



# Strategic Plan

## 2016 - 2019

## **Brandywine Health Foundation Strategic Plan 2016 - 2019**

### **Our Vision**

We envision healthy people throughout the greater Coatesville area in Pennsylvania fulfilling their greatest potential, living in sustainable neighborhoods and giving back to their communities.

### **Our Mission**

Our mission is to improve the health and well-being of people who live and work in the greater Coatesville area by fostering community partnerships, by providing capacity building support, and by making grants to promote health equity, healthy youth, and a healthy community.

### **Our Guiding Principles**

- **Stewardship:** Respect, integrity, diversity and inclusion are values we cherish as stewards of the community's trust and resources. We will engage our grantee partners, community members and stakeholders to build the community buy-in that is necessary for effective solutions, and to hold our partners and ourselves to the highest standards of performance and service.
- **Equity:** Everyone in our community deserves to be healthy, live well, and enjoy equitable access to high quality, efficient, and affordable health and wellness services. Our health and wellness depends on the choices we make every day that are influenced by social, economic and healthcare systems and policies.
- **Wellness:** Health promotion, health literacy and prevention activities encourage people to live well by making healthier choices, and ultimately it is the responsibility of the individual to make choices that will improve and maintain their health and well-being.
- **Collaboration:** The health and well-being of our entire community requires meaningful collaboration between civic, government, education, business, healthcare, community-based organizations and the public in order to address a broad range of personal, social, economic and environmental factors that influence health status and health inequalities.
- **Leadership:** By strengthening and broadening community leadership and participation, we will engage stakeholders to find solutions for promoting improved healthcare and health outcomes for all.

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## Our Strategic Priorities for 2016 - 2019

**Priority 1: Health Equity** – Ensure that every resident of the Greater Coatesville community has the opportunity to make choices that will allow them to live a long and healthy life, regardless of their race, ethnicity, gender, disability, income or background.

Strategic Goals	Measurable Outcomes	Performance Indicators	Community Data
<p>Goal 1: Advance equitable access to affordable, quality and innovative primary, oral, behavioral and reproductive health services by:</p> <ul style="list-style-type: none"> <li>• Providing grants to nonprofit healthcare providers serving the Greater Coatesville community that improve access to care for underserved residents</li> <li>• Promoting health literacy and prevention</li> <li>• Advocating for changes in healthcare policy, practice and funding that address systemic barriers to health equity</li> <li>• Engaging residents and their community, civic, and faith organizations in decisions that impact their health and wellness</li> </ul> <p>Goal 2: Reduce avoidable, unfair or unjust disparities in health outcomes by:</p> <ul style="list-style-type: none"> <li>• Providing grants to nonprofit healthcare providers to reduce health disparities in maternal and prenatal health outcomes among women of color</li> <li>• Providing program grants to nonprofit healthcare providers to increase culturally appropriate resources related to healthy eating, nutrition, physical activity, stress reduction, mental health stigma</li> </ul>	<ol style="list-style-type: none"> <li>1. Reduction in health disparities related to birth weight and infant mortality</li> <li>2. Reduction in diabetes rates</li> <li>3. Increase in healthy behaviors among children, youth and adults, including:               <ol style="list-style-type: none"> <li>a. Annual primary care visits</li> <li>b. Oral health preventive care</li> <li>b. Prenatal visits in first trimester</li> <li>c. Reproductive health screenings</li> <li>d. Cancer screenings</li> <li>e. Mental health screenings</li> <li>f. Smoking cessation</li> <li>g. Healthy eating and nutrition</li> <li>h. Physical activity</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Grants awarded annually (\$)</li> <li>2. % of total grantmaking portfolio</li> <li>3. Grantee outputs and outcomes annually</li> <li>4. Systemic barriers addressed through advocacy efforts</li> <li>5. # of community engagement activities</li> <li>6. # of community residents participating in engagement activities</li> <li>7. # of active strategic partnerships and alliances</li> </ol>	<p>Infant mortality rate</p> <p>Low birth weight disparities by race/ethnicity</p> <p>% getting prenatal care in 1<sup>st</sup> trimester</p> <p>Teen pregnancy rate</p> <p>% of overweight children</p> <p>Cancer prevalence and death rates by race/ethnicity</p> <p>% without health insurance</p> <p>Teen smoking rates</p> <p>Grantees tracking health literacy outcomes</p>

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Strategic Goals	Measurable Outcomes	Performance Indicators	Community Data
<p>reduction, and resiliency to adverse childhood experiences and trauma across the lifespan</p> <ul style="list-style-type: none"> <li>Increasing the awareness and responsiveness of public, private and nonprofit organizations serving the Greater Coatesville community to social, economic and environmental conditions that impact health equity, including community and economic development, education, employment, housing, legal services and public safety, among others</li> </ul>	<ol style="list-style-type: none"> <li>Increase in % of residents with health insurance, especially children</li> <li>Increase in % of residents who are informed consumers about health care and health insurance options</li> </ol>		

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## Our Strategic Priorities for 2016 - 2019

**Priority 2: Healthy Youth** – Empower youth aged 12 – 24 in our community to achieve and maintain a healthy lifestyle, cultivate leadership skills and experience, and achieve their goals for the future.

