



NOMHE's Strategic Plan Update 2024-2026

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Strategic Plan Update

- Purpose
 - Serves as a roadmap to guide our decision-making
 - Directs resource allocation and actions
 - Establish a clear vision for the future
 - Aligns focus with:
 - staff
 - partners
 - community members



Activities



SWOT/SOAR Analysis

- August 2023
- Identify and frame strategic issues and context

Partner Survey

- October 2023
- Pinpoint critical success factors (CSFs)

Partner Interviews

- January 2024
- Give insight to key priority actions for statewide initiatives



Strategic Aims

1. Enhancing organizational expertise and workforce development
2. Brand refinement and optimization by revitalizing focus and identity
3. Diversifying products and program expansion
4. Ensuring financial resilience and resource sustainability
5. Demonstrating impact and outcomes
6. Cultivating strategic alliances through partnerships and collaboration
7. Elevating visibility, engagement and communication



Aim 1: Enhancing Organizational Expertise and Workforce Development

- ❑ **Objective:** Enhance staff skills, knowledge, and capacity through targeted training and professional development
 - a) Support future budget line items for training opportunities, continuing education, and tuition reimbursement for NOMHE's staff
 - b) Establish internal professional development requirements
 - c) Complete evaluations with NOMHE staff to ensure that staff is meeting their personal, professional, and NOMHE's goals as per requirements
 - d) Develop personal/professional goals i.e. learning opportunities through trainings, and or courses.
 - e) Expand the **internship program**



Aim 2: Revitalize Identity and Focus

- ❑ **Objective:** Clarify and strengthen the organizational identity, mission, and strategic focus, aligning them with the goal of effectively addressing health disparities and promoting health equity among minority groups in Nevada by 2026.
 - a) Develop a new mission and vision statements that aligns with current goals, needs of the community, and on-going projects
 - b) Amend the NRS to include broader SDOH and health equity definitions
 - c) Increase visibility through updates to the **NOMHE website** and highlight staff's work.
 - d) Expand digital footprint by increasing the usage of infomercials, establish an official tagline, and catch phrases



Aim 3: Product and Program Expansion

- ❑ **Objective:** Expand the portfolio of programs to address emerging health needs and service gaps, specifically targeting minority communities across Nevada to meet evolving health needs by 2026.
 - a) Offer the “Cultivating a Culture of Inclusivity” training
 - b) Ensure that relevant trainings offers Continuing Education Units (CEUs)
 - c) Expand the “Cultivating a Culture of Inclusivity in the Workplace” topics
 - d) Launch initiatives using the Health Equity Action Plan (**HEAP**) for organizations to develop equity plans
 - e) Update and develop new products, such as a Diversity Equity and Inclusion (DEI) digital library and a mental health awareness (MHA) toolkit on an annual basis



Aim 4: Ensuring Financial Resilience and Resource Sustainability

- ❑ **Objective:** Develop and implement strategies to diversify funding sources, optimize resource allocation, and strengthen financial sustainability to support the long-term viability of initiatives by 2026.
 - a) Activate the Minority Health and Equity Account to seeks strategic investments
 - b) Align with other state departments that can help retain part of its staffing needs
 - c) Explore other mission-driven grant funded opportunities, seeking to find and apply for federal and non-federal grants that align with its mission and vision with the help of a grant writing team
 - d) Consider philanthropic and other charitable donations
 - e) Partner with institutions, organization, and agencies to further develop current and future products
 - f) Connect with influential and innovative stakeholders to fundraise events that raise awareness in the community
 - g) Restructure staff to ensure the assembly of an internal grant’s management team



Aim 5: Demonstrate Meaningful Impact

- ❑ **Objective:** Establish a tracking and monitoring mechanism to help determine its program activities ensuring accountability and continuous improvement in its deliverables by 2026.
 - a) Develop and streamline a **data collection and tracking** mechanism that will gather NOMHE initiated community activities that aim to positively impact the community
 - b) Create and share an infographic or data-driven reports that report on the community health and equity efforts and its future impact
 - c) Share success stories, initiatives, recommendations, actions, and findings on social media platforms
 - d) Deploy a community-driven survey in collaboration with NOMHE’s partners on the needs of the Nevada community that will help drive positive change and thus impact NOMHE’s work



Aim 6: Cultivate Strategic Alliances through Partnerships and Collaboration

- ❑ **Objective:** Strengthen partnerships and collaborations with key partners, including government agencies, community organizations, and health care providers, to leverage collective expertise and resources in advancing health equity by 2026.
 - a) Serve as a primary hub for collaboration and resource-sharing among diverse partners
 - b) Align efforts with DHHS initiatives in Nevada to maximize its impact
 - c) Convene health equity teams to ensure that efforts to address health disparities are inclusive
 - d) Foster cross-sectoral partnerships and exchange of best practices,
 - e) Recognize the unique challenges faced by rural and tribal communities and prioritize in-person visits
 - f) Enhance partner engagement including guest speaking opportunities and serving as a spokesperson
 - g) Participate in Nevada **community events** such as health fairs, cultural festivals and community forums



Aim 7: Elevate Visibility and Engagement

- ❑ **Objective:** Enhance visibility and engagement with partners and the community by implementing strategic communication, outreach, and advocacy efforts to raise awareness of health disparities and promoting inclusive solutions for minority groups
 - a) Elevate visibility and engagement by enhancing its digital presence through various platforms
 - b) Continue to recognize the importance of increasing outreach efforts to rural and tribal communities
 - c) Share and promote the **strategic plan**
 - d) Advocate for policies and initiatives that advance health equity and address disparities
 - e) Convening health education groups across Nevada to share resources and ideas



Overview of NOMHE's Tracking Form



NOMHE Activity and Engagement Form

Thank you for filling out this form! This form is designed to capture meaningful metrics and feedback on activities of all NOMHE staff so we may track trends, impact, and adherence to all conditions framing NOMHE activity. Conditions include NOMHE strategic aims, legislative requirements, grant activity, and more.

Hi, Alexandra. When you submit this form, the owner will see your name and email address.

* Required

1. Was this a NOMHE planned community outreach activity? *

(Activity Examples: Presentation, Training, Workshop, Webinar, Listening Session, Key Interest Meeting, Community Outreach Event)

Yes, this activity was planned by NOMHE and involved outreach to individuals outside of NOMHE and DHHS

No, NOMHE was invited and is not the sole initiator or planner of this community outreach activity.

- Microsoft Form
- Completed Monthly by All Staff
- One central location to track all NOMHE's Activities and Engagements
- Created to be mindful of the many areas that NOMHE staff engage

Strategic Plan to be updated every 3 years



Questions/Comments?

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