

Utah Women's Health Coalition Strategic Workplan 2010 to 2012

Vision: Collaborating for Healthier Utah Women

Mission: Promote optimal health for all Utah women through collaborative planning, community action, and policy/systems change.

Tag: A forum for advancing women's health in Utah

Priorities

- Coordinate activities and engage in collaborative efforts to achieve our mission
- Facilitate the development and sharing of programs, materials and information about the health of Utah women
- Engage in strategic activities with community partners to promote optimal health for all Utah women

Background

The US Department of Health and Human Services, Office on Women's Health, Region VIII, supported the development of the first strategic plan for Utah women's health in the fall of 2006. The rationale was that Utah had many organizations and state programs working to improve women's health, but lacked a strategic plan and a coordinating body for these efforts. While Utah women rank well compared to other states, there are measures that can be improved such as health screening, physical activity and maintaining a healthy weight. A two-year workplan covering 2008 to 2010 was developed and implemented.

In late 2009, the Utah Women's Health Coalition engaged in strategic planning for 2010 leading to the following work plan. Caren Frost and Lois Bloebaum, President and Past President of the Utah Women's Health Coalition coordinated the process assisted by Helene Kent of HM Kent Consulting. A planning meeting was held with interested coalition members on October 28, 2009 and the recommendations were refined by the UWHC Steering Committee at a December meeting. In January 2010, members of the Utah Women's Health Coalition met to review, adapt and accept recommendations developed by the Steering Committee.

Utah Women's Health Coalition

The following principles influence the Utah Women's Health Coalition's work over the last two years and will continue to do so into the next cycle. The Coalition brings together groups with diverse perspectives; builds upon current work to improve the health of women in Utah; shares evidence-based practices; and uses a collaborative approach. The Coalition strives to avoid duplication of efforts and emphasizes coordination as well as the importance of sharing and using resources/information. Representatives from private, public, government, academia, and community groups participate in the Coalition and all who are interested are invited to participate.

**Utah Women's Health Coalition
2010 to 2012 Work Plan**

The following workplan reflects the activities to be accomplished by the Utah Women's Health Coalition over the next two years. Accomplishing these activities will lead to a thriving organization, well positioned to carry out the vision of "Collaborating for Healthier Utah Women." Given that members are stretched thin and resources are limited, the need to be realistic about accomplishments was emphasized in this year's planning sessions. The workplan is designed to achieve the three major priorities identified for this two year period which are:

- Coordinate activities and engage in collaborative efforts to achieve our mission
- Facilitate the development and sharing of programs, materials and information about the health of Utah women
- Engage in strategic activities with community partners to promote optimal health for all Utah women

Goal 1 - By June 30, 2012, maintain a functional and sustainable organizational structure that is effective and efficient in achieving program priorities.

Activities

- Secure funding to hire a part-time staff person.
- Engage in regular governance processes to elect chair-elect and identify committee and special project leadership.
- Develop and support Steering, Membership, Advocacy and Policy, and Communications Committees so they can carry out their work.
- Restructure coalition meetings/activities using information gathered by the Membership Committee.

Goal 2 - By June 30, 2012, share legislation and policy information with members so they can take informed action.

Activities

- Develop an Advocacy and Policy Committee.
- Determine the process to identify what legislative and policy issues will be addressed, taking into account that many members work in government and will be prohibited from lobbying.
- Determine frequency, content and how information will be shared.
- Coordinate with other organizations active in advocacy and policy work such as the Utah League of Women's Voters or Women's State Legislative Council.

Goal 3 - By June 30, 2012, engage in regular and effective communications with members so that they are knowledgeable about and use resources to enhance women's health within the state.

Activities

- Develop a Communications Committee.
- Clarify expectation about sharing information and resources with members to reach the largest number of interested individuals.
- Develop and use a format to share information and resources that includes: details about the group; contact information; and suggests opportunities for collaboration.

- In conjunction with the Center on Excellence, maintain the UWHC website and use it to keep members informed about resources and coalition work.
- Regularly evaluate and update communication methods to be effective and useful to members.

Goal 4 - By June 30, 2012, UWHC's membership will include representatives of the majority of the organizations working to improve women's health in Utah.

Activities

- Develop a Membership/Outreach committee.
- Engage in ongoing membership outreach that targets the organizations that work to improve the health of women.
- Emphasize membership retention by using techniques such as conducting regular surveys to determine barriers to and incentive for involvement. Use collected information to improve organization.
- Offer ongoing orientation to new members.

Goal 5 – By June 30, 2012, engage in projects that support the Coalition's vision and mission.

Activities

- By December 2010 develop a white paper on improving women's health in Utah.
- Use the white paper as a basis for a Utah women's health conference in 2011.
- Support National Women's Health Week activities in Utah.
- Engage in ongoing identification and follow through on opportunities for intergroup collaboration to improve the health of Utah women.