

Providence Institute for a Healthier Community

# 2023-2025 Strategic Plan

Providence Institute for a Healthier Community (PIHC) is part of Providence Regional Medical Center Everett (PRMCE) serving the North Puget Sound Area. PIHC focuses on the health and well-being of Snohomish County.





A photograph of three young adults sitting outdoors and laughing joyfully. On the left is a man with short dark hair and glasses, wearing a black zip-up hoodie and blue jeans. In the center is a woman with long, wavy brown hair, wearing a black jacket over a mustard-colored top. On the right is a woman with long dark hair, wearing a black jacket over a red and black plaid shirt. They are all smiling broadly and laughing. The background is a soft-focus outdoor setting with trees and a light sky.

**Health is more than  
Healthcare.**

## LETTER FROM THE CHIEF EXECUTIVE

Dear friends of Providence Institute for a Healthier Community:

As a former critical care nurse, I understand the myriad factors contributing to a person's health and well-being. While access to traditional, equitable and comprehensive health care is vital, our overall well-being is about so much more. It's about knowing where you'll lay your head tonight, knowing you have safe and healthy food to eat, knowing you can pay your bills, and feeling connected to your neighbors and community. And it's different for each of us.

That's what I love about Providence Institute for a Healthier Community. It provides connections to resources our friends and neighbors need – and it helps meet those needs through outreach and education where people live, work and play. Plus, it's powered by our communities. That's you and me, as well as community volunteers, local non-profit organizations, social service agencies and faith communities.

So, as you review the institute's goals, strategies and plans for the next few years, give some thought to what "health and well-being" means to you and your family. And think about how you can help guide and share the work of Providence Institute for a Healthier Community as they endeavor to break down barriers to improve the well-being of everyone in Snohomish County.

Thank you for your support of this important work.

Sincerely,

**KRISTY CARRINGTON, MBA, BSN, RN, NEA-BC**

Chief Executive

Providence Swedish North Puget Sound





## OUR TEAM



### **Jessica Burt**

Senior Director

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### **Patty Nichols**

Project/Program Manager (Admin/Ops +)

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### **Jessica Stallings**

Program Manager (Cmty Health Education)

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### **Anne Alkema**

Project/Program Manager (Events/EOA)

## **Extended Team**

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- Executive Leadership Team ELT
- PIHC Strategic Council
- Mission & Spiritual Care
- Providence Marketing & Communications

## MISSION, VISION & VALUES

We are guided first and foremost by the Providence Vision and Mission\*. PIHC does, however, have an expanded vision and values that are in alignment with our larger organization.

### OUR VISION

**Healthier people, healthier relationships, healthier communities, created together.**

### OUR VALUES

1. Listening to the Community
2. Advocating for Big-Picture Health
3. Educating and Empowering our Partners
4. Fostering Equity and Sustainability
5. Creating Lasting Relationships

### HOW WE STARTED

Providence Institute for a Healthier Community launched in 2015 at the first Edge of Amazing conference, starting on a journey toward a more holistic, community-centered definition of health. We are a collaboration between Providence, community organizations, and the people of Snohomish County.

### WHO WE ARE

Being healthy is about so much more than physical health—it's about mental and emotional health, strong relationships, safe places to live, healthy food, connected communities and good jobs. Services that address these dimensions of well-being are often siloed and difficult to find, making it hard for people to work towards whole health.

#### **We are the connectors.**

We serve as a community hub — bridging the gap between traditional medical care and whole health. We make it easier for community members to find and use the resources they need to be healthy.

#### **We do this by:**

1. Reaching out and **listening to our community**, letting them define what health and happiness really mean.
2. **Building relationships with local partners** who are dedicated to protecting and improving the health of our diverse communities.
3. Connecting people directly to **trusted local resources** so they can take action and improve their health and well-being.

*\*Providence Vision: Health for a Better World*

*\*Providence Mission Statement: As expressions of God's healing love, witnessed through the ministry of Jesus, we are steadfast in serving all, especially those who are poor and vulnerable.*



## BRINGING THE VISION TO LIFE

### *The Issue*

**Human well-being is multi-dimensional, but our responses often are not.**

### *How We Address It*

A single organization cannot address everything a person needs to be healthy—it takes a village. PIHC works to create connections between professionals working in different fields, so they can work together to treat the whole person—getting to the root causes of health problems and costs instead of treating only the symptoms.

**Culturally, we are reactive instead of proactive about our health.**

### *How We Address It*

PIHC reaches out to the community and discovers ways to help people live healthier, more fulfilling lives. We do this by conducting annual health and well-being surveys, countywide and in smaller communities, helping to create a more complete picture of health and well-being. Then, we provide the data to individuals and local partners, so they can identify solutions that meet community needs, cost less, and deliver more.

