

STRATEGIC PLAN 2023 - 2027



VISION: A Kentucky where every individual and community reach their highest levels of health.

MISSION: To address the unmet health needs of Kentuckians by developing and influencing policy, improving access to care, reducing health risks and disparities, and promoting health equity.

OUR PRINCIPLES:

- WE BELIEVE** health is more than health care.
- WE BELIEVE** every person in every Kentucky community should have the opportunity to obtain their highest level of health regardless of their race, color, religion, sex (including gender identity, sexual orientation, and pregnancy), national origin, age, disability, or genetic information, understanding some groups will need more assistance than others.
- WE BELIEVE** policy change is a powerful and effective tool for achieving systems change, eliminating health disparities and structural barriers, creating optimal conditions for health.
- WE BELIEVE** in a courageous policy agenda, informed by evidenced-based research, that ensures access to health care for every person living in Kentucky.
- WE BELIEVE** Kentucky must do better to support public health systems and local communities to enable opportunities for good health for historically marginalized people, ensuring an equitable & just future.
- WE ARE COMMITTED TO** building a healthier and equitable future for Kentuckians by listening to and engaging Kentuckians on issues of health, through collaboration, convening, knowledge sharing, and strategic investment.
- WE BELIEVE** local community innovation, approaches, and collaboration are necessary for improved and sustained health outcomes. "If the problem is in the community, the solution is in the community."
(Gil Friedell)
- WE ARE COMMITTED TO** eliminating the underlying causes of health inequities, by transforming systems, enabling individuals and communities to thrive.
- WE ARE COMMITTED TO** being a trusted source on Kentucky's health through evidence-informed communications.

OUR APPROACH: is philanthropy-based to promote community-driven solutions that strengthen local public health systems, aligned with the people they serve. Influencing policy through data-driven and research-based initiatives at all levels of policymaking, from education and awareness, to adoption, implementation and monitoring, and measuring impact. This will all be in partnership with key and community stakeholders.

FOCUS AREAS	ACCESS TO HEALTH CARE	CHILDREN'S HEALTH
LONG-TERM GOALS	Kentuckians have access to comprehensive, high-quality and affordable health care.	All children and youth in Kentucky are healthy, safe and engaged, with opportunities to develop to their full potential.
FIVE-YEAR GOALS	<ul style="list-style-type: none"> • Increase the capacity of the primary care, behavioral, and oral health workforce to deliver high quality, timely, and accessible patient-centered care. • Increase the proportion of Kentuckians who receive recommended age-appropriate vaccines. • Increase the proportion of adults who receive appropriate cancer screening. • Increase the proportion of local public health jurisdictions that have developed a community health improvement plan. • Enact legislation to develop an effective and feasible approach for using all-payer claims databases (APCDs) to advance the goal of improving Kentucky's health. 	<ul style="list-style-type: none"> • Reduce the proportion of children and youth with obesity in Kentucky. • Increase the proportion of trauma-informed elementary and high schools, as well as access to behavioral health services and supports for children and youth. • Increase the proportion of elementary and high schools providing comprehensive tobacco-use education and supports for prevention and cessation. • Increase policies, practices and programs that promote health equity for children and counter discrimination.

TOOLS: Coalitions | Advocacy & Lobbying | Convenings | Data & Research | Community Interventions & Projects | Publications & Media