

**COMMUNITY  
HEALTH TRUST**  
*OF PAJARO VALLEY*

STRATEGIC PLAN  
2020 - 2023



# BACKGROUND

From November 2019 – June 2020, Community Health Trust of Pajaro Valley (CHT) worked with Schonfield Consulting to develop an organization-wide Strategic Plan and chart a new course for CHT.



Aim to establish a "road map" for 2020 -2023



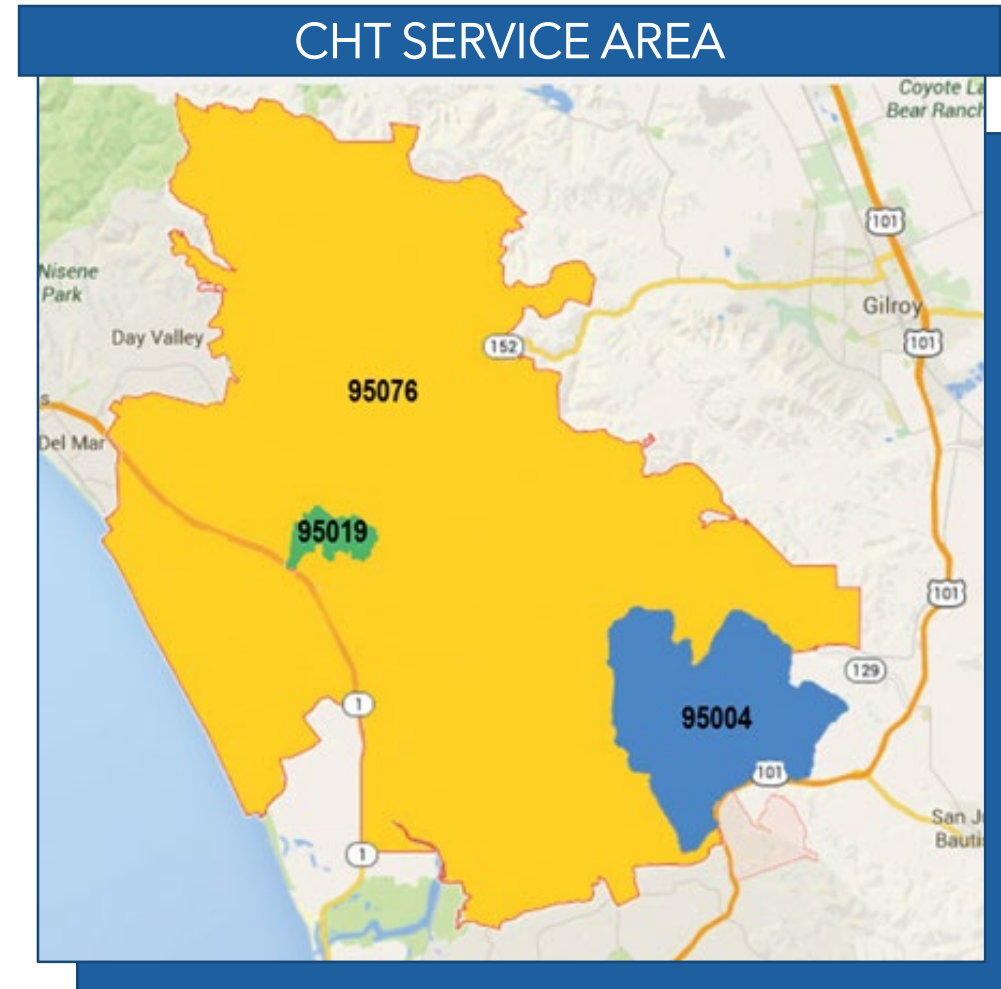
Last Strategic Plan ended June 2020



Examined what is working and not working



Gathered feedback from staff, Board and key stakeholders



# MOVING INTO THE FUTURE

COMMUNITY HEALTH TRUST OF PAJARO VALLEY



## FORMER MISSION

Our mission is to improve the health and quality of life for *all* people of the greater Pajaro Valley, especially the most disenfranchised.

## UPDATED MISSION

Our mission is to foster a healthy and equitable community for all in the Pajaro Valley through leadership in advocacy, collaboration and wellness.

## FORMER VISION

We envision a greater Pajaro Valley where all people have the knowledge and resources they need to live healthy lives, where health problems are prevented and where there is a access to culturally competent healthcare.

## UPDATED VISION

We envision an equitable Pajaro Valley with health, wellness, and a full quality of life for all.

