

Healthy Community Collaborative Strategic Planning Overview





Agenda



4

Review Mission, Values, & Strategies

Structure & Role

Goals





The development of this strategic plan was financially supported by the



HARRISONBURG-ROCKINGHAM COMMUNITY SERVICES BOARD

Thank you!



What we accomplished

Refine vision & mission, and the role in community

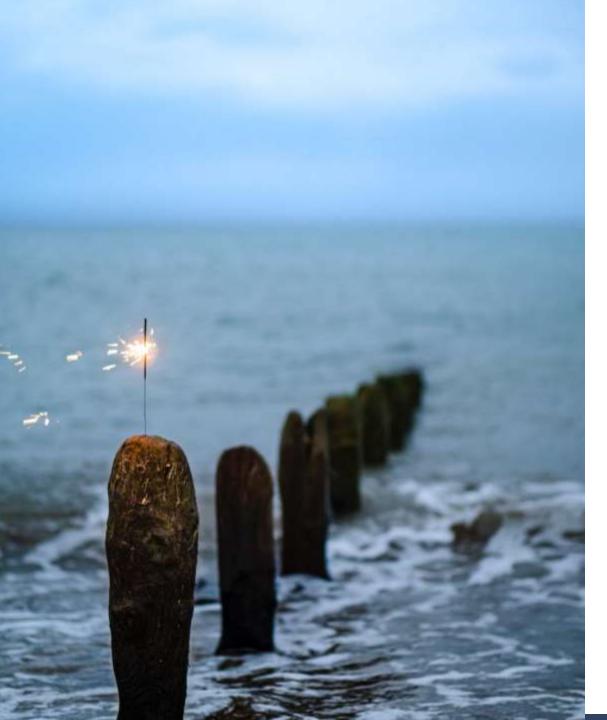
Define values, goals, and strategies

for the Healthy Community Council



Strategic Planning Process





What is Appreciative Inquiry

- ... a collaborative, strengthsbased approach to leadership development and organizational change
- Involves 4 stages: Discover, Dream, Design, Destiny

The 2021 Strategic Planning Process





Assessment Results





Assessment Results and Overall Highlights

Values: Emerging Principles

- **Collaboration**: Involving community partners/organizations through equitable partnerships
- **Community Input**: Meet community needs in concreate, tangible, and holistic ways through participatory input from community partners and organizations.
- **Project Potential**: Desire to engage diversity in project work (i.e. equity, community-based, etc.)
- Active Engagement: Cultivate deep connections and engaging relationships across organizations
- Deep Learning



Assessment Results and Overall Highlights

Community Engagement and Collaboration: Meeting Where Communities Are

- Communication from coalition/organization leadership is key to engaging and maintaining relationships
- Generating and maintaining community buy-in has shown to increase involvement in projects
- Being cognizant of community stakeholder's time and capacity to participate in coalition building activities as noted in prior needs assessment conducted by HCC
- Identifying diverse voices to incorporate into community-based interventions/programs
- **Broadening the definition of** community health to be more holistic and inclusive
- Listening and feeling heard are key communications themes that participants indicated as important to maintaining engagement



Assessment Results and Overall Highlights

Suggestions: Hopes, and Wishes for the Future

- Creating safe spaces for community members to share their stories in order to learn more about strategies communities can use to support an individual's health needs
- Diversifying representation from other organizations outside the public health (i.e. schools, recreation/community centers, law enforcement, etc.) in long-term relationships
- Diversifying representation from other communities (i.e. LGBTQIA+, race/ethnic groups, etc.)
- Emphasizing intersectionality to better reflect the social determinants of health in programming
- Engaging in SMART goals and being more intentional/strategic in work
- Start and engage in 1:1 discussions with people from different backgrounds



Name, Vision, Mission, & Values





Healthy Community Collaborative



HCC Vision Statement

We envision an equitable and inclusive community where every one of our neighbors is safe, supported, and flourishing – a place for all and from all.



HCC Mission Statement

Bringing communities together to end health disparities.



HCC Values (External)

People.

Rooted in the inherent dignity and worth of each person, we foster connections and relationships with all our neighbors.

Change.

The collective wisdom and lived experience of our community guides the positive changes we pursue and achieve.

Impact.

Our responsibility is to our community and all our neighbors, and we commit to follow through on our promises to have a meaningful and positive impact.

Learn.

We humbly take responsibility for the impact of our actions and words, and are always learning how to do our work better.

Values Statements – Internal

•PEOPLE

- Rooted in the inherent dignity and worth of each person, we intentionally cultivate deep connections and engaging relationships with all our neighbors. Diverse perspectives strengthen our work and strong relationships are the foundation for success in all things.
- We seek to listen, understand, and value what each person brings. We seek to understand each other even when we don't agree. We seek out perspectives different from our own.

