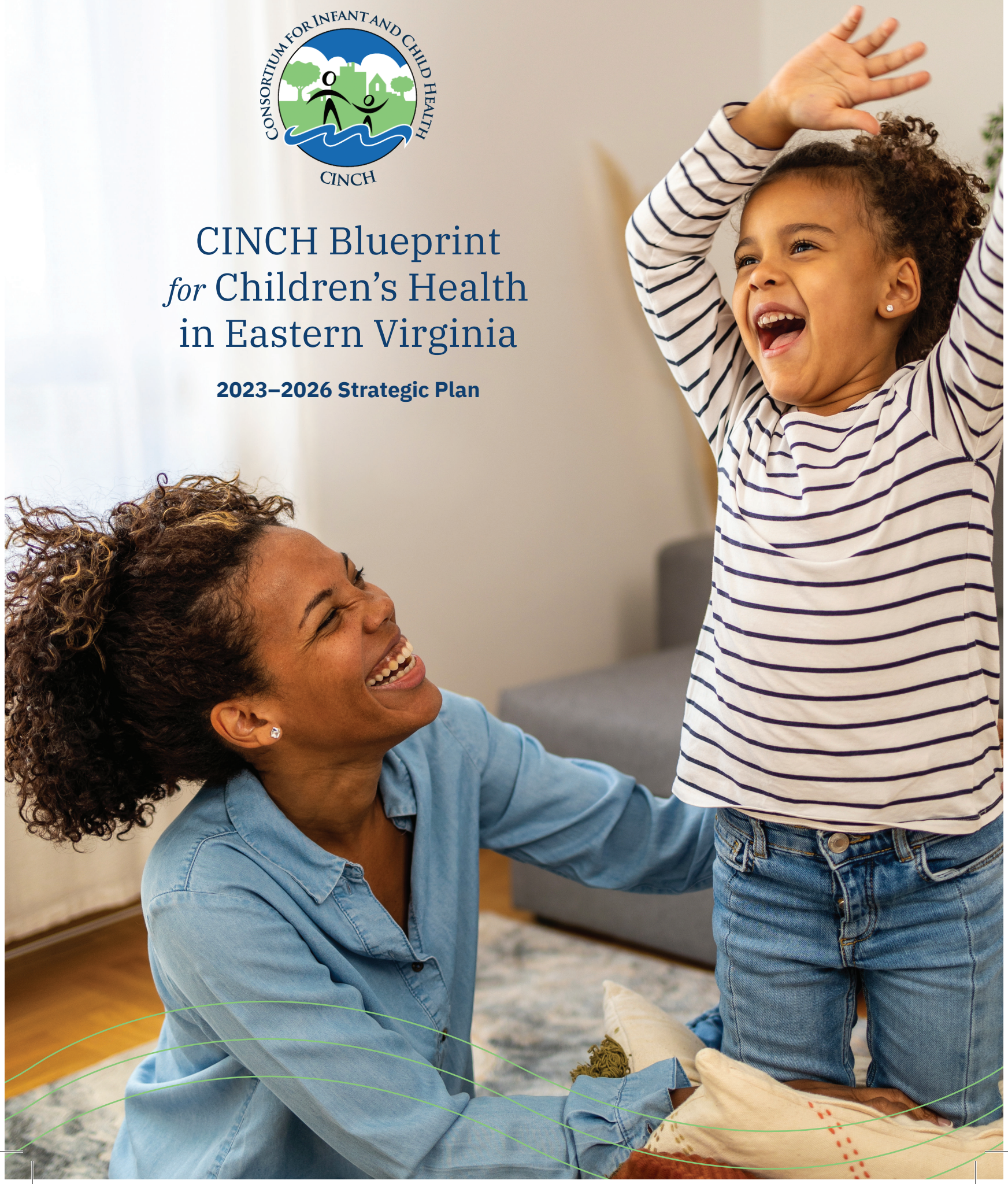




CINCH Blueprint *for Children's Health* in Eastern Virginia

2023–2026 Strategic Plan



EXECUTIVE SUMMARY

The Consortium for Infant and Child Health (CINCH)

was established in 1993 with little more than 30 members, a grant from the Centers for Disease Control, and a mission to improve immunization rates for children in Norfolk. (Fun fact: CINCH was originally called the Consortium for the Immunization of Norfolk's Children!) Since these modest beginnings, CINCH gradually expanded its focus to include the entire Hampton Roads region, has grown to include over 250 community partners, and continues to evolve to meet the needs of the Hampton Roads community.

