Strategic Plan
2019 - 2024
The Alliance is a coalition of executive leadership from 8 local health departments across Southern California.

Our members have statutory responsibility for nearly 50% of California’s population.

- City of Long Beach
- Los Angeles County
- San Bernardino County
- Santa Barbara County
- City of Pasadena
- Riverside County
- San Diego County
- Ventura County
VISION
Vibrant and activated communities achieving health, justice, and opportunities for all.

MISSION
Mobilize the transformative power of local public health for enduring health equity.

CORE VALUES
We are:
* Courageous
* Dynamic
* Unifying
* Highly Impactful
* Ethical
* Inclusive
*
Why It Matters

The Alliance serves Southern California communities rich with cultural diversity, varied geographies and urban, suburban, and rural environments.

OUR JURISDICTIONS INCLUDE:

- 19.5+ million people
  of which 5.5+ million were born outside the U.S.
- 6 counties / 178 cities
- 4 shipping ports
  Two (LA and Long Beach) of which handle 25% of all container cargo in the U.S.
- 310 miles of coastline
- Several mountain ranges
- 2 major deserts
- The world’s busiest land border

AND IS A CREATIVE AND POWERFUL ECONOMIC ENGINE CONTRIBUTING:

- $1 trillion/year to GDP
Despite all these assets, Southern California still experiences stark health inequities.

- Life expectancy fluctuates dramatically in our region. Even neighboring communities can have more than a 10-year difference in life expectancy.
- Over 50% of the population lives in a place without convenient, reliable public transit.
- Nearly 35% of the population lives in communities with significant pollution burdens.
- More than 25% of the population lives in neighborhoods designated as food deserts.
- About 40% of the population lives in or near poverty – with nearly 50% of children living in or near poverty.

Southern California should be a place where:

- Every child has nurturing environments that support growth and development.
- Every person has the opportunity and resources to live a healthy life.
- Every neighborhood has healthy conditions that benefit people of all ages, ethnicities, genders, orientations, and birthplaces.
How We Will Get There

KEY STRATEGIES

1. ADVANCE HEALTH EQUITY
Everyone should have the opportunity and resources to live a healthy life. The Alliance positively contributes to a fair, just, inclusive, equitable, and sustainable future for all.

2. CHAMPION PREVENTION FUNDING
Everyone should live in a place with adequate public health infrastructure to protect and promote community health and well-being. The Alliance advocates for sustainable local public health funding and innovative financing opportunities for community health investments.

3. PROMOTE POWERFUL, HEALTHY COMMUNITIES
Everyone should live in a place that offers them the opportunity and ability to lead their healthiest lives. The Alliance advances equitable policies such as economic well-being, nutritious food, active transportation, clean water, and affordable housing.

4. ELEVATE THE CLIMATE + HEALTH NEXUS
Everyone should be protected from the health impacts of climate change. The Alliance works to address the public health and equity nexus with climate change adaptation, mitigation, and recovery efforts.

5. TRANSFORM DATA INTO ACTION
Everyone should have access to timely, accurate, and relevant data for their community. The Alliance makes high-quality social determinants of health data available and actionable for all advocates working to improve community conditions.

6. STRENGTHEN THE ALLIANCE
The Alliance is dedicated to thought leadership, productive partnerships, and continued creation of high-quality tools, resources, trainings, and capacity building that transform public health practice and create healthier futures for all. To remain an effective regional coalition, the Alliance invests in capacity building and operational sustainability.

The following section outlines the Alliance’s goals for each strategy. Each goal is accompanied by a spectrum of identified approaches we may take. Approaches are intended to represent the range of actions to achieve goals, but are not exhaustive.

Additionally, the goals are organized in two segments to clarify priority partners and key sectors for deeper engagement. One segment centers on accelerating paradigm shifts inside the daily practices of local health departments. The other relates to mobilizing the power of public health to support policy, system, and environmental improvements occurring outside the local health departments’ span of control.
**Accelerate Paradigm Shifts in Local Public Health Practice**

**Infuse health equity into administrative actions**
- Develop health equity and racial justice goals and work plans
- Update budget request processes to reflect health equity goals
- Revamp contracting protocols to support local sourcing
- Involve community members in strategic decisions
- Develop a workforce analysis protocol
- Conduct unconscious bias, racial justice, and cultural humility trainings
- Establish equity teams or emerging leaders’ programs
- Revise intern/volunteer recruitment and selection procedures
- Evaluate program efforts to improve health equity
- Participate in community-led equity collaboratives
- Expand Health in All Policies opportunities through intra-governmental, cross-sector, and community partnerships

**Incorporate health equity into workforce development**
- Conduct community surveys, share results, and use public data portals
- Increase community participation into Local Health Department (LHD) policy and program decisions
- Create opportunities for youth development or mentorship
- Ensure accessible public messaging for communities with diverse backgrounds and languages
- Engage in local, state, and federal policy initiatives that address structural racism and poverty
- Revise local policies and procedures to protect against institutional racism, bias, and discrimination
- Provide localized health equity analyses and recommendations
- Partner with community groups to develop comprehensive solutions

**Mobilize the Power of Public Health**

**Support community power building**
- Advocate for policies and resources that optimize opportunities for all
- Promote community-led policy solutions to improve health equity
"The work is about building a pipeline so resources are equitable and accessible for building community change."

