

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