

# Health by Design

## 2022-2023 STRATEGIC PLAN UPDATE

In 2018, Health by Design adopted a strategic plan that was a result of more than a year of collaboration from consultants, board members, staff, funders, and coalition members and partners.

That plan was based on the Social Ecological Model that Health by Design uses to promote opportunities for health by improving the built environment and increasing active transportation infrastructure.

This 2022-2023 strategic plan builds on the previous plan and that framework with updated mission, vision, organizational goals, and strategies.

To read the 2018-2020 Strategic Plan, [click here](#).

**MISSION** Health by Design collaborates across sectors and disciplines to ensure communities in Indiana and beyond have neighborhoods, public spaces, and infrastructure that promote healthy, active living.

**VISION** Healthy, thriving people in equitable, vibrant communities



### Strategic Goals Areas:

- Health Equity
- Organizational & Operations
- Program & Policy
- Upstream Work



## Embed health equity in Health by Design's systems, practices, policies, and activities:

- Prioritize and align resources (funding, leadership, staffing, professional development, procurement, etc.) to advance health equity
- Host and participate in health equity and anti-racism educational and training opportunities
- Challenge and support partners in operationalizing health equity efforts
- Actively dismantle white supremacy culture within Health by Design

## Strengthen the effectiveness, efficiency, and sustainability of Health by Design:

- Execute board governance functions with engaged, networked, committed, passionate, and diverse leaders who represent the communities and stakeholders we serve
- Strengthen administrative, operational and financial management practices and processes
- Recruit, develop and retain qualified, effective staff
- Expand implementation of the comprehensive communications and marketing plan to demonstrate leadership and foster collaboration
- Establish a strategic and consistent approach to fund development and financial sustainability to increase and diversify revenue
- Track, monitor and evaluate organizational activities and impact



### Increase equitable, safe, accessible, convenient, and connected options for walking, biking and public transit:

- Assess and prioritize active living policy, systems, and environmental change needs
- Promote walking, biking and transit use through programming, campaigns, shared-use agreements and other partner activities
- Provide thought leadership to elected officials, agency leaders, stakeholders and partners
- Offer training and technical assistance to communities and partner organizations
- Contribute to the development, adoption, implementation, and evaluation of active transportation plans and plan elements
- Advocate at the federal, state, regional and local levels for policies and funding that support active transportation and mobility options
- Ensure plan, policy and project implementation and evaluation at federal, state, regional and local levels

### Encourage responsible land use:

- Advocate at the state, regional and local levels for policies that support responsible land use by promoting affordable, inviting, compact and mixed land uses that improve connectivity between destinations, neighborhoods and communities
- Contribute to the development, adoption, implementation, and evaluation of land use plans and plan elements

### Expand Healthy Communities efforts to include upstream strategies that address complex system change:

- Engage the breadth of partners working across Social Determinants of Health
- Build capacity and expertise of Health by Design team and partners
- Develop civic and public health infrastructure to support complex community change
- Pursue Health in All Policies commitments, strategies, and practices
- Advance Public Health 3.0, modernization and transformation, and other aspects of emerging public health practice