Over time, CINCH, like many organizations, has periodically engaged in reenvisioning and strategic planning processes. This process is essential to assess where we've been and where we're going, what is working and what is not. Many things in our community have changed over the last few years, impacted greatly by the COVID-19 pandemic, and CINCH continues to be committed to adapting and evolving alongside the Hampton Roads community.

In September 2022, CINCH launched its most recent strategic planning process. We solicited feedback from partners through listening sessions and anonymous surveys, reviewed health needs assessment data, and evaluated strengths, weaknesses, opportunities, and threats (SWOT analysis). This information was crucial to setting a new path forward for CINCH. Several CINCH partners came together to form a diverse Leadership Team that would guide the strategic planning process. The leadership team met regularly between October 2022 and May 2023, discussing and deliberating to create a new blueprint for the future of CINCH. Mission, vision, values, guiding principles, key pillars, and priority areas were thoughtfully developed and overall structure and framework of CINCH reimagined. At the culmination of this work, the recommendations of the Leadership Team were presented to and approved by the full CINCH coalition.

This document sets the course for the future of CINCH as we collaborate, engage, and take action for child health in Eastern Virginia. With your help, we believe we can move the needle toward optimal health and safety for all children.



BREAKDOWN *of* CINCH

Eastern Virginia Medical School

Department of Pediatrics

Division of Community Health & Research

CINCH

For over 30 years, CINCH has pursued community-engaged research to inform the development of initiatives to promote health and influence positive changes.

Together with the community, CINCH focuses on a broad range of pediatric public health issues. CINCH continues to convene the community to identify the most pressing concerns for child health and develop action-oriented solutions.


Leadership Team


CINCH Staff

Priority Area Groups 


Health Equity


Child Wellbeing


Teen Wellbeing

VISION

Optimal health and safety for all children.

MISSION

We are committed to authentic community collaboration, engagement and action to ensure equitable child health and safety in the Eastern Virginia region.

VALUES

CINCH BELIEVES IN:

Teamwork/Collaboration

We believe diversity is our strength and represent a variety of organizations and interests working together to utilize intentional and effective decision-making to leverage the strengths and resources within the community to achieve a clearly defined, shared mission and vision.

Shared Power

We believe communities hold power and expertise, and we commit to humble and authentic engagement, shared power and equal voices in collaborating together to accomplish mutual goals.

Equity

We believe that all people have the right to full and equal access to opportunities that enable child health and wellbeing. We recognize that historically across Hampton Roads, people of color disproportionately have borne the health impacts of inequity. We are committed to addressing these inequities. Equity, inclusivity, and justice will be the cornerstone of all decision making.



Inclusion & Dignity

We share in the responsibility to create a positive culture of respect to safeguard equity, inclusion, dignity, and safety for all and recognizing that words and actions matter.

Root Causes

We focus on addressing underlying root causes and systemic barriers to child health and wellbeing to reduce disparities and achieve equity.

Personal Responsibility

We believe people engaged with CINCH have a duty to take personal responsibility and individual action to support the achievement of our mission and vision and uphold our shared values.

