



Strategic Plan 2019 - 3 year plan

Mission: Improving the Health of Rural Kentuckians.

Vision: To be the Trusted Resource for Improving Quality of Life for Rural Kentuckians.

Questions: **What** do we educate/advocate/collaborate about Rural Health in Kentucky?

Where do we educate/advocate/collaborate about Rural Health in Kentucky?

How do we educate/advocate/collaborate about Rural Health in Kentucky?

Vision	Key Strategies	Strategic Goals	Annual Goals	Projects	Responsibility	Status Update
To be The Trusted Resource for Improving Quality of Life for Rural Kentuckians.	Education	1. Host an annual conference that brings rural health practitioners, administrators, educators, academicians, students, and business leaders together to discuss rural health issues	a. Increase annual conference attendance by 10% per year.	i. Develop an incentive contest to recruit new members.	Membership Committee , Public Information Committee, and Executive Director	
			b. Increase the return rate for conference evaluations by 10% per year.	ii. Create a marketing strategy to advertise annual conference.		

		and research at the local, state, and national levels.		<ul style="list-style-type: none"> i. Revise evaluation process to require submission of evaluation prior to certificate being provided at conference. ii. Analyze results of the evaluation to determine topics and interests for future conferences. 	<p>Annual Conference Planning Committee and Executive Director</p> <p>Annual Conference Planning Committee and Executive Director</p>	
		2. Co-host regional conferences throughout the state of Kentucky.	a. Provide two co-hosted regional conferences per year.	i. Review local, state, and regional data to determine topics for regional conferences.	Education Committee and Executive Director	
		3. Provide rural health webinar opportunities with members, consumers, and organizations.	a. Share a minimum of six webinars per year.	i. Distribute National Rural Health Association and similar organizations' webinars with stakeholders.	Education Committee and Executive Director	
		4. Publish articles, videos, and share data to highlight rural health happenings at the local, state, and national levels.	a. Publish a minimum of 12 social media posts highlighting rural health per year.	<ul style="list-style-type: none"> i. Create posts for Facebook, LinkedIn, Twitter, and webpage blog. ii. Recruit a public relations intern to work on social media campaign. 	<p>Public Information Committee and Executive Director</p> <p>Public Information Committee and Executive Director</p>	

				<ul style="list-style-type: none"> iii. Design and create a <i>Do You Know</i> video highlighting the education, advocacy, and collaboration efforts of the association. 	Public Information Committee, Membership Committee, Legislative Committee, Annual Conference Planning Committee, Education Committee, and Executive Director	
		<ul style="list-style-type: none"> 5. Host an annual Legislative Day at state capitol. 	<ul style="list-style-type: none"> a. Improve attendance at Legislative Day by 10% per year. 	<ul style="list-style-type: none"> i. Review current advertisement practices for Legislative Day. ii. Revise current evaluation survey for event. iii. Analyze results of the evaluation to determine topics and interests for future conferences. iv. Send quarterly updates and information to members about legislative updates to increase awareness of committee and association. 	Legislative Committee, Public Information Committee, and Executive Director Legislative Committee and Executive Director Legislative Committee, Public Information Committee, and Executive Director	
		<ul style="list-style-type: none"> 6. Recruit new members to the association. 	<ul style="list-style-type: none"> a. Increase membership by 10% per year 	<ul style="list-style-type: none"> i. Utilize developed incentive contest outcomes to increase membership. 	Membership Committee and Executive Director	

