

EMPLOYEE HEALTH PROMOTION

STRATEGIC PLAN

2018 - 2020

Prepared by:

The logo for Uplevelprose features a stylized, colorful feather or quill pen tip pointing upwards and to the right, composed of many small, multi-colored dots.

UPLEVELprose
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Senior Writer

The following is the Strategic Plan for completing our strategic goals and objectives 2018 – 2020.

STRATEGIC GOAL 1: To change employer’s attitudes and behavior toward, in addition to their understanding and acceptance of, worksite health promotion.									
WHAT (Objective)	HOW (Strategies)	WHO is responsible?	By WHEN		Resources		Evaluation		
			Start	Finish	Available	Needed	Process Benchmarks	Outcomes	
1. Capacity building of business development staff to learn how to effectively engage employers in our program – two trainings per year.	1. Assess staff skills and use the findings to identify training needs.	Executive Dir. (ED) & Evaluation Consultant (EC)	1/03	2/03	Staff		<ul style="list-style-type: none"> Skills assessment is done and training needs and baseline are identified. Learning plans are developed. Training contracts are made. Training dates are set. Trainings are completed by staff & evaluated. Evaluation consultant interviews staff Proposals are sent. 	<ul style="list-style-type: none"> Staff has professional learning goals. Staff indicates enhanced skills Funding is secured. 	
	2. Assist staff to develop learning plans to upgrade their skills through training and education.	ED & EC	2/03	3/03	Staff				
	3. Identify and contract expert trainers relevant to staff learning needs.	ED & Program Staff (PS)	2/03	3/03		Training Consultant			
	4. Set appropriate staff training dates on master calendar.	ED & PS	3/03	3/03	Staff				
	5. Conduct trainings and assess satisfaction of trainings.	ED & EC	3/03	5/03	Staff				
	6. Follow-up on effectiveness.	ED & EC	6/03	7/03	Staff				
	7. Secure funding for on-going training.	ED & Development Consultant (DC)	3/03	Ongoing		Development Consultant			

Legend: Board Development

Collaborations/Partnerships

Evaluation

Fund Development

Marketing

Program & Staff Development

STRATEGIC GOAL 1: To change employer’s attitude and behavior toward, in addition to their understanding and acceptance of, worksite health promotion.

WHAT (Objective)	HOW (Strategies)	WHO is responsible?	By WHEN		Resources		Evaluation	
			Start	Finish	Available	Needed	Process Benchmarks	Outcomes
2. Follow-up and provide stewardship to established employers in our primary target area.	1. Follow-up: Design a “follow-up thank you postcard” to be sent out immediately after each initial contact with prospective employer.	Marketing Consultant (MC) & PS	1/03	2/03	Consultant		<ul style="list-style-type: none"> Follow-up thank you card is done. 	
	2. Stewardship: Send “feedback card” to employer after initial presentation has been made.	MC & PS	2/03	On-going	Staff		<ul style="list-style-type: none"> Feedback card is mailed. 	<ul style="list-style-type: none"> Feedback card tracking log.
	3. Stewardship: Send “feedback letter” to employer on outcome of programs provided to workers on quarterly basis.	PS	1/03	On-going	Staff		<ul style="list-style-type: none"> Feedback letter is mailed. 	<ul style="list-style-type: none"> Feedback letter tracking log.
3. Identify and maintain a data base of employers in our primary target area.	1. Review current database software and customize it to meet our data storage, tracking, and evaluation needs.	ED, EC & PS	8/02	On-going	800 name database already on hand.		<ul style="list-style-type: none"> Data base customized and ready to receive data. 	
	2. Maintain database of identified employers in target areas.	PS	12/02	On-going	Software and database already in place		<ul style="list-style-type: none"> Monthly report and quarterly review of new partner employers. 	<ul style="list-style-type: none"> Determine yield ratio of recruitment effort monthly.

Legend: □ Board Development

□ Collaborations/Partnerships

□ Evaluation

□ Fund Development

□ Marketing

□ Program & Staff Development

STRATEGIC GOAL 1: To change employer’s attitudes and behavior toward, in addition to their understanding and acceptance of, worksite health promotion.