### *The Issue*

**People don't have access to all of the things they need to be healthy.**

### *How We Address It*

Unfortunately, there are barriers to health and well-being in Snohomish County, and communities of color, low-income, and marginalized groups are disproportionately affected. At PIHC, we're advocating for more equitable access, helping to ensure that all Snohomish County residents can find and use the resources they need.

## OUR GOAL

Mobilize individuals and communities to improve health and well-being in terms defined by them.

## STRATEGIES

**Discover/Listen:** Conduct research on local well-being trends that expands the conversation about health beyond traditional medical care, identifies health and well-being strengths and needs, and gives a voice to diverse communities.

**Connect People:** Serve as a hub, connecting people and communities to information, community resources and collective well-being efforts and tools.

**Partner with Community:** Bridge gaps in information and access. Create better connections to resources, reaching communities where they live, work and play.

## INITIATIVES

- PIHC Health & Well-being Monitor<sup>™</sup>
- **Countywide**
  - **My Community**
  - **Individual**

- PIHC LiveWellLocal.org<sup>™</sup>
- Edge of Amazing Event

- Health Education and Promotion Outreach
- Clinical-Community Partnerships



# 2024 Initiative Plans

The 2024 Initiatives section represents the way we intend to fulfill our vision and values in the coming year. This section will be updated annually.



# Strategy 1: Discover/Listen

Conduct research on local well-being trends that expands the conversation about health beyond traditional medical care, identifies health and well-being strengths and needs, and gives a voice to diverse communities.

## KEY INITIATIVES

1. Health & Well-being Monitor™
  - Countywide Health & Well-being Monitor™
  - My Community Health & Well-being Monitor™
  - Individual Health & Well-being Monitor™



**STRATEGY 1: DISCOVER/LISTEN****Initiative: Health & Well-being Monitor™  
Countywide, My Community, and Individual****VISION**

Communities utilize common well-being metrics/language, identified and affirmed by the community, to help guide priorities and programming to improve well-being.

**PURPOSE**

Make it possible for any self-defined community to create a well-being North Star and act together to improve well-being.

**GOAL**

Create and implement cost-effective tools and benchmarks to help people/organizations measurably improve well-being, sustainably and equitably, for geographic regions, self-defined communities, and individuals.

**PRIORITY POPULATIONS**

- Internal and Regional Hospital Stakeholders for Local Community Benefit Priority Setting
- Local community organizations and health and well-being advocates seeking relevant/meaningful community input, programming & evaluation communities, and individuals

**2024 Goals and Objectives****Conduct Snohomish Countywide representative sample baseline survey**

1. Ensure a relevant sustainable survey tool and report features
2. Field survey to community that yield at least 550 responses
3. Analyze results and complete reports
4. Align and facilitate collaboration of Countywide HWBM with 2024 CHNA

**Increase local partner and community access & awareness of survey results**

1. Review and refresh promotions materials
2. Develop and map promotion plan
3. Promote and share results according to plan

**Facilitate and Conduct at least 2 local community participatory surveys or Hospital CHNA's to inform & measure community programming**

1. Facilitate launch of community surveys
2. Analyze results and complete reports
3. Assess and follow-up with additional communities for interest
4. Attend post survey follow-up meetings/committee's with HWBM partners

**Test and Pilot at least 10 MLW360 Individual Survey's**

1. Facilitate launch of community surveys
2. Provide access to complete reports
3. Assess and soft launch with additional communities for interest