- Expert Key Informant

2 CHAMPION PREVENTION FUNDING

Optimize resources that support LHD infrastructure

- Support new and increased funding for LHD infrastructure
- Explore strategies to maximize impact of current funding streams
- Assist LHDs working to implement new financing strategies
- Disseminate and provide assistance with potential LHD funding opportunities

Mobilize the Power of Public Health

Encourage new prevention financing models

- Curate best practices of prevention financing models, including blending and braiding funding (such as active wellness funds, accountable communities for health models, community development financing, and social impact investing)
- Pursue opportunities to pilot new investments in member jurisdictions
- Develop stronger relationships with cross-sector partners knowledgeable
### 3 PROMOTE POWERFUL, HEALTHY COMMUNITIES

#### Accelerate Paradigm Shifts in Local Public Health Practice

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<thead>
<tr>
<th>GOALS</th>
<th>RANGE OF APPROACHES</th>
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<tbody>
<tr>
<td>Build LHD capacity to engage and influence other sectors around health and equity</td>
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<td>Engage in LHD policy and advocacy efforts to elevate public health priorities across sectors</td>
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<td>Conduct local policy opportunity assessments</td>
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<td>Develop local policy action plans with LHDs</td>
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#### Catalyze policy and institutional transformations

*"Work together. Build a coalition. Gather groups from different sectors."

- Southern California Resident

#### Mobilize the Power of Public Health

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<td>Support integration of health and equity into local plans and policies, including language, data, and metrics</td>
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<td>Expand adoption of health and equity supportive land use and infrastructure policies</td>
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<td>Engage in policy and advocacy efforts to elevate public health priorities across sectors</td>
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<td>Sustain and strengthen partnerships with other sectors working to promote healthy communities</td>
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"Climate change is the biggest public health issue we're confronting."

- Expert Key Informant

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**ELEVATE THE CLIMATE + HEALTH NEXUS**

**Accelerate Paradigm Shifts in Local Public Health Practice**

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| **Build LHD capacity to address climate change** | • Provide training and education to address climate change as a public health emergency  
• Analyze existing programs that infuse climate mitigation and adaptation strategies  
• Facilitate regional collaboration and shared learning from weather-related emergency response activities |

**Mobilize the Power of Public Health**

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| **Support climate, health and equity initiatives** | • Ensure climate policies and funding programs prioritize health and equity  
• Advocate for public health funding for climate change preparation and response activities  
• Encourage and support community partnerships to build resilience |
### Accelerate Paradigm Shifts in Local Public Health Practice

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<tr>
<td>Utilize data to inform priority initiatives</td>
<td>- Analyze Social Determinants of Health (SDoH) data and identify equity gaps</td>
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<td>- Identify geographies where strategic policy shifts may yield greatest impacts</td>
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<td>- Counter false narratives with effective data communication</td>
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<td>- Build regional data reports that illuminate assets and opportunities in So Cal</td>
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<td>- Share data with community members and incorporate their recommendations on future action steps</td>
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<td>- Research best practices for data sharing agreements</td>
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<td></td>
<td>- Provide LHD capacity building on data sharing, HIPAA compliance, and meaningful use</td>
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<td>- Join Health Information Exchanges and other joint data platforms</td>
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<td>- Explore potential pilots of data sharing agreements</td>
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### Mobilize the Power of Public Health

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<td>Advocate for prioritized investments that advance healthy communities for all</td>
<td>- Engage in policy &amp; advocacy efforts on resource allocations to ensure SDoHs and health equity are central considerations</td>
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<td>- Assist with identifying data indicators, performance measures, and other criteria that promote SDoH and health equity</td>
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<td>- Conduct tailored outreach and advocacy to non-health sectors to infuse SDoH, equity, and HPI in resource allocation policies</td>
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<td>- Explore return on investments and assess health impact related to SDoH</td>
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<td>- Elevate policy opportunities and offer examples of success from proactive jurisdictions</td>
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<td>Promote policy solutions to improve SDoH</td>
<td>- Assure data visualizations and descriptions are developed in plain language</td>
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<td>Democracy SDoH data through the Healthy Places Index</td>
<td>- Streamline pathways for community data and qualitative experiences to be layered into HPI</td>
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<td>- Offer technical support and training opportunities</td>
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GOALS

Increase visibility for the Alliance

Ensure long-term financial security through a diversified and expanded funding portfolio

Enhance the Healthy Places Index

RANGE OF APPROACHES

- Develop and implement a comprehensive communications plan
- Conduct tailored outreach to engage new stakeholders and partners
- Market Alliance resources, products, and successes
- Modernize the Alliance website
- Create a fund development plan and initiate relationships with new funders
- Strengthen communications with current funders
- Develop and promote fee-for-service offerings

- Explore new data visualizations
- Expand use of HPI resources
- Assure timely data updates
- Enhance supportive services for new partners

"The Alliance's key strengths lay in policy development and advancement of system-level changes."

- Alliance Leadership Council Member
What Success Looks Like

We know that mobilizing the power of public health will create necessary transformative changes in our neighborhoods and institutions alike. We believe there will be a leap in how local public health works - centering on equity, justice, and healthier communities for all of us. Together as a regional coalition, we will establish a legacy of enduring health equity across Southern California.

Over the next 5 years, the Alliance will deepen its commitment to advancing health equity through policy and institutional changes. We will use our resources to both accelerate paradigm shifts in public health practice, and mobilize power for healthier, sustainable and just communities.

Southern California will thrive with vibrant and activated communities that offer everyone the opportunity to live a healthy, long life. Population health will improve as equitable policies enact sustainable futures with increased economic well-being, nutritious food, active transportation, clean air and water, and affordable housing.

Communities will be more resilient and better prepared for changes in our climate. More activists, organizers and residents will use health data to demand policy and system improvements. Local public health departments will have the funding, capacity, and skills to routinely team up with the right set of partners to implement community-led solutions that achieve health, justice, and opportunities for all.
We Can Shape a Healthier Future

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