

## Healthy Durham 20/20 Strategic Plan

**Vision** To make Durham County one of the healthiest communities in the nation.

**Mission** To ensure sustained equitable improvement in the health and quality of life of the entire Durham community.

Goal 1	Strategies	Tactics	Outcomes	Measures	Data Sources
1. Identify needs and facilitate capacity building to impact health equity in Durham	A. Promote dissemination and use of lessons learned from interventions that measurably improve health equity in Durham; encourage replication and scaling of these interventions	i. Utilize equity-focused assessment tools to identify interventions that are equitably and sustainability improving health in Durham. Disseminate information about those interventions in the community.	increased awareness, replication of, and integration of equitable approaches to health improvement in Durham	# and type of interventions identified; reported increases in awareness, scaling up, and use of lessons learned of these interventions	review of HD20/20 communications, website survey, convening group survey/focus group, Durham Health Summit survey
		ii.. Provide training on scaling up of effective interventions using equitable budgeting processes	Increase the capacity of organizations to responsibly scale up their efforts.	# of trainings performed, # and diversity of audience, and report of usefulness and use of information	training agendas, sign in logs, training follow up survey,

	B. Increase community awareness of funding opportunities and other resources to support their work towards health equity	Compile information on funding opportunities and other resources, disseminate through HD 20/20 social media and other communications platforms.	Increased community awareness of funding opportunities and other resources, pursuit of new funding opportunities, use of newly identified resources	# and type of funding opportunities and resources identified, reported pursuit/use of these opportunities, and resources, resulting benefits	Review of information provided through HD20/20 communications platforms, website survey, convening group survey/focus group, Durham Health Summit survey
	C. Promote understanding and effective use of partnership and collaboration approaches, including, but not limited to, Collective Impact.	Convene organizations, partnerships, and coalitions in Durham to share how they are using partnership and collaboration to improve the health of our community, what they have learned from doing this work.	Broader awareness of lessons learned through experiences with partnership and collaboration, including when and under what circumstances Collective Impact is successful	# and diversity of people/organizations attending the convening, reported use of information learned	convening agenda and sign in logs, convening follow-up survey, convening group survey/focus group, Durham Health Summit survey

	D. Build the capacity of organizations to use a racial equity lens to do their work.	Provide training on racial equity analysis for health equity initiatives	Increased use of racial equity practices/analysis in Durham organizations	reported use of racial equity practices/analyses	training follow-up survey, convening group survey/focus group, Durham Health Summit survey
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2. Promote innovative partnerships among community organizations and sectors to improve health equity in Durham.	A. Support existing coalitions, task forces, and partnerships in Durham that are addressing the social determinants of health	Perform meta-analyses of community needs and assets.	Raise visibility of what is found through meta-analyses; identify opportunities to enhance health equity efforts in Durham; community organizations use this information to influence strategic decisions	Report(s) produced, # of downloads, people/organizations report using to inform their work	Communication platform metrics (downloads, clicks, etc.); convening group member focus group/survey; Durham Health Summit participant survey
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	B. Facilitate private, non-profit, and public partnerships focused on health equity efforts	Convene and connect private, non-profit, and public organizations to develop health equity efforts; enhance existing communications and	Increase the number and/or quality of private, non-profit, and public partnerships focused on health equity efforts	# of one-on-one engagement efforts with different sectors, # of convenings that involve both private, public, and non-profit entities, # of	Mailing list, convening group focus group/survey, Health Summit Survey,
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		engagement strategies that attract private sector entities to the work of Healthy Durham 20/20		private, public, and non-profit entities attending the Health Summit, # of private, public, and non-profit entities signed up for the Healthy Durham 20/20 mailing list; self-report of new public, non-profit, and private partnerships	
	C. Raise Awareness of each sector's opportunity to make an impact on health equity in Durham;	Enhance existing communications and engagement strategies with sectors; Convene sector leaders to discuss how their sector contributes to health equity in Durham; share information about what specific sectors are doing to advance health equity efforts.	Raise awareness across Durham sectors of the importance and determinants of health equity and the role of different sectors in achieving equity. Increase community investments and sector policies that advance health equity in Durham.	# of one-on-one engagement efforts with different sectors, # and type of sector leaders convened, amount of information shared with sector leaders, change in awareness of sector leaders, and increased report of investment and policies benefiting health equity in Durham`	Convening event sign in logs, mailing list, convening group focus group/survey, Health Summit Survey
	D. Promote collaboration	Routinely perform a strategic plan	convening group partnering	Frequency of strategic plan	Healthy Durham 20/20 convening

	among convening group partners.	crosswalk with Healthy Durham 20/20 convening group partner organizations	organizations become aware of their synergies and unique aspirations and plans in order to facilitate effective collaborations	crosswalk; report of new collaboration among convening group members	group meeting agendas and minutes, focus group/survey of convening group
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3. Amplify the work going on in Durham to improve health equity.	Share information with community members and decision makers about Durham efforts to improve health equity	Healthy Durham 20/20 will receive information about health equity efforts in Durham from convening group members, community members, community organizations, and through web searches including social media platforms. Healthy Durham 20/20 will publish that information on our website, social media platforms, quarterly digests, and any other communication	Raise awareness and inspire engagement and collaboration	# communication platform hits, reported exposure to communication, awareness, and engagement resulting from communication efforts	Communication platform metrics; voluntary survey for Healthy Durham 20/20 website viewers; annual convening group member focus group/survey; Durham Health Summit participant survey

		platforms that are available to us.			
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4. Be a trusted partner with our community.	A. Foster community-informed solutions to health equity barriers	i. Engage with community to learn about their solutions to health equity barriers, use this information to shape work of Healthy Durham 20/20	Healthy Durham 20/20 uses the input of community members to shape its work and as a result becomes a trusted community resource	# of presentations, documents, and agenda items reporting community input, self-reported engagement and trust of the community; public perception of Healthy Durham 20/20	Healthy Durham 20/20 meeting agenda and convening group communications; mailing list survey, convening group survey/focus group, Healthy Durham Summit survey; media scan
		ii. Encourage major institutions and corporations to utilize community engagement strategies for health equity efforts.	Provide community engagement training to sector leaders in Durham	# of sector leaders participating in training; # of organizations utilizing these new practices in their work with the community	training sign in logs, follow up training survey, convening group survey/focus group, Healthy Durham Summit survey

	B. Conduct Healthy Durham 20/20 work with transparency and accountability	iii. Develop a routine feedback loop between the Durham community and the convening group.	Ensure that Healthy Durham 20/20 employs equitable practices that are informed by the input of a diverse spectrum of Durham stakeholders.	# and demographic characteristics of engaged community participants; characteristics of practices and the background information that shaped them	dialogue/engagement meeting sign in logs; convening group focus groups; Health Summit survey
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