



## **Strategic Plan 2018-2022**

*Annual Review with revisions approved by Board/HSD August 2019*  
*Annual Review with revisions approved by Board/HSD May 2020*

## **Mission Statement**

*The Living Well Foundation is committed to improving the wellness of our community and the physical and mental health of individuals in our service area.*

## **Vision Statement**

*Through its programs, grants, and initiatives, and networking with area agencies and healthcare providers as well as school boards, state universities and colleges, and other government entities, the Living Well Foundation envisions a future of improved quality of life and well-being for the populations of the Service Area with measurable social and economic impact.*

## **Overall Themes**

From the Community Needs Assessment and the resulting Community Plan, the three identified overall themes are:

- Theme 1: *Promoting Healthy Lifestyles Through Education, Awareness and Wellness Services*
  - defined as *the ability to increase physical, mental, and social well-being that in turn improves health and wellness in individual lives, thereby impacting family and community.*
  
- Theme 2: *Improving Access to Healthcare Through Availability and Affordability*
  - defined as *ensuring a network of resources, services, and providers (previously volunteers) that will provide accessible, affordable healthcare.*
  
- Theme 3: *Addressing Special Healthcare Needs of Infants and Minor Children*
  - defined as *providing resources for infants and children that will promote and improve their healthcare and quality of life.*

The systems within which the Foundation seeks to address these themes include medical, dental, and mental health services in schools, healthcare delivery models, and supportive areas to those.



## **Operational Areas of the Foundation**

The Living Well Foundation will seek improvement in or achievement of identified items in its themes and strategic priorities through its grant-making and initiatives for large impact within the 8-parish Service Area, and through collaboration and networking with area agencies and institutions, both for-profit and not-for-profit, to achieve its goals.

### **Grant-Making and Initiatives:**

There are 4 main areas of focus expressed by the Board for grant-making or initiatives and which will be further developed through the Strategic Plan actions. These are:

1. Grant-making within the 8 parishes, focused to sustainability and impact
2. School-Based Health Centers (SBHC) Initiative:
  - Startup SBHCs, as one-time funding, with the goal of at least 1 in each of 8 parishes
  - Existing SBHCs, as one-time funding for special needs or projects
3. Dental Hygiene Initiative:
  - Dental hygiene clinics funding with ULM
4. Large impact, broad-based projects or initiatives that can be funded as one-time or fixed-time sustainable models

### **Collaboration and Networking:**

The Foundation desires to continue to serve as an incubator of ideas, problem-solving, and networking possibilities for agencies, universities, and other non-profit groups for social and economic impact, especially for under-served populations within the service area.

## **Strategic Priorities and Goals**

### ***Theme 1: Promoting Healthy Lifestyles through Education, Awareness, and Wellness Services***

#### Strategic Priorities:

- Promoting and supporting physical education, healthy nutrition, and wellness
- Enhancing community medical education and disease prevention

#### Goals:

- Improve health measures across populations as measured by the OPH Data Needs Assessment
- Support and increase health education programs, especially to the under-served and Medicaid populations, that have active participation and measurable components
- Participate in literacy improvement with area agencies and through grant-making, with measures in healthcare utilization and with improvement to behavioral health measures
- Participate in prevention and treatment programs and services for adults of all ages, with increased success rates and lower recidivism
  - Obesity, diabetes, hypertension, and health risks
  - Adult substance abuse
  - Domestic abuse

## **Theme 2: *Improving Access to Healthcare through Availability and Affordability***

### Strategic Priorities:

- Increasing the presence of healthcare providers and services in affordable models
- Facilitating access for dental hygiene and oral care
- Broadening adult behavioral and mental health capacity
- Catalyzing large impact broad-based healthcare initiatives

### Goals:

- Increase the number of healthcare professionals within delivery models, especially in under-served and rural areas
- Increase access to dental hygiene and oral care services for adults all ages, especially the Medicaid-covered and under-served in outlying rural areas
- Increase the number of and quality of medical resources and services within the rural areas
- Assist non-profit clinics and parish hospitals to serve within their defined models and delivery systems especially for the under-served and Medicaid populations
- Participate with agencies and providers to add professional and affordable behavioral health services to under-served and under-insured populations
- Work with area healthcare providers to increase services and add professionals within third-party payment systems and Medicaid payment models
- Seek alignments and collaborations for healthcare-related projects which provide professional caregivers, serve large numbers of people, have sustainability plans, and provide equal access for all people as a major initiative
- Expand collaboration with BCBSLA Foundation for more granting opportunities and projects within the service area

### **Theme 3: Addressing Special Healthcare Needs of Infants and Minor Children**

#### Strategic Priorities:

- Expanding and supporting school-based health and dental care models
- Improving prenatal care and reducing infant mortality
- Providing and expanding mental and behavioral health services and programs

#### Goals:

- Network with area healthcare providers and the OPH to reduce occurrence rates in the data for FIMR (fetal and infant mortality review) for Region 8
- Participate through grant-making and collaboration in programs focused to lowering incidents of occurrence for risk areas for children (sexuality and pregnancy, suicide and bullying, and substance abuse)
- Increase the number of school-based health centers within the Service Area as a major initiative
- Increase access by school-age children for dental health services by continuing to support the ULM Department of Dental Hygiene in providing a mobile unit and a school-based clinic for dental hygiene services as a major initiative
- Increase access to oral care especially for under-served and Medicaid populations
- Support programs and projects that address nutrition education and reduce childhood obesity and chronic disease related to nutrition
- Seek projects for literacy improvement related to healthcare and behavioral health issues by working with professional and education delivery models
- Increase the number of or access to mental health professionals, especially in outlying rural areas