

Health & Caregiving Activation Plan At a Glance

Invest in Rural Policy Advocacy

1. Identify agencies and individuals who can engage in advocacy, such as elders
2. Evaluate lobbying activities and expert resources
3. Gauge public sentiment
4. Advocacy & social media training
5. Develop rural health & caregiving policy platform
6. Create a toolkit of advocacy resources (letter templates, social media messages, grassroots campaign, and PSAs)
7. Cultivate funding that supports advocacy activities as well as the other Activation Plan activities
8. Join public meetings and coordinate meetings with Elected Officials & Legislative Leaders

Invest in Data & Systems Analysis

1. Identify priority workforce areas for additional assessment.
2. Identify what employees are from out of the area and how to utilize/create local resources instead.
3. Assessment of healthcare & caregiving services needed based on demand & payer type
4. Continue ongoing review of assessments and recommendations and collaborate with expert guidance to develop a report and recommendations
5. Complete assessment and analysis of the number and types of jobs needed for demographic changes
6. Dissemination of findings and recommendations
7. Continue refinement of Activation Plan and/or development of Strategic Plan to guide implementation

Facility Upgrades & Development

1. Explore financial opportunities to expand availability and accessibility of facilities & services
2. Creation of Feasibility Studies &/or Business Plans to evaluate site expansion or new site development
3. Purchase properties for service expansion
4. Develop Architectural Plans, as well as Technology/Equipment Plans
5. Evaluate & secure varied funding streams and support sustainable financials beyond grant funds
6. Support facility upgrades and construction facilities
7. Support Advancement of Collaborative Public-Private-Tribal Partnerships

Invest in Existing SDOH Collaborative

1. Assess ongoing initiatives in the region that address health equity & what can be scaled up
2. Find representatives from specific interested parties to engage on collaborative efforts
3. Hold cross-collaborative convenings
4. Expand reach and impact of these existing collaboratives through collaborative funding projects
5. Promote CIE for communication between CBOs

Workforce Activities

1. Develop a Comprehensive Regional Asset Map & Workforce Pipeline Inventory
2. Align Curriculum with Regional Workforce Needs
3. Expand Access to Healthcare Education & Training
4. Establish and Strengthen Regional Health Education Hubs
5. Build Equitable Pathways from K-16 to Career
6. Increase Support for Underrepresented and Priority Populations
7. Promote Career Awareness and Engagement
8. Improve Clinical Training Infrastructure and Placement Capacity
9. Strengthen Recruitment and Retention Programs
10. Identify and Leverage Funding Opportunities

Telehealth Activities

1. Research benefits and opportunities of Telehealth
2. Pilot potential telehealth and asynchronous strategies and evaluate outcomes (Virtual primary medical care and Ascend behavioral health)
3. Create messaging and marketing materials for a variety of constituents
4. Roll-out Healthcare Organization Campaign
5. Roll-out Provider Education Campaign
6. Roll-out Patient Education Campaign

Hub Models

1. Secure Funding
2. Build Project Team
3. Define Hub Model
4. Assess Existing Infrastructure
5. Conduct Feasibility Study
6. Evaluate Pricing Models
7. Develop Business Plan Options
8. Engage Stakeholders
9. Launch Pilot Hub Program
10. Create Development Toolkit

Investment from Large Scale Development

1. Collaborate with large employers, especially the new industries (offshore wind) being developed
2. Conduct a feasibility study to assess possible strategies (including community benefit funding set-aside or special tax districts) to generate revenues for expanded childcare and healthcare
3. Study successful models of big business developing direct services or contracted services (health & childcare) for their employees and/or co-locating services on-site for their employees
4. Dissemination of Assessment Findings and Strategy Recommendations
5. Meetings or Key Informant Interviews to evaluate buy-in from large employers for potential models



