**Center for Community Health**

**2019-2020 Strategic Plan**

***Mission –*** *Our collaborative of health plans, hospitals and public health agencies will share data and processes to identify health needs and implement innovative approaches to advance community health, well-being, and equity.*

***Vision –*** *A healthy and thriving Twin Cities metro area population achieved through collaboration, data sharing, and collective action.*

**Strategic Areas of Focus**

**Share Resources – *Develop common tools, share resources, and research and package information for use by internal and external audiences.***

**Objectives**

1. Facilitate ongoing collaborative quantitative and qualitative data sharing and collection.
2. Identify 1-3 shared population health indicators to track as a collaborative effort to support collective action addressing.
3. Support and share learnings, processes, and techniques from successful data sharing initiatives for the benefit of all CCH Membership.
4. Identify and learn about other nonmember organizations who are currently performing assessments in our communities

**Collective Action – *Take collective action for systems change around an agreed upon common issue.***

**Objectives**

1. Identify shared, measurable objectives around mental health and wellness as our common issue and engage broader membership in that work.
2. Use an existing model to create a plan for how CCH incorporates health equity into their collective action efforts.
3. Inventory available resources – donations, sponsorships, partnerships, programs, etc. – in each system.
4. Align available member resources related to improving mental health and wellness to take collective action.

**Communications – *Identify and implement the processes to communicate the work of CCH.***

**Objectives**

1. Write and implement a new Communications Plan for CCH with an initial focus on internal messaging.
2. Establish methods for communicating CCH activities and resources.
3. Ensure that CCH has the right communications tools and website to support the organization.

**Organizational Infrastructure – *Define and put in place operational structures to accomplish the work of CCH.***

**Objectives**

1. Develop a clear committee structure, define roles and responsibilities, and create decision-making processes.
2. Identify and pursue new/additional sources of revenue.
3. Cultivate an active, engaged membership across all sectors.
4. Add organizational staff capacity where necessary to support the goals of the strategic plan.
5. Establish success measures for the work of CCH.