

Brandywine Health Foundation Strategic Plan 2016 - 2019

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"> • Providing grants to nonprofit healthcare providers serving the Greater Coatesville community that improve access to care for underserved residents • Promoting health literacy and prevention • Advocating for changes in healthcare policy, practice and funding that address systemic barriers to health equity • Engaging residents and their community, civic, and faith organizations in decisions that impact their health and wellness <p>Goal 2: Reduce avoidable, unfair or unjust disparities in health outcomes by:</p> <ul style="list-style-type: none"> • Providing grants to nonprofit healthcare providers to reduce health disparities in maternal and prenatal health outcomes among women of color • Providing program grants to nonprofit healthcare providers to increase culturally appropriate resources related to healthy eating, nutrition, physical activity, stress reduction, mental health stigma 	<ol style="list-style-type: none"> 1. Reduction in health disparities related to birth weight and infant mortality 2. Reduction in diabetes rates 3. Increase in healthy behaviors among children, youth and adults, including: <ol style="list-style-type: none"> a. Annual primary care visits b. Oral health preventive care b. Prenatal visits in first trimester c. Reproductive health screenings d. Cancer screenings e. Mental health screenings f. Smoking cessation g. Healthy eating and nutrition h. Physical activity 	<ol style="list-style-type: none"> 1. Grants awarded annually (\$) 2. % of total grantmaking portfolio 3. Grantee outputs and outcomes annually 4. Systemic barriers addressed through advocacy efforts 5. # of community engagement activities 6. # of community residents participating in engagement activities 7. # of active strategic partnerships and alliances 	<p>Infant mortality rate</p> <p>Low birth weight disparities by race/ethnicity</p> <p>% getting prenatal care in 1st 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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<p>reduction, and resiliency to adverse childhood experiences and trauma across the lifespan</p> <ul style="list-style-type: none"> 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 	<ol style="list-style-type: none"> Increase in % of residents with health insurance, especially children Increase in % of residents who are informed consumers about health care and health insurance options 		