Tactic 1:
Cultivate, Maximize, and Expand
Workforce Pipeline Programs

1. Develop a Comprehensive Regional Asset Map & Workforce Pipeline Inventory
2. Align Curriculum with Regional Workforce Needs
3. Expand Access to Healthcare Education & Training
4. Establish and Strengthen Regional Health Education Hubs
5. Build Equitable Pathways from K-16 to Career
6. Increase Support for Underrepresented and Priority Populations
7. Promote Career Awareness and Engagement
8. Improve Clinical Training Infrastructure and Placement Capacity
9. Strengthen Recruitment and Retention Programs
10. Identify and Leverage Funding Opportunities

Tactic 2:

Socialize and Promote Telehealth Adoption

1. Research benefits and opportunities of Telehealth
2. Pilot potential telehealth and asynchronous strategies and evaluate outcomes
(Virtual primary medical care and Ascend behavioral health)
3. Create messaging and marketing materials for a variety of constituents
4. Roll-out Healthcare Organization Campaign
5. Roll-out Provider Education Campaign
6. Roll-out Patient Education Campaign

Tactic 3:

Explore and Advance Hub Models

1. Secure Funding
2. Build Project Team
3. Define Hub Model
4. Assess Existing Infrastructure
5. Conduct Feasibility Study
6. Evaluate Pricing Models
7. Develop Business Plan Options
8. Engage Stakeholders
9. Launch Pilot Hub Program
10. Create Development Toolkit

Tactic 4:

Require investment as part of large-scale development processes

1. Collaborate with large employers, especially the new industries (offshore wind) being developed
2. Conduct a feasibility study to assess possible strategies (including community benefit funding set-aside or special tax districts) to generate revenues for expanded childcare and healthcare
3. Study successful models of big business developing direct services or contracted services (health & childcare) for their employees and/or co-locating services on-site for their employees
4. Dissemination of Assessment Findings and Strategy Recommendations
5. Meetings or Key Informant Interviews to evaluate buy-in from large employers for potential models

Tactic 5:

Invest in backbone support and capacity expansion for existing SDOH Collaboratives

1. Assess ongoing initiatives in the region that address health equity & what can be scaled up
2. Find representatives from specific interested parties to engage on collaborative efforts
3. Hold cross-collaborative convenings
4. Expand reach and impact of these existing collaboratives through collaborative funding projects
5. Promote CIE for communication between CBOs

Tactic 6:

Invest in Upgrading, Expanding and Constructing Facilities

1. Explore financial opportunities to expand availability and accessibility of facilities & services
2. Creation of Feasibility Studies &/or Business Plans to evaluate site expansion or new site development
3. Purchase properties for service expansion
4. Develop Architectural Plans, as well a Technology/Equipment Plans
5. Evaluate & secure varied funding streams and support sustainable financials beyond grant funds
6. Support facility upgrades and construction facilities
7. Support Advancement of Collaborative Public-Private-Tribal Partnerships

Tactic 7:

Invest in Data & Systems Analysis

1. Identify priority workforce areas for additional assessment.
2. Identify what employees are from out of the area and how to utilize/create local resources instead.
3. Assessment of healthcare & caregiving services needed based on demand & payer type
4. Continue ongoing review of assessments and recommendations and collaborate with expert guidance to develop a report and recommendations
5. Complete assessment and analysis of the number and types of jobs needed for demographic changes
6. Dissemination of findings and recommendations
7. Continue refinement of Activation Plan and/or development of Strategic Plan to guide implementation

Tactic 8:

Invest in Rural Policy Advocacy

1. Identify agencies and individuals who can engage in advocacy, such as elders
2. Evaluate lobbying activities and expert resources
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5. Develop rural health & caregiving policy platform
6. Create a toolkit of advocacy resources (letter templates, social media messages, grassroots campaign, and PSAs)
7. Cultivate funding that supports advocacy activities as well as the other Activation Plan activities
8. Join public meetings and coordinate meetings with Elected Officials & Legislative Leaders