

HEALTH *by* DESIGN

2026-2028 Strategic Plan

Healthy, thriving people in equitable, vibrant communities

OUR STRATEGIC GOAL

Health by Design leads the integration of responsible land use and policy to shape built environments across urban, suburban, and rural Indiana communities - and beyond - that honor local voices and promote healthy, active living by:

- Convening urban, suburban, and rural residents with government officials, developers, and partners to co-create equitable solutions
- Delivering technical assistance and education on evidence-based best practices for responsible land use and design
- Advocating for upstream policy strategies that prioritize health equity and sustainability
- Influencing transit development, pedestrian-friendly designs, bike networks, and vibrant public spaces.

OUR PRIORITIES

STRATEGIC POSITIONING | Embed deeply within the communities we serve

- Drive and strengthen strategic relationships by convening key stakeholders, leading policy dialogue, delivering professional offerings, and expanding organizational visibility through targeted marketing and data publication
- Foster collaborative partnerships with urban-, suburban-, and rural communities, engaging local government, businesses, and community partners
- Leverage community voices and partnerships to innovate and strengthen programs, using consistent evaluation and impact measures to advance health and wellness outcomes and deepen community engagement

OPERATIONS | Strengthen staff and board support with clear expectations and tools to achieve success

- Enhance and continuously review job descriptions by establishing clear success metrics, defined accountability, and transparent KPIs tied to organizational priorities
- Leverage technology and systems to efficiently support staff capacity, communication, and culture
- Develop and institutionalize strong human resources systems, including onboarding, exit interviews, staff recognition, and professional development pathways, with mechanisms for ongoing review and enhancement

FINANCIAL RESILIENCE | Diversify mission-aligned funding streams that support organization strategy and impact

- Develop multi-year financial goals and forecasts that include national and local philanthropic organizations, professional offerings, and local partnerships
- Enhance marketing and storytelling to increase professional fee offerings and philanthropic support
- Harmonize funding, staffing, program strategies, and voices of those most impacted to ensure long-term organizational sustainability and impact