

Strategic Overview

2017-19

Vision

A world in which the development of mental health and emotional resilience is part of life for every child – at home, at school and in the community.

Mission

To help children and young people, throughout the world, develop skills which will enhance their present and future emotional well-being.

Purpose

Build the social and emotional skills of children across the entire primary school age range through well-evidenced programmes and a Whole School Approach

Strategic goals



Build a portfolio of complementary programmes across the full primary age range



Invest in and disseminate evidence to support our programmes



Use our programmes as a platform to promote a Whole School Approach



Develop sustainable, self-funding hubs of partners around the world

Essential enabler

Ensure our resourcing model is sustainable in the short and long term