WHAT (Objective)	HOW (Strategies)	WHO is responsible?	By WHEN		Resources		Evaluation	
			Start	Finish	Available	Needed	Process Benchmarks	Outcomes
4. Meet with two new prospective employers each month and provide them with supporting materials describing potential services.	1. Identify and develop weekly schedule of meetings with prospective new employers.	ED & PS	8/02	On-going	Staff		<ul style="list-style-type: none"> Overview available of new employers recruited. 	<ul style="list-style-type: none"> Chronological file of weekly schedules developed and completed.
	2. Design a “materials packet” to leave behind at each meeting with employers.	ED, MC & PS	8/02	9/02	Existing funds	<ul style="list-style-type: none"> Each new proposal will include a line item to offset costs of creating & printing materials 	<ul style="list-style-type: none"> Materials Packet designed 	<ul style="list-style-type: none"> Current materials packet available
	3. Review recruitment strategies monthly.	ED & PS	6/02	On-going	Staff		<ul style="list-style-type: none"> Recruitment strategies developed 	<ul style="list-style-type: none"> Increased number of employers contacted.

Legend: □ Board Development
□ Collaborations/Partnerships

□ Evaluation
□ Fund Development

□ Marketing
□ Program & Staff Development

STRATEGIC GOAL 1: To change employer’s attitudes and behavior toward, in addition to their understanding and acceptance of, worksite health promotion.

WHAT (Objective)	HOW (Strategies)	WHO is responsible?	By WHEN		Resources		Evaluation	
			Start	Finish	Available	Needed	Process Benchmarks	Outcomes
5. Conduct business assessments with engaged businesses to learn about their specific program needs.	1. Revise “business assessment tool”.	ED & PS	11/02	On-going	Staff		<ul style="list-style-type: none"> Business Assessment Tool revised. 	<ul style="list-style-type: none"> Using database to track specific business needs monthly.
	2. Customize and maintain database to track specific business needs.	ED & PS	11/02	On-going	Staff		<ul style="list-style-type: none"> Database customized & software in place 	
6. Develop media marketing kit including overall brochure with new identity.	1. Design media marketing kit without brochure	ED, MC/ Graphic Designer (GD)	1/03	3/03	Existing Funding		<ul style="list-style-type: none"> Marketing kit designed 	<ul style="list-style-type: none"> Marketing kit is ready for use
	2. Design 3 different brochure mock-ups.	MC/GD	2/03	3/03	Existing Funding		<ul style="list-style-type: none"> 3 mock-ups presented to the Board 	<ul style="list-style-type: none"> Board reviews and chooses one.
	3. Finalize chosen brochure mock-up	MC/ GD	3/03	4/03	Existing Funding		<ul style="list-style-type: none"> Brochure is printed 	<ul style="list-style-type: none"> Brochure with new identity is available for distribution

Legend: Board Development
 Collaborations/Partnerships

Evaluation
 Fund Development

Marketing
 Program & Staff Development

STRATEGIC GOAL 2: To promote and increase healthy behavior among workers.

WHAT (Objective)	HOW (Strategies)	WHO is responsible?	By WHEN		Resources		Evaluation	
			Start	Finish	Available	Needed	Process Benchmarks	Outcomes
1. Establish program protocols.	1. Create program protocols.	ED & Program Coordinator (PC)	12/02	1/03	Staff		<ul style="list-style-type: none"> Draft of protocols. 	<ul style="list-style-type: none"> Protocols finalized.
	2. Train staff on program protocols.	PC	2/03	3/03	Staff		<ul style="list-style-type: none"> Training date identified. 	<ul style="list-style-type: none"> Staff trained. Protocols in place.
2.2 Refine health presentations.	1. Review all presentation topics and curricula for relevance.	ED & PC	12/02	Ongoing	Staff	Funding for sustainability	<ul style="list-style-type: none"> Draft of appropriate presentation topics and curricula. 	<ul style="list-style-type: none"> Presentation topics and curricula finalized.
	2. Review staff capacity to deliver presentations and procure appropriate staff internally or externally.	ED & PC	12/02	Ongoing	Staff		<ul style="list-style-type: none"> Report on staffing needs 	<ul style="list-style-type: none"> Outside resources identified for delivery of presentations.
	3. Review all presentation materials for appropriateness and quality	PC	12/02	Ongoing	Staff	Funding for sustainability	<ul style="list-style-type: none"> Presentation materials reviewed. 	<ul style="list-style-type: none"> Replacements made where necessary.
2. Deliver worksite presentations – an average of two per week.	1. In partnership with each employer create a quarterly schedule of worksite presentations.	PC	1/02	Ongoing	Staff	Funding for sustainability	<ul style="list-style-type: none"> Schedule is developed and posted at worksites. 	<ul style="list-style-type: none"> Calendar used for employer stewardship and presentation planning.
	2. Distribute flyer to employers.	PS	1/02	Ongoing	Staff		<ul style="list-style-type: none"> Flyer is created. 	<ul style="list-style-type: none"> Flyer is distributed to employers Two presentations take place per week

