



# Oregon Latino Health Coalition

Health and wellness through equity and justice

## STRATEGIC FRAMEWORK FY 2023 - 2025

**Vision:** Latinos in Oregon achieve optimal health and wellness.

**Mission:** Oregon Latino Health Coalition advances the health of Latinos through policy, advocacy, and prevention.

Goals	Corresponding Strategies
<b>Goal 1</b> Extend our visibility and prominence as a statewide coalition.	<ul style="list-style-type: none"><li>• Grow and strengthen our relationships with key influencers within the public and private sectors.</li><li>• Expand partnerships for strategic impact.</li><li>• Develop a legislative agenda to promote the health of the Latino community.</li><li>• Implement an external marketing and communications strategy.</li><li>• Organize community outreach efforts for greater visibility.</li></ul>
<b>Goal 2</b> Pursue new and diverse funding opportunities to improve health outcomes and reduce health disparities.	<ul style="list-style-type: none"><li>• Add staffing capacity for fund development.</li><li>• Develop an annual fundraising plan.</li><li>• Involve and support board members in setting fundraising goals.</li><li>• Network with local, state, and national level public health entities and organizations to identify new funding opportunities.</li></ul>
<b>Goal 3</b> Build our operations infrastructure, especially in the areas of data collection and analysis, communications and marketing, and technology.	<ul style="list-style-type: none"><li>• Develop and implement a marketing and communications strategy.</li><li>• Improve our data collection and evaluation practices.</li><li>• Invest in our information and technology (IT) systems.</li></ul>
<b>Goal 4</b> Focus on our people at all levels of our organization.	<ul style="list-style-type: none"><li>• Invest in board resources and development.</li><li>• Enhance staffing capacity.</li><li>• Build staff skills to meet evolving community needs.</li><li>• Create pathways for career development, advancement, and mentorship.</li><li>• Implement a wage compensation plan that addresses pay equity.</li><li>• Promote employee wellness throughout the organization.</li><li>• Celebrate and recognize board and staff.</li></ul>