

THE CAMPAIGN FOR
BLACK
HEALTH
EQUITY

HEALTH, HOPE, HUMANITY



CALIFORNIA
BLACK HEALTH NETWORK

THE CAMPAIGN FOR BLACK HEALTH EQUITY

2021 CBHN Board Orientation Packet

STRATEGY

GOAL

Achieve healthy equity for all Black Californians.

OBJECTIVES

- Decrease health disparities by 25% by 2023 (external)
- \$2M in steady revenue by 2023 (internal)

STRATEGY

- Develop the “New” Black Health Agenda
- Launch the “Campaign for Black Health Equity”
- Cultivate and build strategic partnerships
- Create a Black Health Network
- Diversify revenue streams
- Engage existing key stakeholders and new audiences

METRICS

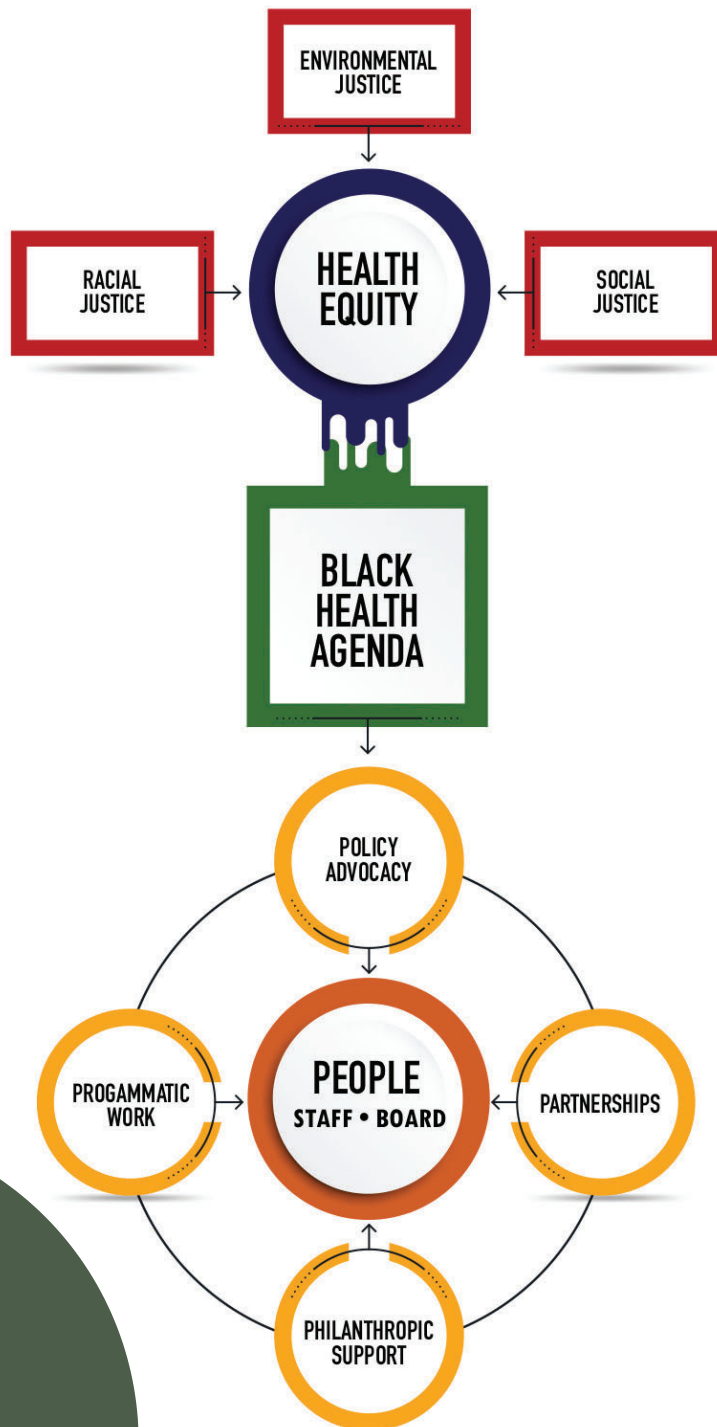
- Increase in awareness and brand recognition (%)
- Increase in Revenue (\$)
- Revenue growth (%)
- Restricted versus un-restricted revenue (%)
- CBHN member network (#'s)
- Change in health disparities gap (%)



THE CAMPAIGN FOR BLACK HEALTH EQUITY CONT.

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CBHN HEALTH EQUITY FRAMEWORK



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THE CAMPAIGN FOR BLACK HEALTH EQUITY

The “Campaign for Black Health Equity” is a multi-year initiative that aims to drive growth, capacity building, and long-term sustainability for CBHN. It also aims to build greater awareness of CBHN, statewide and nationally, and provide a key fundraising vehicle for the organization. The “Campaign” will be the mechanism by which CBHN will activate the strategic framework.

The core components of the Campaign are:

THE “NEW” BLACK HEALTH AGENDA

In order to achieve health equity, the New Black Health Agenda must address health disparities and inequities at three levels:

- **Individual Level**
 - Health literacy
 - Health disparities
 - Health outcomes
- **Community Level**
 - Social/Political Determinants of Health
 - Healthcare access
 - Stakeholder engagement
- **System Level**
 - Racial bias/racism
 - Healthcare access
 - Affordable, quality, equitable healthcare

WORKFORCE DEVELOPMENT

To support and facilitate the creation of a pipeline process to increase the number of Black multidisciplinary healthcare professionals.

FUNDRAISING STRATEGY AND CAMPAIGN

To diversify revenue, support capacity building, and ensure long-term sustainability.

MARKETING AND BRANDING STRATEGY

To build/increase awareness and establish CBHN as a recognized leader in advocating for black health equity and driving change in California.

HEALTH EDUCATION PROGRAMS AND INITIATIVES

To improve health literacy and empower individuals to be more proactive about their health and well-being.

POLICY PRIORITIES AND AGENDA

To effect change that can impact and improve health outcomes for Black Californians by leading policy initiatives aligned with the New Black Health Agenda.

CAPACITY BUILDING

To create the internal infrastructure, resources, competencies, and intellectual expertise to achieve success in the implementation of the strategy framework and in achieving Health Equity for Black Californians.