•CHANGE

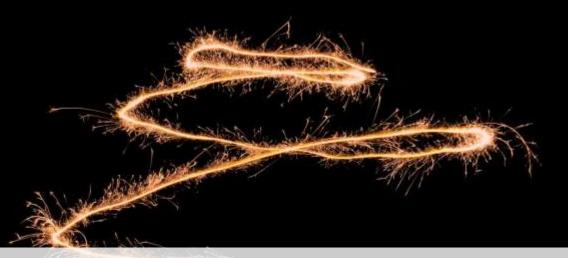
- We are better together, and we recognize that our neighbors know best what is needed to strengthen our community. The collective wisdom and lived experience of our community guides our work.
- We listen to listen and to understand, not to inform or guide. We use participatory design and decisionmaking with our neighbors and partners to guide the projects and work we pursue to accomplish our mission and vision.

•IMPACT

- Our responsibility is to our community and all our neighbors, and we commit to follow through on our promises. We meet community needs in concrete, tangible, and holistic ways that are guided by the community. We take collective action towards social justice, lead by community, and advocate with (not for) our neighbors to create meaningful and positive systemic change.
- We do what we say we will do, as individuals and collectively. We acknowledge we cannot control everything, and communicate with transparency when we are not able to follow through as planned.

•LEARN

- We engage in continuous learning and growth to be able to do our work better and more equitably. We lead with curiosity and a focus on deep understanding, and apply this new understanding to change our systems, behaviors, actions, practices, and processes as needed.
- We embrace feedback as a gift. We humbly take responsibility for the impact of our actions and words, both now and historically, accept the challenge of doing better, and we will take steps to heal the harm that is caused.



Structure, Strategies, and Goals





HCC New Structure

- Community-centered
- Participatory design and decisions
- Nimble and responsive to community needs and opportunities
- Reflective and adaptive

HCC New Structure (... to pilot)

Steering Committee Expansion	Support Full Participation for EC Members	Center Authentic Relationships	Addressing Harm
Transparent Decision Making	Sharing Power	HCC Meeting Culture and Accessibility:	Collective Learning

HCC Strategies

Advocate with (not for): Use the collective power of the HCC to advocate for structural changes that move towards health equity and create healthy lives, and provide resources that educate on and support the need for these changes.

Build Connection: Foster connections, build relationships, and hold meaningful conversations that support collaboration among our neighbors, partners, and members. Achieve Community-led Projects: Work alongside community members to identify, prioritize, and accomplish projects that improve health in our community.

Mobilize Assets: Attract and use the assets, strengths and resources (including people, funds, time, and more) to support the implementation of community wide-change at a level that has real, positive, and lasting impact.



HCC Year 1 Goals

- By December 2022, HCC will have adopted a clear and agile structure and culture framework which embed justice, equity, diversity, and inclusion into all elements of HCC.
- By December 2022, HCC will have developed a detailed staffing plan to hire a paid HCC staff member and consider interns.
- By December 2022, HCC will have offered three learning opportunities for current members to increase depth and breadth of knowledge around justice, equity, diversity, and inclusion; health disparities; and learning and unlearning harm related to JEDI work.



HCC Year 2 Goals

By December 2023, HCC will have hired a paid a staff member.

By December 2023, HCC will have built authentic, respectful, collaborative relationships with 10 new organizations or community members that are also interested in taking action towards justice, equity, diversity, and inclusion work.

□By December 2023, HCC will have refreshed their website to include a hub for justice, equity, diversity, and inclusion resources.



HCC Year 3 Goals

- By December 2024, through ongoing relationship building HCC will have completed one full iteration of identifying, implementing, and evaluating 1-2 community designed and led projects.
- By December 2024, HCC will have offered three learning opportunities for community members to increase the depth and breadth of knowledge around justice, equity, diversity, and inclusion work.
- By December 2024, HCC will have developed and implemented a plan to reveal the data that more accurately illustrates the health disparities in Harrisonburg.



HCC Year 4 Goals

- By December 2025, through ongoing relationship building HCC will have completed a second full iteration of identifying, implementing, and evaluating 1-2 community designed and led projects.
- By December 2025, HCC will have applied for additional funding opportunities to sustain HCC's work.
- By December 2026, HCC will have developed a nuanced advocacy plan to address systemic changes to increase justice, equity, diversity, and inclusion in the community.



HCC Year 5 Goals

□By December 2026, through ongoing relationship building HCC will have completed a third full iteration of identifying, implementing, and evaluating 1-2 community designed and led projects.

□By December 2026, HCC will have implemented 1-2 systemic change strategies developed in their advocacy change plan.

□By December 2026, HCC will have evaluated their 5 year goals and developed new goals for the next five years.

By December 2026, HCC will have a published resources that describe the work that has been done.



Celebrate