Strategic Goals	Measurable Outcomes	Performance Indicators	Community Data
<p>Goal 1: Expand and enhance access to quality youth-focused health services, including health literacy, promotion and prevention programs, by:</p> <ul style="list-style-type: none"> <li>• Providing grants to nonprofit healthcare providers serving youth in the Greater Coatesville community</li> <li>• Supporting Youth Mental Health First Aid training for all those serving and concerned about youth across sectors</li> </ul> <p>Goal 2: Increase the number of quality youth leadership development opportunities in our community by:</p> <ul style="list-style-type: none"> <li>• Providing grants to youth-serving nonprofit organizations that deliver quality leadership development, community service, and/or career and college planning programs in the Greater Coatesville community</li> <li>• Supporting the Coatesville Area Youth Philanthropy Program to engage youth in local philanthropy</li> <li>• Creating youth leadership and community services opportunities within the Foundation</li> </ul>	<ol style="list-style-type: none"> <li>1. Reduced rates of youth:               <ol style="list-style-type: none"> <li>a. Violence</li> <li>b. Substance abuse</li> <li>c. Tobacco use</li> <li>d. STI rates</li> <li>e. Pregnancies</li> <li>f. Depression</li> </ol> </li> <li>2. Increased number of youth participating in:               <ol style="list-style-type: none"> <li>a. Leadership development programs</li> <li>b. Career and college planning programs</li> <li>c. Philanthropic activities</li> <li>d. Community service internships and volunteer activities</li> <li>e. Afterschool programs</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Grants awarded annually (\$)</li> <li>2. % of total grantmaking portfolio</li> <li>3. Grantee outputs and outcomes annually</li> <li>4. # of youth involved in mentoring and volunteer programs through Foundation grants and other activities</li> <li>5. # of youth involved in local philanthropy through Foundation grants and other activities</li> <li>6. # of youth-serving workers and volunteers trained in Youth Mental Health First Aid</li> <li>7. # of active strategic partnerships and alliances with youth-serving orgs</li> </ol>	<p>PSSA 4<sup>th</sup> Grade Language Arts Scores</p> <p>PSSA 8<sup>th</sup> Grade Math Scores</p> <p>High school graduation rate</p> <p>Juvenile crime rate</p> <p>% of Coatesville residents w/o college degree</p> <p>Teen binge drinking rate</p> <p>Rate of teen substance and tobacco use</p> <p>Teen preg rate</p> <p>Teen STI rates</p> <p>Teen depression, self-harm, and suicide rates</p>

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**Priority 3: Healthy Community** – Improve community conditions that help impact the health of everyone in Greater Coatesville.

Strategic Goals	Measurable Outcomes	Performance Indicators	Community Data
<p>Goal 1: Invest in programs, partnerships and initiatives that contribute to healthier neighborhoods, schools and workplaces in Greater Coatesville by:</p> <ul style="list-style-type: none"> <li>• Providing grants to nonprofit organizations to improve community conditions in Greater Coatesville</li> <li>• Partnering with local government, schools, businesses, nonprofits, religious institutions and other civic-minded organizations focused on public safety and community and economic development in Greater Coatesville</li> </ul> <p>Goal 2: Engage the community in improving community conditions by:</p> <ul style="list-style-type: none"> <li>• Convening people who live, work and go to school in Greater Coatesville on issues that matter to them related to their health and community conditions</li> <li>• Advocating for increased access and opportunities for civic engagement, citizen journalism, and volunteerism</li> </ul>	<ol style="list-style-type: none"> <li>1. Improved community attitudes and behaviors related to healthy eating and lifestyles</li> <li>2. Increased understanding of the relationship between health and:               <ol style="list-style-type: none"> <li>a. Public safety</li> <li>b. Community and economic development</li> </ol> </li> <li>3. Increased voter registration and participation among residents of CASD</li> <li>4. Increased physical activity among residents of CASD</li> <li>5. Increased inclusion of health as a factor in development by local elected and staff municipal officials</li> <li>6. Increased # of community orgs tracking vol hrs (tie to Eastburn Comm Svc Award)</li> </ol>	<ol style="list-style-type: none"> <li>1. Grants awarded annually (\$)</li> <li>2. % of total grantmaking portfolio</li> <li>3. Grantee outputs and outcomes annually</li> <li>4. # of active partnerships to improve community conditions that help determine health of community members</li> <li>5. # of presentations to twp elected and appt officials</li> <li>6. # of convenings of municipal officials</li> <li>7. # of hours residents are volunteering in CASD</li> </ol>	<p>Poverty rate</p> <p>% of children in poverty</p> <p>% of single parent/mother households</p> <p>Unemployment rate</p> <p>% of homes with at least 1 of 4 severe housing problems</p> <p>% of rental housing by municipality</p> <p>Safety as measured by adult arrests</p> <p>Safety as measured by teens in school</p> <p>Voter participation</p> <p>Volunteer hours</p>

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