				<ul style="list-style-type: none"> ii. Utilize <i>Do You Know</i> video highlighting the education, advocacy, and collaboration efforts to inform membership and potential members about the benefits of the association. 	Membership Committee , Public Information Committee, and Executive Director.	
To be The Trusted Resource for Improving Quality of Life for Rural Kentuckians.	Advocacy	1. Increase awareness of the association and strengthen the rural health knowledge of legislators at the local, state, and national levels.	a. Visit with legislators in Washington, DC at a minimum of one time per year.	<ul style="list-style-type: none"> i. Distribute state and national data related to health issues facing the state and opportunities for improving the health of rural Kentuckians. ii. Utilize <i>Do You Know</i> video highlighting the education, advocacy, and collaboration efforts to inform legislators about the association. 	Legislative Committee , Board of Directors, and Executive Director	
			b. Visit with field representatives at a minimum of one timer per year.	<ul style="list-style-type: none"> i. Distribute state and national data related to health issues facing the state and opportunities for improving the health of rural Kentuckians. ii. Utilize <i>Do You Know</i> video highlighting the education, advocacy, and collaboration efforts to inform legislators about the association. 	Legislative Committee , Board of Directors, and Executive Director	
			c. Visit with legislators in Frankfort, KY at a minimum of two times per year.	<ul style="list-style-type: none"> i. Distribute local, state, and national data related to health issues facing the state 	Legislative Committee , Board of Directors, and Executive Director	

				and opportunities for improving the health of rural Kentuckians.		
		2. Host an annual Legislative Day in Frankfort, KY.	d. Present one award at annual conference for a legislator making an impact on the health of rural populations.	ii. Utilize <i>Do You Know</i> video highlighting the education, advocacy, and collaboration efforts to inform legislators about the association.		Legislative Committee and Executive Director
			a. Share bills supported and/or opposed with legislators in each district of the state.	i. Develop guidelines for legislative award for state-level legislator.		
		3. Provide membership with information about the basics of advocacy.	a. Develop advocacy toolkit (could mirror National Rural Health Association toolkit) for the 2020 legislative session.	i. Develop agenda for the event to include speakers, legislative meetings, and floor recognition, etc.		Legislative Committee and Executive Director
				ii. Visit with legislators from across the state.		Legislative Committee, Executive Director, and attendees
				i. Disseminate legislative toolkit to members.		Legislative Committee and Executive Director

To be The Trusted Resource for Improving Quality of Life for Rural Kentuckians.	Collaboration	1. Identify organizations with similar missions.	a. Create a list of current partners and categorize partners by role in rural health each year.	i. Obtain ideas for potential collaborative traditional and non-traditional partners.	Board of Directors, Committee Members, and Executive Director
		2. Recruit collaborative partners promoting rural health among traditional and non-traditional organizations.	a. Increase the number of collaborative partners by 10% per year.	i. Utilize <i>Do You Know</i> video highlighting the education, advocacy, and collaboration efforts to inform potential collaborators about the association. ii. Develop guidelines for collaborative award. iii. Present one award at annual conference for a collaborator making an impact on the health of rural populations.	Membership Committee, Board of Directors, and Executive Director
		3. Serve as the hub for synergy among organizations promoting rural health.	a. Identify issues in common to collaborate each year.	i. A survey will be created and shared with membership and partners to determine the health issues facing the Commonwealth. ii. Convene a ‘think tank’ as a session at each annual conference to discuss possible collaborative efforts and highlight collaborative successes.	Membership Committee, Annual Conference Planning Committee, Executive Director

		4. Provide membership with information about the basics of collaboration.	a. Develop collaboration toolkit for membership by the 2020 annual conference.	i. Disseminate collaborative toolkit to members.	Membership Committee and Executive Director	
--	--	---	--	--	--	--

Possible Partners:

Foundation for Healthy Kentucky, KYPCA (Kentucky Primary Care Association), KHA(Kentucky Hospital Association), KMA(Kentucky Medical Association), KACO(Kentucky Association of County Officials), KMCA (Kentucky Magistrates & Commissioners Association), KMGMA(Kentucky , KNA(Kentucky Nurses Association), KCHW(Kentucky Community Health Workers), KHDA(Kentucky Health Directors Association), KPHA(Kentucky Public Health Association), Mental Health, NACCHO(National Association of City & County Officials), NRHA(National Rural Health Association), Family Resource Centers, Rural Hub, Kentucky Nurses Coalition.

We already have AHEC(Area Health Education Centers), KDPH(Kentucky Department of Public Health), KMA (Kentucky Medical Association).