Legend: □ Board Development
 □ Collaborations/Partnerships

□ Evaluation
 □ Fund Development

□ Marketing
 □ Program & Staff Development

STRATEGIC GOAL 2: To promote and increase healthy behavior among workers.								
WHAT (Objective)	HOW (Strategies)	WHO is responsible?	By WHEN		Resources		Evaluation	
			Start	Finish	Available	Needed	Process Benchmarks	Outcomes
3. Develop and distribute culturally and linguistically appropriate print and electronic materials for workers and employers.	1. Meet with staff to brainstorm the best and most appropriate electronic and print materials needed for the target population.	Marketing Committee	10/02	Ongoing	Staff and existing funding	Funding for sustainability	<ul style="list-style-type: none"> Material developed. 	<ul style="list-style-type: none"> Distributed to workers and employers.
	2. Design Web Site for WWLA	MC & ED	2/03	Ongoing			<ul style="list-style-type: none"> Rough draft submitted to Board. Final draft submitted to Board. Website is up 	<ul style="list-style-type: none"> Board reviews and approves. Website is accessed.
	3. Evaluate effectiveness of Website	MC & ED	7/03	9/03		Funding for sustainability.	<ul style="list-style-type: none"> Evaluator contacts potential website users. 	<ul style="list-style-type: none"> Website improvement recommendations are available.
4. Conduct health practices survey of workers to determine the focus of WWLA's health behavior programs yearly.	1. Review exist health practices survey (HPS)	ED & PS	10/02	Ongoing	Staff		<ul style="list-style-type: none"> HPS reviewed. 	<ul style="list-style-type: none"> Implementation of revised HPS.
	2. Meet with staff to identify the best strategies to implement the revised HPS.	ED & PS	12/02	Ongoing	Staff		<ul style="list-style-type: none"> Best strategies identified. 	
	3. Develop schedule for conducting HPS at worksites and summarize results of completed HPS.	PC	12/02	Ongoing	Staff		<ul style="list-style-type: none"> Schedule is developed 	<ul style="list-style-type: none"> Schedule is utilized to conduct HPS at worksites. HPS Summary Report

Legend: □ Board Development □ Evaluation □ Marketing
□ Collaborations/Partnerships □ Fund Development □ Program & Staff Development

STRATEGIC GOAL 2: To promote and increase healthy behavior among workers.								
WHAT (Objective)	HOW (Strategies)	WHO is responsible?	By WHEN		Resources		Evaluation	
			Start	Finish	Available	Needed	Process Benchmarks	Outcomes
5. Develop funding sources to deliver two health fairs per year at worksites.	1. Identify underwriting sources.	Development Consultant (DC)	3/03	10/03	Staff	Funding for sustainability	<ul style="list-style-type: none"> Submit funding requests Worksites and resources identified 	<ul style="list-style-type: none"> Funding is secured. Two health fairs are delivered per year.
	2.5.2 Identify worksites for health fairs.	PS	5/03	Ongoing	Staff			
6. Develop a work “Health Club” at selected worksites.	1. Create protocols for club.	ED and PS	2/03	3/03	Staff	Funding for sustainability	<ul style="list-style-type: none"> Draft of protocols. Number of sites selected Lead worker trained. Lead worker using updated protocols. 	<ul style="list-style-type: none"> Protocols finalized. Lead worker identified at each site. First health club meeting scheduled and conducted. Health club well received and membership increases.
	2. Identify a worksite and “lead” worker to establish a club.	PS and worksite	3/03	Ongoing	Staff			
	3. Schedule facilitator training for lead worker.	PS and worksite	4/03	Ongoing	Staff			
	4. Review and update progress of health club with lead worker.	PS and worksite	Ongoing	Ongoing	Staff			

Legend: □ Board Development
□ Collaborations/Partnerships

□ Evaluation
□ Fund Development

□ Marketing
□ Program & Staff Development

STRATEGIC GOAL 2: To promote and increase healthy behavior among workers.

