

## VISION

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*CPA envisions a world that prioritizes upstream prevention and ensures every Pennsylvanian access to the tools they need to reduce risky behaviors and lead healthy, happy, and meaningful lives.*

## MISSION

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*CPA works on behalf of its members to reimagine prevention, advocate for equity and critical resources, and share best and promising practices.*

*CPA is committed to creating thoughtful, diverse, and innovative spaces through which communities, programs, and individuals can redefine and implement prevention using public health frameworks. Working collaboratively, CPA strengthens local capacity to promote healthy relationships, nurture emotional well-being, prevent substance misuse, lessen interpersonal violence, and ensure the lifelong pursuit of meaningful and beneficial endeavors.*

## CORE VALUES

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**In all of its endeavors, CPA has identified these values as core to our mission. Board members, staff, and volunteers are committed to working thoughtfully, always accountable to these essential principles:**

- CPA believes in the inherent worth and value of every person and is committed to prioritizing diversity, equity, inclusion, and belonging (DEIB) in all of its decision-making, programming, and activities. CPA understands that fully embracing DEIB requires careful consideration and deliberate decision-making, as well as a significant commitment of time and money.
- CPA believes in fostering a culture of respect that ensures every interaction embodies integrity, trust, and accountability; and that everyone is treated with dignity, compassion, humility, and grace.
- CPA believes that addressing the underlying causes of risky behaviors—upstream prevention—is essential in decreasing risk factors, strengthening protective factors, and building resilience.
- CPA believes in working transparently, opening up decision-making processes and holding ourselves accountable to our members and our mission.
- CPA believes that achieving its mission requires embracing the idea that high-impact organizations must continuously adapt, change, and evolve to meet the needs of its stakeholders.
- CPA believes that large-scale change is possible through strategic advocacy that holds those with power accountable to the needs of individuals and communities.
- CPA believes effective prevention interventions meet people where they are; focus on reducing risk rather than only eliminating it (harm reduction); and are free of stigma, blame, and judgement.
- CPA believes that those in need of prevention services (youth, those who misuse substances, etc.) should have a seat at the table when plans are created, decisions are made, and resources are allocated.

# THE CPA STRATEGY CASCADE

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