

Community Catalyst 2015 Anticipated Outcomes

<i>CC Strategic Goal 1: Build a stronger advocacy infrastructure (resources, skills, relationships) to increase the power and influence of consumers in the health system nationwide.</i>
1. Southern health advocates have developed peer-to-peer learning and collaborative strategy development around shared policy issues and strategies.
2. Advocates have developed peer-to-peer learning and collaborative strategy development around shared policy issues and strategies.
3. New and strengthened partnerships, including collaborative action, between consumer groups and organizations advocating for substance use disorders services, for criminal justice and for youth.
4. Advocates have increased their ability to find and identify relevant Marketplace information;
5. Advocates have identified the best methods to communicate this information to their partners by the end of the 2015 open enrollment period
6. Advocacy organizations have identified and strengthened relationships with organizations (unusual suspects), with two-way engagement of activities and repeat collaborative activities that help to identify consumers eligible for coverage in the Marketplace
7. Deepened state partners' engagement in federal CHIP debate - advocates in 10 states weigh in on the importance of CHIP with federal stakeholders, using CC materials.
<i>CC Strategic Goal 2: Assess and develop state and local partners' capacity for organizing constituencies and campaigns for change.</i>
1. Increased knowledge of state partners on designing and implementing issue (Close the GAP, Dental) campaigns.
2. State partners deploy effective approaches and /or strategies to engage new constituencies (faith leaders, criminal justice community, local mayors, youth, schools) in advocacy campaigns.
3. Increase the ability (through funding and TA services) of organizations in 3 states to implement a campaign targeting November 2016 election cycle
<i>CC Strategic Goal 3: Influence health system policies and practices to be sensitive and responsive to consumer interests and needs.</i>
1. Increased knowledge, skills and ability of CC staff to effectively and efficiently collaborate on and learn about health system transformation subjects and strategies.
2. Launched, fully staffed and developed an long term implementation plan for the Center for Consumer and Community Engagement
3. Increase our ability to influence the conversation happening at the policy, delivery system and individual levels federal level regarding health system transformation and the role of consumers and consumer advocates in HST efforts
4. Increased the capacity and commitment of community partners to influence the Community Health Needs Assessments conducted by their non-profit hospital.
<i>CC Strategic Goal 4: Diversify our funding sources and develop a flexible pool of resources for investment in key priorities and program development.</i>
1. Foundations giving to a greater range of CC program and projects (On Message, ITL, AP, HAP).
2. Increased number of funding types supporting Community Catalyst's work (e.g. individual giving, federal funding, fee for service consulting fees)
3. Federal funding to support technical assistance to enrollment assisters is secured.
<i>CC Strategic Goal 5: Invest in Community Catalyst's staff and organizational capacity to ensure we continue to be a high-performing, effective and evolving organization.</i>
1. Maintained or increase our unrestricted net assets at \$1.5M
2. Increase the capacity of staff to conduct effective presentation and media interviews.
3. Increase in the cross organizational collaborations between HCFA, HLA and Community Catalyst
4. Community Catalyst continues to evolve as a "learning organization" with 75% of staff members using at least 50% of their annual professional development resources.
5. Staff members have a clear understanding of their strengths and areas of growth as a result of our 2014/2015 performance review process.