WHAT (Objective)	HOW (Strategies)	WHO is responsible?	By WHEN		Resources		Evaluation	
			Start	Finish	Available	Needed	Process Benchmarks	Outcomes
7. Determine feasibility of creating an 800 number to provide follow-up resources for employer and workers and to collect informational data about our services.	1. Establish an Ad-hoc Work Group chaired by experienced board member and staff in this area. Workgroup is responsible for identifying the ideal follow-up resources needed by callers and the type of data we will collect to learn about viability of our services.	ED, Board of Directors (BOD), PS, DC	12/03	12/04		Funding for whole program.	<ul style="list-style-type: none"> Ad-hoc work group established. Protocols for follow up resources and data collection developed. 	<ul style="list-style-type: none"> Work group working with protocols. Funding is secured.
	2. If study indicates feasibility for 800 number, training and funding needs will be identified.	ED, PS, DC	6/04	8/04			<ul style="list-style-type: none"> Training and funding needs are identified. 	<ul style="list-style-type: none"> Staff complete training successfully
	3. Provide training to staff on information etiquette and data collection for 800 number.	ED	9/04	9/04		Training consultant	<ul style="list-style-type: none"> Training contract is made. 	<ul style="list-style-type: none"> Data used to improve our service to employers and workers.
	4. 800 number is established, a list of follow-up resources list is created and data collection needs are identified.	ED and PC	10/04	Ongoing			<ul style="list-style-type: none"> 800 number is operating and collecting data about our services and workers and employer's needs. 	<ul style="list-style-type: none"> Summary analysis report on services and workers and employer needs identified through the 800 number.

Legend: □ Board Development
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□ Fund Development

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□ Program & Staff Development

STRATEGIC GOAL 3: To improve access to health care.

WHAT (Objective)	HOW (Strategies)	WHO is responsible?	By WHEN		Resources		Evaluation	
			Start	Finish	Available	Needed	Process Benchmarks	Outcomes
1. Deliver presentations and materials to workers on access to available low cost health care.	1. Review and update a packet of materials for these presentations.	ED, PS, and MC	10/02	Ongoing	Staff	Funding for sustainability.	<ul style="list-style-type: none"> Materials packet available. Orientation outline available and staff are successfully trained. 	<ul style="list-style-type: none"> Collect data on number of referrals given Staff are better able to give appropriate referrals.
	2. Develop a staff orientation outline and provide staff training on low cost health care.	PS	12/02	Ongoing	Staff	Funding for sustainability		
2. Refer workers to available low cost health services and programs.	1. Meet with selected referral partners to establish formal partnerships and referral protocols that are feasible.	ED	11/02	Ongoing	Staff	Funding for sustainability	<ul style="list-style-type: none"> Memorandums of Understanding, partnership agreements and referral protocols are written. Referrals updated 	<ul style="list-style-type: none"> Referrals utilized. Accurate and current information available and distributed.
	2. Update referrals	PS	10/02	Ongoing	Staff			

Legend: Board Development
 Collaborations/Partnerships

Evaluation
 Fund Development

Marketing
 Program & Staff Development

STRATEGIC GOAL 3: To improve access to health care.								
WHAT (Objective)	HOW (Strategies)	WHO is responsible?	By WHEN		Resources		Evaluation	
			Start	Finish	Available	Needed	Process Benchmarks	Outcomes
3. Help workers overcome barriers to health care access.	1. Identify barriers.	PS and ED	10/02	Ongoing	Staff	Funding based on identified barriers.	<ul style="list-style-type: none"> 3 key barriers identified Strategies to overcome barriers identified. 	<ul style="list-style-type: none"> Barrier issues addressed Strategies utilized.
	2. Based on identified barriers, develop strategies to address them.	PS and ED	10/02	Ongoing	Staff			
4. Devise effective strategies to raise compliance among workers in accessing and trusting health care agencies.	1. Implement one-on-one counseling.	PS	10/02	Ongoing	Staff	Funding for sustainability	<ul style="list-style-type: none"> Provide one-on-one counseling Follow-up system in place Peer support provided. Follow-up system in place 	<ul style="list-style-type: none"> Collect data on counseling usefulness. Track workers who received one-on-one counseling. Compliance increased. Quantitative increase measured.
	2. Create follow-up system and track workers who received one-on-one counseling.	PS and EC	10/02	Ongoing	Staff			
	3. Encourage peer-to-peer support	PS	2/03	Ongoing	Staff			
	4. Follow-up with selected referral agencies.	PS	3/03	Ongoing	Staff			

Legend: □ Board Development
□ Collaborations/Partnerships

□ Evaluation
□ Fund Development

□ Marketing
□ Program & Staff Development

STRATEGIC GOAL 4: To build collaboration and/or partnerships with health care and worker organizations that promote access to health care.

