

# Strategic Map Draft 1.0



health care coalition  
of southern oregon

## *Mission Statement*

To advance health equity through key partnerships with public health agencies, non-profit community health centers and other community organizations.

## *Business Model Statement*

To enhance Health Equity through key partnerships, funded by diverse revenue sources including government, philanthropic foundations, community investments and local partnership organizations.

### *Strategic Goal Area*

### *High Level Strategies*



*Health Equity*

- Use and promote equity lens in all efforts
- Support cross-sector Equity Coalitions in Jackson, Josephine, Douglas Counties
- Identify and prioritize disparities
- Advocate for policy, system, environmental changes
- Support cultural agility training and development of equity advocates



*Healthy Start : MCH Case Management and Service Coordination*

- Administer Healthy Start programs in Josephine and Douglas Counties
- Ensure that MCH screenings and referrals occur
- Support reproductive life planning/One Key Question
- Support MCH health education/promotion
- Advocate for family support and parenting education
- Collect and analyze data



*Perinatal Task Forces*

- Support cross-sector Perinatal Task Forces in Douglas and Josephine Counties
- Convene Healthy Start Advisory Groups with client & consumer involvement
- Improve systems for referral and intervention
- Identify priority areas aligned with Title V priorities
- Support community and professional training



*Community Engagement*

- Ensure that community members are on steering committees and work groups
- Support listening sessions with impacted communities
- Support community engagement training and leadership development opportunities



*HCCSO Organization Capacity*

- Develop marketing and branding strategy
- Develop sustainable staffing model
- Develop and Implement equitable HR structure
- Diversify funding sources

Our Values: Equity – Cross-sector collaboration - Collective Impact - Holistic Approaches to Impacting Social Determinants of Health – Community Engagement – Trust – Systems Change – Accountability – Data-driven Practices – Respect – Compassion