## FORMER CORE VALUES

- Respect
- Involvement
- Integrity
- Financial Stewardship
- Racial and Economic Equity

## UPDATED CORE VALUES

- Honor
- Commitment
- Collaboration
- Wellness
- Equity

# ACHIEVING OUR NEW MISSION WITH FOCUS

## Health Equity

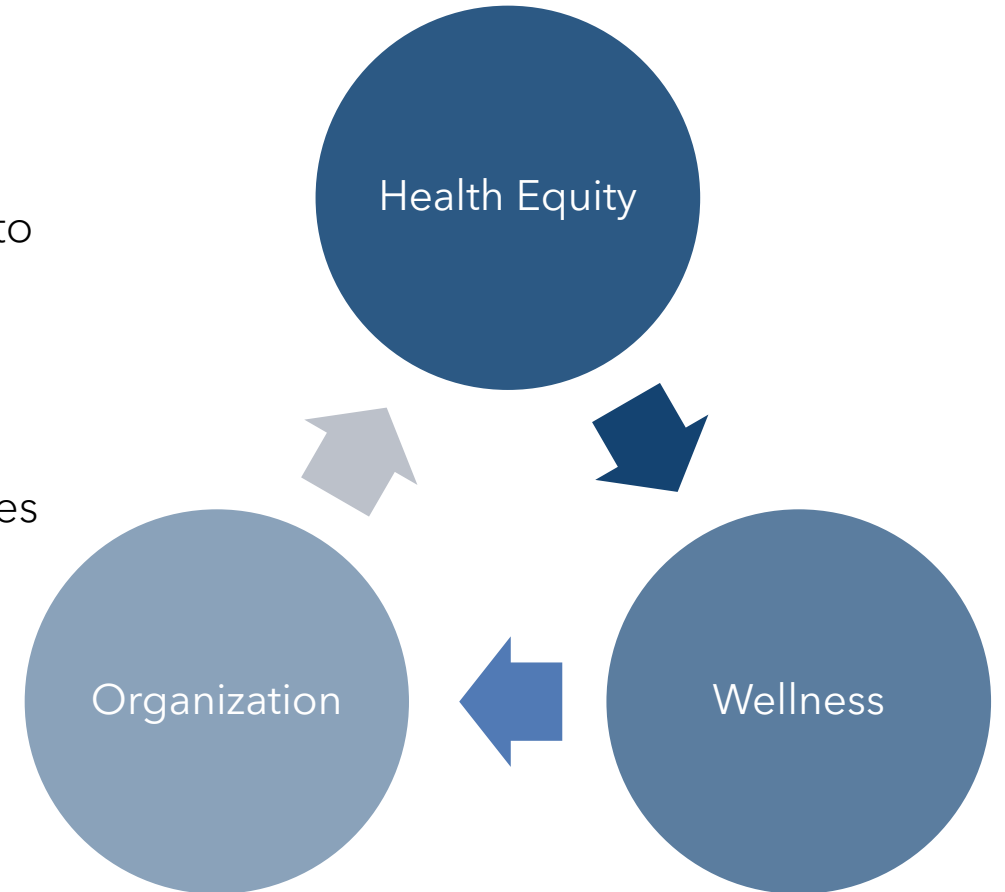
- An equal and fair opportunity for every individual to attain the highest level of health and wellness regardless of socio-economic barriers.

## Wellness

- The active pursuit of activities, choices, and lifestyles that emphasize preventing illness and improving quality of life, as opposed to emphasizing disease treatment.

## Organization

- Implementing goals and strategies to improve the organization and its operations.





Goal 1: The Community Health Trust (CHT) is recognized as an influential regional leader in health equity

#### Strategies

- Learn more about health equity and how to apply it to all of CHT
- Apply health equity learnings to all facets of CHT
- Present at regional events or collaborations around health equity

Goal 2: Drive community awareness and advocacy to reduce health disparities in the Tri County Region

#### Strategies

- Communicate regularly with general public about the disparities that exist in our community, provide calls for action in all communications

# WELLNESS

STRATEGIC PLAN 2020 - 2023



Goal 1: Provide innovative, community-centered and culturally relevant wellness programs

## Strategies

- Convert DHC into a wellness center by 2023
- Create a mobile clinic by 2023
- Help Community Gardens to be successful, well-utilized gardens by 2023

Goal 2: Collaborate with community partners to promote healthy lifestyles

## Strategies

- Identify partnerships to develop programs we don't currently have staff available for
- Collaborate with partners to build a successful *El Mercado* (farmers market)
- Start new health collaborative focused on community exercise, physical activity
- Fund organizations that compliment, supplement our programs. Allow multi-year grants and increase grant amount.

# ORGANIZATION

## STRATEGIC PLAN 2020 - 2023



Goal 1: Achieve operational excellence through improved fiscal strength and governance, with the ability to adapt to a changing health environment

### Strategies

- Engage Board in fundraising
- Recruit community members to join our Board and committees by 2021
- Build a disciplined cash flow management system
- Build finance interdependence and responsibility through focus and communication
- Improve fiscal strength

Goal 2: Improve visibility and recognition of CHT's role in achieving health equity and wellness

### Strategies

- Create ambassador program: train volunteers involved with our programs to do outreach
- Implement Communications Plan
- Implement Development Plan



# COMMUNITY HEALTH TRUST

*of Pajaro Valley*

[www.pvhealthtrust.org](http://www.pvhealthtrust.org)



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Join our Board or Committees



Volunteer



Connect with us online

## JOIN US!



# FOR MORE INFORMATION

- To read this Strategic Plan Digest visit [PVHealthTrust.org/about-us/strategic-plan-financials/](https://PVHealthTrust.org/about-us/strategic-plan-financials/)
- Contact DeAndre' James, Executive Director  
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# THANK YOU!