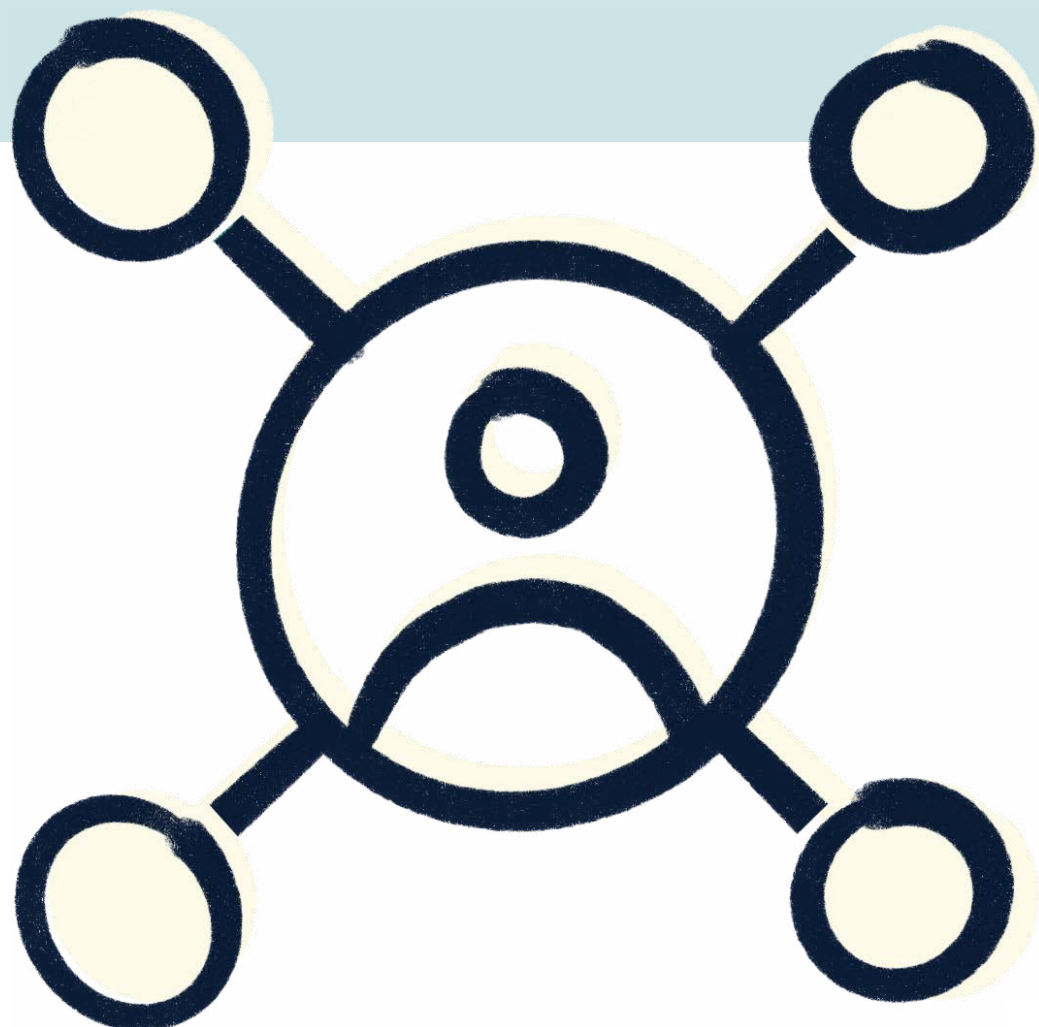


# Strategy 2: Connect People

Serve as a hub, connecting people and communities to information, community resources and collective well-being efforts and tools.

## KEY INITIATIVES

1. PIHC LiveWellLocal.org
2. Edge of Amazing Annual Event



## STRATEGY 2: CONNECT PEOPLE

### Initiative: PIHC LiveWellLocal.org

#### VISION

Our community can easily find and share local community resources that nurture health and well-being and promote community partner interconnections to build a culture of well-being.

#### PURPOSE

To provide connections that make it easier to find and use local community health and well-being resources to improve whole health.

#### GOAL

To co-create a community “owned” online resource hub of relevant local tools and resources, that is robust, easy to use and provides value for individuals and organizations, in order to increase visibility, access, engagement to local well-being resources.

#### PRIORITY POPULATIONS

- Local diverse community organizations and health and well-being advocates
- Local residents seeking health and well-being resources

## 2024 Goals and Objectives

#### Ensure a relevant sustainable digital resource tool

1. Coordinate and manage digital hub functionality for resource data inputs and end user access

#### Facilitate accurate, robust listings of available crowd sourced local well-being resources

1. Provide and manage quality assurance updates for local resource listings
2. Promote and nurture community partner access to crowd sourced listing opportunity

#### Increase local community and clinical provider awareness and engagement with www.livewelllocal.org

1. Coordinate community partner distribution and promotion, through custom communities and availability of print/digital ready partner-based outreach toolkit materials
2. Utilize paid and unpaid promotion to increase local brand awareness and engagement through advertisement
3. Facilitate and leverage promotion through existing or new networks and initiatives





## STRATEGY 2: CONNECT PEOPLE

# Initiative: Annual Edge of Amazing Forum

### VISION

Connecting, educating and inspiring health and well-being advocates to enhance whole-person health and health equity.

### PURPOSE

We bring people together to address the most pressing health needs and public health issues impacting the health and well-being of our community.

### GOAL

To facilitate a community health forum providing both an educational and networking experience to learn about new research and trends, amplify current efforts and resources, and foster possible future collaborations.

### PRIORITY POPULATIONS

- Internal and Regional Hospital Stakeholders
- Local diverse community organizations and health and well-being advocates

## 2024 Goals and Objectives

### Facilitate an in-person event that creates connection and belonging among local and regional individuals and organizations

1. Update and re-tool event format for collaboration and interaction within staff capacity
2. Identify, and provide relevant content, aligned with CHNA and HWBM
3. Find and manage relevant, cost-effective conference venue, including space, AV and catering needs

### Ensure strategic partner engagement

1. Collaborate with Partners on programming content
2. Steward, pursue and manage Donors for Sponsorships
3. Align and work with partners for event volunteers

### Create event awareness to maintain or increase attendance, that ensures equitable access

1. Create, map and execute marketing/promotion plan
2. Develop promotion/marcomm materials
3. Provide registrations opportunities that ensure equitable access



# Strategy 3: Partner with Community

Bridge gaps in information and access. Create better connections to resources, reaching diverse communities where they live, work and play.

