

## 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.



## Advance

Advance organizations, systems, and public policy crucial to community health and well-being.

- **Public Policy Advocacy**  
Actively supporting a particular policy or group of policies at the local or state level. Advocacy can include a variety of activities including support for regulatory changes, education, and forming relationships with decision makers.
- **Community Capacity Building**  
Developing and strengthening the skills, abilities, processes, and resources that communities and organizations working together need to adapt and thrive in a changing world.
- **Organizational Capacity Building**  
Strengthening internal structures, systems and processes, management, leadership, governance, and overall staff capacity to enhance organizational, team, and individual performance.



## Target

Target behavioral and social risk factors that influence the health of individuals throughout the life span.

- **Healthy Eating Active Living**  
Empowering individuals to make healthy choices through increased access to healthy food and opportunities for physical activity.
- **Two Generation Family Services**  
Building family well-being by intentionally and simultaneously working with children and the adults in their lives.
- **Healthy Aging**  
Sustaining an individual's physical, functional, and cognitive abilities to increase well-being in older age. Activities may include good nutrition, physical activity, assessments, managing health conditions, and reducing social isolation.



## Strengthen

Strengthen the healthcare safety-net for uninsured and underinsured individuals.

- **Behavioral Health Services**  
Acknowledging the connection between the health of the body and the mind. Behavioral Health Services address the importance of emotional, psychological, and overall well-being.
- **Integrated Care**  
Ensuring patients are provided with coordinated, comprehensive high-quality care. The Integrated Care service delivery model fully integrates primary, oral, behavioral care, medication, and social supports.



# FUNDING AREAS