Transparency

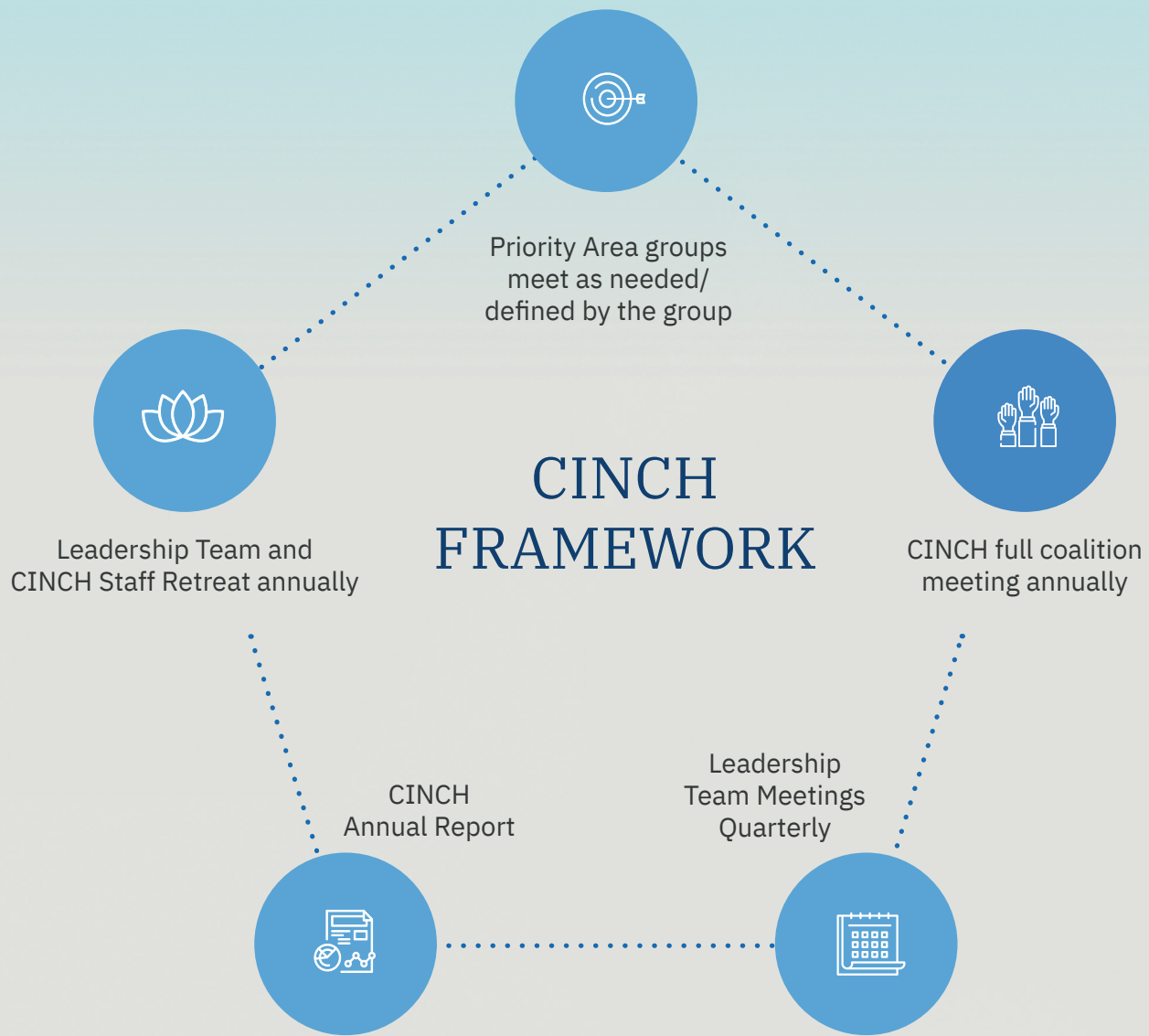
We believe in open and honest communication with all partners, sharing both successes and lessons learned and fostering open utilization of resources.

Action-Orientation

We believe in taking action to create the most effective, equitable and lasting impacts by working together to leverage the strengths and resources within the community.

Innovation

We commit to employing creative solutions driven by community voices, cultural sensitivity, and evidence-based practices to address community challenges.



CINCH’s approach has changed and grown with the times to better serve our partners, the community, and the unique situations we face.

Our framework establishes the key landmarks we promise to stick to every year to keep things running smoothly. It’s our trusty guide to make sure we’re always moving forward and staying on track.



HOW THE WORK OF CINCH WILL BE CARRIED OUT

KEY PILLARS



Convene

Establish and nurture relationships, bringing together diverse stakeholders to exchange ideas and insights



Advocate

Support policies and initiatives that align with our mission and advance change at the local, state, and federal level, with a focus on policy, systems, and environment



Inform & Educate

Disseminate accurate information and educational resources to empower individuals and communities.



Collaborate, Share, & Promote

Cultivate partnerships, share best practices and resources, and promote initiatives that amplify our impact



Collect, Analyze, & Share Data

Systematically gather, analyze, and share data back to the community to identify gaps and inform decision-making



Policy & Programming

Develop, implement, and evaluate programming and policies to meet community needs

IMPACT FOCUS AREAS

Through a comprehensive analysis of existing regional, local, and state data, community feedback, and many brainstorming sessions, the CINCH Leadership Team identified three primary focus areas where CINCH will direct its efforts over the next three years. These broad priority areas include several subtopics that will guide and narrow our work to make a difference for families in Hampton Roads.



< Health Equity

Goal:

Cultivate community action to improve health equity among children in Hampton Roads

Impact Focus Areas:

- Black maternal health
- Breastfeeding
- Community violence
- Asthma

Child Wellbeing >

Goal:

Cultivate community action to improve health factors related to obesity that contribute to the development of chronic disease among children and families in Hampton Roads

Impact Focus Areas:

- Social emotional wellbeing
- Nutritious food and activity



< Teen Wellbeing

Goal:

Foster collaboration and community engagement to improve health & social outcomes for teens in the Hampton Roads area

Impact Focus Areas:

- Substance use
- Mental health
- Physical & reproductive health



CONTACT US

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LEARN MORE

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SUPPORT OUR WORK