## KEY INITIATIVES

1. Health Education and Outreach
2. Clinical-Community Partnerships





## STRATEGY 3: PARTNER WITH COMMUNITY

# Initiative: Health Education and Outreach

### VISION

We are trusted partners and advocates for health and well-being information, community resources and collaboration throughout Snohomish County, dedicated to building relationships to protect and promote the health of our diverse community.

### PURPOSE

To increase access to health and well-being information and community resources to prevent disease and injury, improve health, and enhance quality of life.

### GOAL

To collaborate with diverse communities and engage individuals where they live, work and play – in order to build meaningful relationships, better connections to resources and confidence in leading healthier lives.

### PRIORITY POPULATIONS

- Local diverse community organizations and health and well-being advocates and faith networks
- Internal and Regional Hospital Stakeholders (service lines that serve Snohomish County)

## 2024 Goals and Objectives

### Coordinate or attend at least 15-20 local health and well-being diverse community driven events

1. Reassess Faith and Wellbeing Quarterly meetings; restructure, and realign with supporting partners
2. Link community event opportunities across engaged caregiver services lines to coordinate branding, shared opportunities and resources

### Increase awareness and visibility of local community events, resource opportunities, and timely health & well-being information

1. Curate and share social media content that promotes timely health information and local well-being community events, resources & trainings
2. Provide and promote outreach content that tells the stories of local of community in action, utilizing blog posts, and caregiver communication
3. Provide an outreach presence in community improving visibility and connection to resources and access to relevant health and well-being education

### Expand and ensure outreach partnerships - Community-Based learning, volunteers, and service line networks

1. Collaborate with internal service lines and volunteer services to support capacity, resources, and connection in community
2. Host fieldwork students to provide opportunities for experience and engagement in local community health and well-being efforts
3. Facilitate health education promotion team (HEP team) meetings to support internal service line networks



## STRATEGY 3: PARTNER WITH COMMUNITY

# Initiative: Clinical-Community Partnerships

### VISION

A network of partnerships with shared outcomes that work collectively to strengthen the health and well-being of our communities.

### PURPOSE

To bolster the work our clinical and community partners as change makers, leveraging resources to collaboratively improve health and community engagement.

### GOAL

To foster relationships with clinical resources and local service organizations to improve community health through aligned investments and partnerships that address our communities' most pressing needs.

### PRIORITY POPULATIONS

- Local diverse community organizations and health and well-being advocates.
- Internal and Regional Hospital Stakeholders (service lines that serve Snohomish County)

## 2024 Goals and Objectives

### Nurture and sustain PIHC initiative partnerships

1. Provide and promote outreach content that tells the stories of PIHC initiative partnerships in action, utilizing both community blog posts, and internal caregiver communication
2. Attend PIHC initiative partners collaborative networking meetings to align resource tools, needs, and improve connections

### Link health equity and well-being clinical resources/partnerships with community

1. Link community partnership opportunities across engaged caregiver services lines to align shared opportunities and resources.
2. Collaborate with internal services line and volunteer services to support capacity, resources, and connection in community

### Engage with aligned Community-Based partnerships and networks

1. Provide an outreach presence among community networks that improves collaboration and access to shared resources
2. Curate and share content that promotes health equity and well-being information, local community partnerships, resources & trainings.
3. Provide opportunities for Community-Based learning to students and/or community volunteers to engage in local community health and well-being efforts



# Thank You

Learn more and follow our work:  
[www.pihcsnohomish.org](http://www.pihcsnohomish.org)





# Appendix

# Our Values

## **Listening to the Community.**

We believe that understanding the communities we serve is the key to success. We listen carefully to a community and never employ a one-size-fits-all approach.

## **Advocating for Big-Picture Health.**

We believe that humans are complex and that health and well-being are multi-dimensional. We believe in creating innovative solutions that make it easier for communities to be healthy.

## **Educating and Empowering our Partners.**

We believe in sharing collective resources with our partners, making it easier for them to do their jobs well.

## **Fostering Equity and Sustainability.**

We believe in advocating for equitable access to ensure that all communities are seen, respected, treated with dignity, and have access to the resources they need to live a happy, healthy life.

## **Creating Lasting Relationships.**

We are interconnected. We shape our communities, and our communities shape us. Ultimately, our health is about relationships. We believe that healthy communities begin with healthy relationships.