



2015-16 NMAHC Strategic Plan Update
December, 2015

2014-15 Goals & Objectives	Accomplishments	2015-16 Draft Objectives
<p>Goal 1. ORGANIZATIONAL DEVELOPMENT: Establish the New Mexico Alliance of Health Councils as an independent, strong, and sustainable organization in support of strengthening the health councils.</p> <ol style="list-style-type: none"> 1. Establish the NMAHC as an independent, non-profit, 501(c)(3) organization with a formal membership structure. 2. Partner with other statewide entities in order to build a coordinated, statewide public health infrastructure, with health councils serving as local hubs for improving public and community health. 3. Secure continuing funding to support the work of the NMAHC and the health councils 	<ol style="list-style-type: none"> 1. Non-profit, 501 (c)(3) status approved, retroactive to Jan. 2, 1015. Articles & By-Laws developed & approved. Registered with NM Secretary of State, NM Attorney General, NM Taxation & Revenue. 2. Partnerships with NMDOH, J. Paul Taylor Task Force, NMPHA, NMHEP, Alliance of Local Collaboratives, others. 3. Funding secured: NMDOH (\$37,500 SIM contract); Con Alma (\$12,000 Small Grant, \$6,000 ACA Project contract, NMHEP (total \$17,000 in marketing funds, \$8913 balance remaining) 4. Hired NMAHC Administrative & Communications Contractor, Helen Henry 	<ol style="list-style-type: none"> 1. Continue & expand partnerships 2. Continue to seek funding for NMAHC, through individual and collaborative grant applications. 3. Add tribal representative to NMAHC Board of Directors. 4. Increase involvement of health council members throughout the state in NMAHC leadership. 5. Develop succession plan and cultivate NMAHC leadership. 6. Add organizational and individual non-voting members to strengthen NMAHC reach and visibility.
<p>Goal 2. POLICY: Advocate on behalf of policies that recognize, support, and promote the value and services of county/tribal health councils as an essential part of the public health system in New Mexico.</p> <ol style="list-style-type: none"> 1. Advocate for full restitution of state funding for county and tribal health councils. 2. Develop and implement a structured system for developing policy recommendations, positions, and actions by the NMAHC. 	<ol style="list-style-type: none"> 1. Obtained additional \$200,000 legislative appropriation, for total of \$395,000 in recurring funding for the health councils, plus \$190,000 in SIM funding for 2014-2015. 2. Established NMAHC Policy Committee, with criteria & procedures for policy development & advocacy. 3. Organized Public Health Day at the Legislature, involving 23 NM organizations. 4. Participated in Con Alma Affordable Care Act 	<ol style="list-style-type: none"> 1. Continue to advocate for state funding of the health councils: DOH budget, LFC budget, independent legislative appropriations. 2. Support advocacy efforts as appropriate, collaborating or aligning with other organizations' advocacy campaigns when possible. 3. Organize Public Health Day at the Legislature in 2016.

	monitoring project, with potential health council involvement in local research and ACA monitoring.	
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<p>Goal 3. RESOURCE DEVELOPMENT: Work to strengthen and diversify funding of health councils with local, state, federal, and private support.</p> <ol style="list-style-type: none"> 1. Track and disseminate information about potential funding opportunities for health councils. 2. Identify and develop opportunities for collaborative funding involving groups of health councils (by regions or health priorities) and other organizations & coalitions. 3. Explore opportunities for non-financial, in-kind resources to support the health councils. 	<ol style="list-style-type: none"> 1. Held discussions with UNM Family Development Program regarding possible RWJ funding. 2. Collaborated with Community Data Collaborative and SHARE/NM in submission of RWJ data-sharing proposal. 	<ol style="list-style-type: none"> 1. Explore, track, and publicize potential funding opportunities to the health councils. 2. Possibly serve as lead agency on proposals with NMAHC non-profit status. 3. Re-establish Resource Development Committee
<p>Goal 4. MARKETING & COMMUNICATIONS: Raise public awareness of the value and accomplishments of health councils through systematic and targeted marketing and outreach strategies.</p> <ol style="list-style-type: none"> 1. Establish a Marketing and Communications Committee within the NMAHC. 2. Develop and implement a statewide marketing campaign regarding the concept, activities, and benefits of New Mexico's health councils. 	<ol style="list-style-type: none"> 1. Executive Committee & Policy Committee served as marketing advisory group. 2. Developed & implemented 2014-15 marketing plan: NMAHC logo; banners; printed informational materials on NMAHC, the health councils, proposed legislation; media contacts. 3. Developed and maintained NMAHC website 4. Developed 2015-16 marketing plan, including printed materials, website development, radio & newspaper. 	<ol style="list-style-type: none"> 1. Implement 2015-16 marketing plan, in collaboration with health councils, including updated print materials, radio spots, newspaper publicity. 2. Assist health councils in local marketing & outreach efforts. 3. Revise, update, and expand NMAHC website and Facebook page. 4. Create NMAHC e-mail newsletter. 5. Create system & format for e-mail alerts (e.g., Constant Contact/Mil Chimp)
<p>Goal 5. CAPACITY BUILDING: Work with others to build the capacity of New Mexico's county and tribal health councils to accomplish their goals.</p> <ol style="list-style-type: none"> 1. Collaborate with the NM Department of Health, NM Health Equity Partnership, and others to develop and implement training and technical assistance opportunities. 2. Work with others to facilitate peer-to-peer learning and sharing of knowledge and information. 	<ol style="list-style-type: none"> 1. Collaborated with NMHEP on planning & implementing Regional and Statewide Health Council & Communities Gatherings. 2. Developed & implemented Community Engagement/Stakeholder Involvement Plan with DOH Health System Innovation initiative. 3. Shared knowledge & information with health councils 	<ol style="list-style-type: none"> 1. Continue collaboration with DOH Health System Innovation initiative. 2. Continue participation in Con Alma ACA monitoring project. 3. Provide input into UNM Health Sciences Center Bachelor's Degree

<p>3. Maintain and expand the NMAHC website as a tool for sharing of informational tools and knowledge, including access to data resources for assessment, planning, and resource development.</p>	<p>through NMAHC website, e-mail notices.</p> <p>4. Participated in Con Alma ACA monitoring project, planning ways for potential health council involvement.</p>	<p>Program in Population Health.</p> <p>4. Collaborate with DOH on capacity-building activities at regional meetings of health councils.</p> <p>5. Collaborate with NMHEP on statewide HEP gathering.</p>
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