Aggregate resources for families specific to healthy mental and emotional development and evidence-based information using a variety of platforms.
	2.2.3	Create a process to update and maintain the resources in a systematic way.
	2.2.4	Create a communication plan to share resources with child and family-serving professionals to raise family awareness on vetted resources.

Pillar 3 (Partnerships):
Build partnerships for solutions to advance infant, child, and adolescent mental health nationally and globally

Objectives	Tactics	
Objective 3.1: Formalize partnership strategy to achieve collective impact¹	3.1.1	Develop and implement a cross-sector partnership strategy to address healthy mental and emotional development.
	3.1.2	Disseminate and promote the strategy for adaptation and use at the state and local level.
Objective 3.2: Strengthen and develop new relationships needed for cross-sector collaboration	3.2.1	Strengthen partnerships with mental health professional organizations
	3.2.2	Develop a partnership strategy to engage adolescents and young adults who are mental health champions.
	3.2.3	Develop a partnership strategy to engage leaders in education on healthy mental and emotional development.
	3.2.4	Identify and invite cross-disciplinary organizations representative of Black, Indigenous, and People of Color professionals and communities.
	3.2.5	Collaborate with aligned organizations that promote healthy mental and emotional development for children and families.
	3.2.6	Explore opportunities to collaborate with federal, state, and local government agencies.
	3.2.7	Collaborate with aligned global organizations and national pediatric societies.
Objective 3.3: Explore private sector solutions for pediatric practice	3.3.1	Partner with EHR companies to implement Pediatric EHR format to facilitate integration of mental health in pediatric practice.
	3.3.2	In collaboration with AAP, pursue innovative partnerships with the private sector to promote healthy mental and emotional development.

¹ Collective impact is a network of community members, organizations, and institutions who advance equity by learning together, aligning, and integrating their actions to achieve population and systems level change. What Is Collective Impact. Collective Impact Forum. <https://collectiveimpactforum.org/what-is-collective-impact/>

Pillar 4 (Education):

Equip members with knowledge, skills, and resources to support the healthy mental and emotional development of infants, children, adolescents, and families in clinical practices

Objectives	Tactics	
Objective 4.1: Amplify utilization of educational opportunities to promote healthy mental and emotional development	4.1.1	Establish a process to identify, review, and maintain resources in a systematic way to share on AAP mental health website for members.
	4.1.2	Maximize existing opportunities to educate and train members through a variety of platforms.
	4.1.3	Pursue thought leadership opportunities for peer-to-peer education.
Objective 4.2: Engage members in practice transformation	4.2.1	Identify and promote practice transformation activities addressing healthy mental and emotional development.
	4.2.2	In collaboration with AAP, provide technical assistance to AAP Chapters to achieve practice transformation among their members.