

Brandywine Health Foundation: Advancing a Culture of Health

CEO Message, March 2018

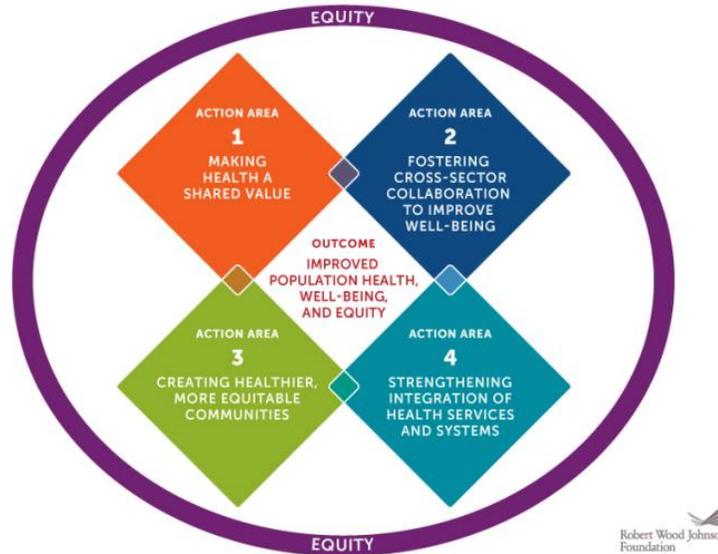
Culture of Health Community Forum: Ignite, Educate & Engage

“Take up the battle, pick it up and make it a better world, it’s up to us” was a quote that echoed throughout the Gateway Church on March 16, 2018 from Dr. Maya Angelou’s opening video “Just Do Right” at the Brandywine Health Foundation’s inaugural Culture of Health Community Forum. Although the greater Coatesville area is a small corner of the world, that day over 100 attendees representing various sectors including non-profit, for-profit, government, philanthropy, and the faith community, gathered to learn and engage in a dialogue on what does it take to create a “Culture of Health” for our community. Distinct voices from all of these sectors expressed their shared belief that we can no longer hold onto programs, history, systems and policies that impede our resident’s ability to make health the easy choice.



We were fortunate to have Dr. Giridhar Mallya, Senior Policy Officer, at the Robert Wood Johnson Foundation deliver the keynote, emphasizing that the key ingredients in creating a “Culture of Health” is shifting of mindsets and creating a shared value in health equity, regardless of what sector you represent, where you work, or what your most passionate about. Dr. Mallya’s thought provoking presentation educated the audience on how, why, and where you live matters and its direct impact on individual and community health. He eloquently introduced the Culture of Health framework’s four action areas and weaved throughout his presentation why race and place matters and the how health equity is the glue that bands together neighborhoods, communities, townships, municipalities, and counties as a whole, in order for everyone to live and lead a healthier life.

Culture of Health Action Framework...tool to identify new strategic priorities



Look to the Future

Over the years, the Foundation has always embraced a health equity lens and we are now beginning to realize that we need to approach our work and investments in the community slightly differently.

We must take bold steps to substantially move the needle on health outcomes. It is time to dismantle the root causes of health disparities that still exist. We must continue to develop strategies and cross sector partnerships that are sustainable in improving overall community health. As I lead the Brandywine Health Foundation into the future, over the next year we will embark on an exploration of learning, listening, and convening old and new partners from all sectors that will inform our 2020-2022 strategic direction and priorities. The first stop of our journey began at Gateway Church. Think of it as our initial step to our strategic planning process. I could not be more pleased to have had the platform to educate, engage, and learn from such a diverse audience. The Foundation will use the Culture of Health framework and its four action areas as a roadmap to identify our new strategic priorities and help shape our overall plan.



Sense of Readiness...cross sector collaboration and learning



The Foundation is moving into an era with an understanding that our investments must be strategically leveraged with other resources and complimentary initiatives in order to sustain a greater impact. No longer can we solely focus on healthcare access- now is the time take a courageous step and overcome social, economic and environmental barriers to good health. The success of our inaugural Culture of Health Community Forum demonstrates the readiness, willingness and spirit of collaboration along with the courage to tackle tough conversations that hinder progress like race, poverty, justice, equity and shared leadership. In response to multiple requests for more cross-sector collaborative learning from Forum participants, I am pleased to share with you that the Brandywine Health Foundation will take action by convening future Culture of Health Community Forums.

Take Action: Create a healthier Greater Coatesville



We will begin to roll out a Culture of Health Community Forum series over the next year. Each series will focus a specific topic and its intersection with health equity. Future Culture of Health Community Forums will allow the Foundation to take a deeper dive into specific topics that can influence health outcomes, like green spaces, housing, education, employment and job security, authentic community engagement and inclusion, business and economic development, to name a

few. The Foundation can and will continue to play a key role in shifting mindsets and making health a shared value across new and old partners. We will create opportunities for ongoing conversations to engage, inspire, and create Greater Coatesville's future culture of health.