WHAT (Objective)	HOW (Strategies)	WHO is responsible?	By WHEN		Resources		Evaluation	
			Start	Finish	Available	Needed	Process Benchmarks	Outcomes
4.1 Build database of healthcare and worker organizations in our target area. Identify potential partnerships.	1. Acquire database software.	PS	10/02	12/02	Done		<ul style="list-style-type: none"> Set-up and collect data. 	<ul style="list-style-type: none"> Data used to track partnerships
	2. Regularly update and review database.	PS	1/03	Ongoing	Staff		<ul style="list-style-type: none"> Quarterly reports are produced. 	<ul style="list-style-type: none"> Partnerships identified.
2. Develop a benefits marketing instrument – benefits refer to the value added for WWLA and health care partner.	1. Identify mutual benefits according to organization.	ED and PS	2/03	Ongoing	Staff		<ul style="list-style-type: none"> Appropriate benefits identified 	<ul style="list-style-type: none"> Proceed to design marketing instrument
	2. Develop a marketing instrument for the identified benefits naming other successful partnerships.	MC and ED	3/03	Ongoing	Staff		<ul style="list-style-type: none"> Draft of instrument complete. 	<ul style="list-style-type: none"> Instrument finalized and printed.
3. Contact appropriate staff of these agencies and outline our services.	1. Make phone call, write letter, or make personal visit.	ED and PS	10/02	Ongoing	Staff		<ul style="list-style-type: none"> Letter, phone call, or visit made. 	<ul style="list-style-type: none"> Make an appointment to discuss details of formal agreement

Legend: □ Board Development
□ Collaborations/Partnerships

□ Evaluation
□ Fund Development

□ Marketing
□ Program & Staff Development

STRATEGIC GOAL 4: To build collaboration and/or partnerships with health care and worker organizations that promote access to health care.

WHAT (Objective)	HOW (Strategies)	WHO is responsible?	By WHEN		Resources		Evaluation	
			Start	Finish	Available	Needed	Process Benchmarks	Outcomes
4. Establish a continual and formal partnership/ collaboration agreement with a health care or worker organization.	1. Draw-up a Memorandum of Understanding that outlines deliverables of each agency.	ED	12/02	Ongoing	Staff		<ul style="list-style-type: none"> Signed MOUs 	<ul style="list-style-type: none"> MOUs in place
	2. Send midyear and year end report on partnership progress.	ED	6/03	Ongoing	Staff		<ul style="list-style-type: none"> Report compiled & sent. 	<ul style="list-style-type: none"> Assess value of partnerships based on reports.
	3. Invite these agencies to our networking events with employers at least once a year.	ED and PS	9/03	Ongoing	Staff	Underwriting of events.	<ul style="list-style-type: none"> List of attendees finalized. 	<ul style="list-style-type: none"> Stronger relationships with employers and partnering agencies are fostered.

Legend: □ Board Development
 □ Collaborations/Partnerships

□ Evaluation
 □ Fund Development

□ Marketing
 □ Program & Staff Development

STRATEGIC GOAL 5: To build funding capacity on an ongoing basis to implement programs and services.

