

LINCOLN HEALTH FOUNDATION

Strategic Plan

2009 - 2011

August 19, 2009

Executive Summary

The Lincoln Health Foundation's (LHF) Strategic Plan is a result of the dedicated effort of the Board of Directors, Community Professionals and LHF Staff. The LHF 2008 – 2009 Strategic Plan will guide the organization's operations and budget process and advance the LHF 2008 – 2009 Community Plan and its three priorities: *Healthier Beginnings*, *Healthier Living*, and *Healthier Outcomes & Access to Health Care Services*.

The Strategic Plan will also address four identified focus areas: *Programs/Grants/Initiatives*, *Administration/Operations*, *Fund/Resource Development*, and *Public Awareness & Promotion of Lincoln Health Foundation*.

Mission Statement

The mission of Lincoln Health Foundation is to improve health care and outcomes for residents of Lincoln Parish.

Vision Statement

To be the director of health-related initiatives, programs, and services that enable Lincoln Parish residents to improve their quality of life.

Lincoln Health Foundation

2009 – 2011

Strategic Plan

I. PROGRAMS / GRANTS / INITIATIVES

Description: Lincoln Health Foundation will make grants and implement Board-approved initiatives to address the priorities identified in the LHF Community Plan.

Priority Areas to Address:

A. Healthier Beginnings

Objective: Improve outcomes for children and their families by providing home-based parenting and early childhood outreach programs to families in Lincoln Parish who access public health or other assistance resources.

Action Required:

Implement the *Growing Great Kids*™ program, a home-based parenting and early childhood outreach program, developed by Great Kids, Inc.

Expected Outcome:

Improve parenting skills and build strong foundations for at-risk families in Lincoln Parish.

Timeline: 2009 – 2011

Required Resources:

Public health or other health care professionals who are in a position to identify and/or deliver resources to at-risk families; professional(s) who can teach program materials; funding

Implementation / Evaluation Responsibility:

Programs/Grant Review Committee

B. Healthier Living

Objective #1:

Increase opportunities for physical activity in community

Action Required:

Develop partnerships with existing physical activity-oriented community organizations, as well as the City, to provide membership scholarships and to develop playgrounds, sidewalks and bike paths in neighborhoods.

Expected Outcome:

Increase physical activity and decrease obesity.

Timeline: 2009 – 2011

Required Resources:

Schools, community activity centers/organizations; city parks & recreation departments; materials; funding

Implementation / Evaluation Responsibility:

Programs/Grant Review Committee

Objective #2:

Increase teachers' knowledge of nutrition

Action Required:

Initiate teacher incentives to be role models, provide classroom and cafeteria staff nutrition curriculum (point of consumption education), and encourage physical activity during recess, PE, and during classes.

Expected Outcome:

Increase physical activity, improve nutritional habits and decrease obesity.

Timeline: 2009 – 2011

Required Resources:

Schools, community activity centers/organizations; materials; funding

Implementation / Evaluation Responsibility:

Programs/Grant Review Committee

B. Healthier Living (continued)

Objective #3:

Increase parental knowledge of benefits of proper nutrition and physical activity

Action Required:

Partner with the Lincoln Parish School Board, Title 1, and the teacher-parent organizations in developing a Parent's Academy. Parents must enroll in the Academy in order for students to qualify for membership scholarships. PA provides nutrition, parenting and health sessions to parents of all children, especially for those receiving scholarships.

Expected Outcome:

Increase physical activity, improve nutritional habits and decrease obesity.

Timeline: 2009 – 2011

Required Resources:

Schools; professionals who provide nutritional and physical educational services; materials; funding

Implementation / Evaluation Responsibility:

Programs/Grant Review Committee

Objective #4:

Increase healthy food alternatives in school system

Action Required:

Educate Lincoln Parish food service directors/staff on healthy food offerings, monitor portion sizes for energy dense foods in the cafeteria, provide nutrition education in the cafeteria, reduce or remove fried and competitive foods.

Expected Outcome:

Improve nutritional habits and decrease obesity.

Timeline: 2009 – 2011

Required Resources:

Schools; professionals who provide nutrition educational services; materials; funding

Implementation / Evaluation Responsibility:

Programs/Grant Review Committee

B. Healthier Living (continued)

Objective #5:

Reduce the occurrence of teenage pregnancies and sexually transmitted diseases, and delay the onset of teenage sexual activity.

Action Required:

Implement proven-effective teenage prevention, STD, and delayed sexual activity programs/curricula.

Expected Outcome:

Reduced teenage pregnancies, STD's, and onset of teenage sexual activity.

Timeline: 2009 – 2011

Required Resources:

Organization(s) that can provide those educational services

Implementation / Evaluation Responsibility:

Programs/Grant Review Committee

C. Healthier Outcomes & Improved Access to Health Care Services

Objective #1:

Increase access to health care services for Lincoln Parish elementary school students by expanding the scope of the existing Lincoln Parish School Board HEALS program.

Action Required:

Increase HEALS program personnel to expand services, provide work space for nursing personnel, increase school nursing supplies, and provide behavioral health/counseling services at most needed facilities.

Expected Outcome:

Improve overall health of elementary school students who experience barriers to needed health services, and position program to become a school-based health center in the future.

Timeline: 2009 – 2011

Required Resources:

Funding, work space locations, school board support

Implementation / Evaluation Responsibility:

Programs/Grant Review Committee

Objective #2:

Enable access health care services for Lincoln Parish residents that are employed but unable to afford adequate health care insurance coverage and services by implementing a virtual clinic health care delivery model.

Action Required:

Engage with the North Louisiana Virtual Clinic (NLVC) and the Living Well Foundation to assess the feasibility of expanding the NLVC network to include Lincoln Parish physicians and healthcare providers in the NLVC network.

Expected Outcome:

Enable access to health care services for the working uninsured in Lincoln Parish by adding Lincoln Parish physicians and health providers to the NLVC network.

Timeline: 2009 – 2011

Required Resources:

NLVC / Living Well Foundation interest

Implementation / Evaluation Responsibility:

Programs/Grant Review Committee and LHF Staff