



NATIONAL HEALTHY START ASSOCIATION

2019-2024 STRATEGIC PLAN

MISSION

To be our nation's voice in providing leadership and advocacy for health equity, services and interventions that improve birth outcomes and family well-being.



VISION STATEMENT

The NHSA is a recognized leader in and advocate for reducing infant mortality and perinatal disparities and the hub for maternal and child health programs and services.

The National Healthy Start Association (NHSA) is committed to improving birth outcomes and health disparities that exist within communities of color throughout the United States. As the membership association for the federal Healthy Start programs, NHSA promotes the development of community-based and community-driven maternal and child health programs, particularly those addressing the issues of maternal and infant mortality, low birth weight and racial disparities in perinatal outcomes.

With over 100 Healthy Start projects situated across the United States, the Association works to expand the capacity of community-driven and community-based MCH programs and maternal and infant mortality preventive health services, thereby ensuring that all families have access to a continuum of affordable quality health care and related services. This range of care extends beyond the welfare of newborns and includes mothers, fathers, and families, thus affecting the entire community.



GOAL 1: GENERATE THE "BRAND" OF NHSA AND HEALTHY START BY STRENGTHENING EFFORTS IN COMMUNICATION, PARTNERSHIPS AND MEMBERSHIP.

- Objective 1.1:** Develop and implement a comprehensive communication and marketing plan.
- Objective 1.2:** Cultivate and expand strategic alliances that are mutually beneficial to our membership, and advance the work of reducing disparities related to infant mortality.
- Objective 1.3:** Enhance membership services and resources to meet the diversified needs of the NHSA constituency.

GOAL 2: NHSA WILL BE AN EFFECTIVE AND VIABLE ORGANIZATION.

- Objective 2.1:** Sustain a diverse Board of Directors and highly competent staff to carryout the mission and vision of the organization.
- Objective 2.2:** Create effective operational plans and procedures to demonstrate accountability and transparency to membership.

GOAL 3: IMPROVE BIRTH OUTCOMES BY STRENGTHENING THE CAPACITY OF THE ASSOCIATION AND ITS MEMBERS.

- Objective 3.1:** Design and implement a comprehensive fund development plan to ensure long-term sustainability of the organization.
- Objective 3.2:** Communicate the effectiveness of the Healthy Start Project model by developing a national data clearinghouse and publishing the outcomes achieved by the Healthy Start Network.
- Objective 3.3:** Implement and develop strategies to advance the Life Course perspective among the Healthy Start projects to improve maternal and child health outcomes.
- Objective 3.4:** Promote and position Healthy Start projects as the Life Course Practice Network.

GOAL 4: SUSTAIN AND STRENGTHEN THE VOICE OF HEALTHY START FAMILIES.

- Objective 4.1:** Increase consumer participation in NHSA advocacy, program and organizational activities.
- Objective 4.2:** Continue at the forefront of training MCH leaders at the national and community level through the Healthy Start Leadership Training Institute.
- Objective 4.3:** Mobilize champions of Healthy Start via consumers, former board leadership and founding members to promote the efforts of NHSA.



As part of our mission, NHSA aims to be an effective advocate in policies and programs that improve the health status of women, infants and families and strengthen the capacity of Healthy Start programs and community-based MCH organizations nationwide. Over the next three years, The Association will expand on its mission and strengthen our brand and commitment to members. Developing strategic partnerships, engaging consumers in programmatic activities, and successfully communicating the outcomes of Healthy Start projects are among the goals NHSA has put in place to become a more effective and vital organization. As we work in collaboration with our members to improve birth outcomes, NHSA has outlined comprehensive and strategic goals to help us move forward with the ongoing efforts of the Association.



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