WHAT (Objective)	HOW (Strategies)	WHO is responsible?	By WHEN		Resources		Evaluation	
			Start	Finish	Available	Needed	Process Benchmarks	Outcomes
1. Continuously identify funding and apply for at least one new grant per month.	1. Establish a standing board fund development component to BOD meetings. 2. Develop a yearly fundraising plan. 3. Identify appropriate funding sources and write proposals.	ED and BOD Chair DC, ED, BOD DC and ED	2/03	2/03	Staff & Board Chair		<ul style="list-style-type: none"> Component established 	<ul style="list-style-type: none"> Integrated into BOD agenda.
			3/03	Ongoing	Staff & BOD	DC	<ul style="list-style-type: none"> Draft of plan completed. 	<ul style="list-style-type: none"> Plan finalized
			12/02	Ongoing	Staff	DC	<ul style="list-style-type: none"> Funders identified. 	<ul style="list-style-type: none"> Proposals written and submitted.
2. Explore collaboration with organizations that have similar mission and goals to seek funding.	1. Develop core principles, needs and potential benefits for collaboration. 2. ED is liaison with collaboratives.	DC and ED ED	10/02	Ongoing	ED	DC	<ul style="list-style-type: none"> Principles are drafted. 	<ul style="list-style-type: none"> Principles finalized and ready to approach funders.
			10/02	Ongoing	ED		<ul style="list-style-type: none"> Collaboration formed. 	<ul style="list-style-type: none"> Project funded
3. Establish an “annual fund” for individual investment in the program.	1. Approach BOD for names for direct mail campaign. 2. Design direct mail campaign. 3. Track donations and send acknowledgement letters.	DC and ED DC and ED DC and ED	2/03	Ongoing	ED & BOD	DC	<ul style="list-style-type: none"> List of names procured. 	<ul style="list-style-type: none"> Enter into database for mailing.
			3/03	Ongoing	ED		<ul style="list-style-type: none"> Draft mail piece completed. 	<ul style="list-style-type: none"> Piece mailed.
			4/03	Ongoing	ED		<ul style="list-style-type: none"> Data entered into database. 	<ul style="list-style-type: none"> Annual fund established to be repeated.

Legend: □ Board Development
□ Collaborations/Partnerships

□ Evaluation
□ Fund Development

□ Marketing
□ Program & Staff Development

STRATEGIC GOAL 5: To build funding capacity on an ongoing basis to implement programs and services.

WHAT (Objective)	HOW (Strategies)	WHO is responsible?	By WHEN		Resources		Evaluation	
			Start	Finish	Available	Needed	Process Benchmarks	Outcomes
4. Build visibility of our program among foundations, legislators and the public.	1. Send regular e-news update to funding officers, legislator and foundations regarding WWLA's activities.	ED and MC	3/03	Ongoing	Staff	MC	<ul style="list-style-type: none"> E-news template developed. Database developed Rough cut shown to board. Final cut. Database compiled. 	<ul style="list-style-type: none"> Template finalized. Update sent. Board reviews Board approves. Video distributed.
	2. Create video – multipurpose.	ED and MC	3/03	6/03	ED and MC			
	3. Build video distribution database.	ED, MC, BOD	5/03	Ongoing				
	4. Website (see strategy on goal #2)							
5. Develop fund generating strategies: Fee-for-Service	1. Cost/Expense analysis of services to determine fees.	ED, DC and BOD.	2/03	Ongoing	Staff	DC	<ul style="list-style-type: none"> Draft analysis submitted to board 3/03 Draft package submitted to board 4/03. Draft plan submitted to board. Identify potential participants. 	<ul style="list-style-type: none"> Ready for design. Board reviews and approves. Board reviews and approves Distribute package to participants.
	2. Design Fee For Service (FFS) package.	ED, DC and BOD.	4/03	Ongoing				
	3. Design marketing plan for FFS package	ED, MC and BOD	5/03	Ongoing				
	4. Market FFS package.	ED, BOD and Bus/Com Rep	7/03	Ongoing				

Legend: □ Board Development
 □ Collaborations/Partnerships

□ Evaluation
 □ Fund Development

□ Marketing
 □ Program & Staff Development

STRATEGIC GOAL 6: To identify, create and promote health insurance products for uninsured workers and their families.

WHAT (Objective)	HOW (Strategies)	WHO is responsible?	By WHEN		Resources		Evaluation	
			Start	Finish	Available	Needed	Process Benchmarks	Outcomes
1. Build database of known low cost health insurance products.	1. Identify low cost health insurance products.	ED, PS and Board	10/02	Ongoing	Staff		<ul style="list-style-type: none"> Low cost health insurance products identified. 	<ul style="list-style-type: none"> Database created 2/03.
2. Research all known products for efficacy and quality.	1. Use created data base to assess for efficacy and quality.	PS and ED	3/03	Ongoing	Staff		<ul style="list-style-type: none"> Assessment completed & assessment tool created. 	<ul style="list-style-type: none"> Prepare assessment to rate products 5/03
	2. Rate products for efficacy and quality.	PS and ED	6/03	Ongoing	Staff		<ul style="list-style-type: none"> Rating completed 	<ul style="list-style-type: none"> Use rated products in presentations.
	3. Provide continuous products updates to staff.	ED and PS	Ongoing	Ongoing	Staff		<ul style="list-style-type: none"> Database info continually updated. 	<ul style="list-style-type: none"> Current information distributed
3. Establish a government relations workgroup to advocate for our work and services.	1. Identify workgroup from among board members	BOD and ED	9/03	Ongoing	Staff		<ul style="list-style-type: none"> Workgroup identified 	<ul style="list-style-type: none"> Workgroup in place.
	2. Identify legislator to work in collaboration.	ED and BOD Workgroup (BW)	10/03	Ongoing			<ul style="list-style-type: none"> Potential legislators identified. 	<ul style="list-style-type: none"> Legislators contacted.
	3. Write letters and make phone calls to contact legislators.	ED and BW.	11/03	Ongoing			<ul style="list-style-type: none"> Letters written, calls made. 	<ul style="list-style-type: none"> Relationships established.

