

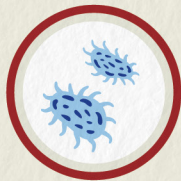
**2023 - 2026**



# STRATEGIC PLAN

Supporting the nation's public health system, addressing the social determinants of health, emphasizing prevention, and promoting health equity

DISASTER  
RESPONSE



# INTRODUCTION

Trust for America's Health (TFAH) is a non-profit, non-partisan public health policy, research, and advocacy organization. We work to advance policymaking that promotes optimal health of every person and every community. Our mission includes supporting the nation's public health system, addressing the social determinants of health, emphasizing prevention, and promoting health equity.

TFAH's work is focused on the antecedents of poor health and on prevention. We develop reports and other resources, lead initiatives, and recommend and advocate for policies to advance an evidence-based public health system that is ready to meet the opportunities and challenges of the 21<sup>st</sup> century. Recent TFAH reports and initiatives include ones on obesity, emergency preparedness, public health funding, the drug, alcohol, and suicide crisis, age-friendly public health systems, and the health impacts of climate change.

This 2023-2026 Strategic Plan is the culmination of an extensive process that engaged our Board of Directors, staff, partners, and other stakeholders to chart the future course of the organization. That process highlighted TFAH's current strengths as well as opportunities to fortify the public health system, reclaim the public health narrative, and support community conditions that advance health and well-being.

# MISSION, VISION, AND VALUES STATEMENTS

## MISSION STATEMENT

Trust for America’s Health promotes optimal health for every person and community and makes the prevention of illness and injury a national priority.

## VISION STATEMENT

Trust for America’s Health is a non-partisan public health policy, research, and advocacy organization that envisions a nation that values the health and well-being of all and where prevention and health equity are foundational to policymaking at all levels of society.



## VALUES STATEMENT

### EQUITY

We prioritize the necessity of achieving equity in all our work, promoting optimal health for all with a focus on upstream, social determinants.

### INDEPENDENCE

We are dedicated to pursuing our mission and vision without constraints as a philanthropy-funded, non-membership organization.

### EVIDENCE-BASED

We insist on rigorous review of existing and emerging science; we convene and engage the best and brightest experts to inform our positions.

### INNOVATION

We thoughtfully pursue and advance targeted innovations that improve the public health enterprise.

### PARTNERSHIPS

We invest in the establishment and maintenance of trusted partnerships with organizations and individuals whenever possible to inform our work, share our experiences and strengthen our overall impact.

### TRUST

We pursue our work with the highest integrity and our independence and evidence base make us credible with organizations and individuals across the political spectrum.

### FINANCIAL STEWARDSHIP

We are transparent and accountable in all our financial management and decision-making.

# STRATEGIC PRIORITIES

*Our research, policy, advocacy, and organizational development efforts will lead to...*

## **STRATEGIC PRIORITY 1**

**A strong, resilient, trusted, and equitable public health system that addresses our nation's public health opportunities and challenges.**

### **OBJECTIVE 1.1**

Synthesize and disseminate evidence to drive action among federal, state, local, tribal, and territorial policymakers.

### **OBJECTIVE 1.2**

Raise awareness of the importance of an effective, evidence-based, and equitable public health system among policymakers, the media, and the public.

### **OBJECTIVE 1.3**

Advance a non-partisan federal agenda with Congress, the White House, and federal agencies to enact policies, funding, programs, and practices that prioritize public health and prevention.

### **OBJECTIVE 1.4**

Lead and participate in multisector coalitions and strategic partnerships to garner support for key advances health policy.

### **OBJECTIVE 1.5**

Strengthen public health foundational capabilities, including communications and health equity.

## **STRATEGIC PRIORITY 2**

**Innovation that drives systemic change to promote and protect health and well-being for all.**

### **OBJECTIVE 2.1**

Identify and incubate policy ideas.

### **OBJECTIVE 2.2**

Lead and engage in convenings, coalitions, and strategic partnerships.

### **OBJECTIVE 2.3**

Support learning and action collaboratives and networks on key health issues.

## **STRATEGIC PRIORITY 3**

**The advancement of health equity in public health and prevention.**

### **OBJECTIVE 3.1**

Center health equity in all TFAH work products.

### **OBJECTIVE 3.2**

Advance and advocate for health equity policies and initiatives that address the root causes of health disparities.

### **OBJECTIVE 3.3**

Advance racial equity by acknowledging and addressing structural racism and its impact on health and well-being.

### **OBJECTIVE 3.4**

Enhance the capacity and competency of staff and our partners to develop, discuss, and promote strategies to advance health equity.

### **OBJECTIVE 3.5**

Contribute to the evidence base on operationalizing health equity in policies, programs, and practices.

## **STRATEGIC PRIORITY 4**

**A dynamic, sought-after, people-centered organization that is thriving.**

### **OBJECTIVE 4.1**

Advance TFAH as a learning organization.

### **OBJECTIVE 4.2**

Grow TFAH's influence as a thought leader and elevate the profile of TFAH.

### **OBJECTIVE 4.3**

Center equity in the operational, governing, and management functions of the organization.

### **OBJECTIVE 4.4**

Foster a high level of employee satisfaction and retention.

### **OBJECTIVE 4.5**

Enhance internal business systems.

### **OBJECTIVE 4.6**

Cultivate a diverse portfolio of funders.



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