

## Vision

Individuals **making healthy choices** in a community with health opportunities for all.



## Mission

**Collaborate, innovate, and invest** to impact systems that improve the health and well-being of individuals living in Greater Williamsburg.



## Goals

- **Advance** organizations, systems, and public policy crucial to community health and well-being.
- **Target** behavioral and social risk factors that influence the health of individuals throughout the life span.
- **Strengthen** the healthcare safety-net for uninsured and underinsured individuals.



## Values

- **Accountable**  
Steward community values and assets transparently.
- **Ethical**  
Work with honesty and integrity.
- **Respectful**  
Ensure all voices are heard and recognize those who do the work.
- **Engaged**  
Connect and commit to the community.
- **Catalytic**  
Instigate change to achieve real, measurable impact.



# STRATEGIC PLAN

2021-2025