Legend: □ Board Development

□ Collaborations/Partnerships

□ Evaluation

□ Fund Development

□ Marketing

□ Program & Staff Development

STRATEGIC GOAL 7: To engage in research about, and publication of, the Employee Health Promotion program model.

WHAT (Objective)	HOW (Strategies)	WHO is responsible?	By WHEN		Resources		Evaluation	
			Start	Finish	Available	Needed	Process Benchmarks	Outcomes
1. Compile program implementation and outcome data and prepare for publication and dissemination.	<ol style="list-style-type: none"> Create database to track program and outcome statistics. Create a briefing report for dissemination of lessons learned. Identify opportunities for publication. 	<p>ED, EC and PS</p> <p>ED and EC</p> <p>ED, EC and BOD</p>	<p>10/02</p> <p>1/03</p> <p>3/03</p>	<p>Ongoing</p> <p>9/03</p> <p>Ongoing</p>	<p>Staff</p> <p>Staff</p> <p>Staff</p>		<ul style="list-style-type: none"> Database created for all programs Draft of briefing report submitted to BOD for review. Publications identified. 	<ul style="list-style-type: none"> Outcome data used for publication. Report printed and disseminated. Request publication guidelines and submit abstract.
2. Cultivate one relationship with a college or university to engage in research per year.	<ol style="list-style-type: none"> Identify research topic. Identify possible colleges or universities. Establish formal relationships. 	<p>ED and BOD</p> <p>ED and BOD</p> <p>ED and BOD</p>	<p>3/04</p> <p>4/04</p> <p>5/04</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Staff</p> <p>Staff</p> <p>Staff</p>		<ul style="list-style-type: none"> Topic identified. College and Universities identified. MOU signed. 	<ul style="list-style-type: none"> Topic refined. Research proposed. Proposal written.
3. Subscribe to journals and other publications that will keep us abreast of the latest practices and research relevant to our scope of work.	<ol style="list-style-type: none"> Identify appropriate publications. 	<p>ED and BOD</p>	<p>10/02</p>	<p>ongoing</p>	<p>Staff</p>	<p>Funding for subscriptions.</p>	<ul style="list-style-type: none"> Publications identified. 	<ul style="list-style-type: none"> Subscribed.

Legend: Board Development
 Collaborations/Partnerships

Evaluation
 Fund Development

Marketing
 Program & Staff Development

STRATEGIC GOAL 7: To engage in research about, and publication of, the Employee Health Promotion program model.

WHAT (Objective)	HOW (Strategies)	WHO is responsible?	By WHEN		Resources		Evaluation	
			Start	Finish	Available	Needed	Process Benchmarks	Outcomes
4. Make at least one presentation per year to professional health organizations.	1. Identify most appropriate organizations.	ED and BOD	10/02	Ongoing	Staff	Funding to cover expenses.	• Appropriate organization identified.	• Request guidelines • Submit abstract.
	2. Develop power point presentation.	ED and MC	8/03	Ongoing	Staff		• Draft presentation.	• Presentation given.
5. Identify date desired for first publication. Submit at least one article to peer review journals for publication per year.	1. Identify publications.	ED and BOD	12/03	Ongoing	Staff		• Publication identified.	• Request guidelines.
	2. Develop article draft.	ED and BOD	1/04	2/04	Staff		• Article draft written.	• Finalized and submitted. • 2004 article is published.

Legend: Board Development
 Collaborations/Partnerships

Evaluation
 Fund Development

Marketing
 Program & Staff Development