

ROADMAP TO HEALTH EQUITY PLANNING

The following are suggested steps to help clearly identify goals and strategies for an effective health equity plan for Anne Arundel County



IDENTIFY AND DETAIL OPPORTUNITIES FOR HEALTH EQUITY

Data is the basis for making effective change. It can cut through ideological boundaries and illustrate problems and collective solutions. This stage will include a deep data assessment and strategic SWOT analysis that assists with defining goals and creating focused and effective strategies.



SET GOALS AND OBJECTIVES

Setting clear and well-defined goals and objectives is the foundational step towards achieving meaningful and measurable progress. At this crucial stage, the team will define what it aims to accomplish and begin brainstorming activities necessary to reach those goals.



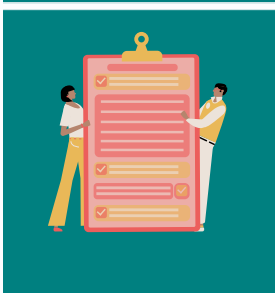
OPTIMIZE PARTNERSHIPS AND COMMUNITY ENGAGEMENT

Partnerships are crucial to advancing health equity, extending our reach and impact to better meet community and social needs. This stage includes mapping our partnerships and community engagement to understand current strengths and opportunities related to our priority areas.



CREATE PERFORMANCE MEASURES

Performance measurement and evaluation are key to help understand how well interventions are working, and identify possible improvements. At this stage, the work group will select performance measures to help monitor progress.



DRAFT FINAL PLAN AND IMPLEMENTATION

Each of the previous stages build the information needed for the health equity action plan. At this stage, the workgroup will draft a shareable plan that outlines goals and strategies, timeline for each activity, and measures of progress.

ROADMAP TO HEALTH EQUITY PLANNING



Identify Opportunities for Health Equity

- Data assessment
- Define and map disparities
- Disaggregate social determinants of health
- SWOT analysis



Set Goals and Objectives

- Define health equity goals
- Develop SMART objectives
- Collect additional data
- Data Walks



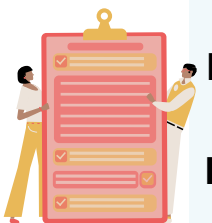
Optimize Partnerships and Community Engagement

- Resource assessment
- Survey partner needs
- Equity planning checklist
- Health equity council



Create Performance Measures

- Progress and impact
- Existing data and new metrics
- Collection methods



Draft Final Plan and Implementation

- Goals, objectives, and timeline
- Feedback and dissemination
- Reflection checkpoints
- Accountability measures

