



**HORIZON FOUNDATION**

# STRATEGIC PLAN 2018-2022

## MISSION

Our mission is to improve the health and wellness of people who live or work in Howard County.

## VISION

Our vision is for people in Howard County to live long, healthy lives.

To advance this mission, the Horizon Foundation is leading community change by catalyzing and sustaining movements that help everyone in Howard County to live a longer, better life.

Our new five-year strategic plan addresses three key priority areas to help ensure that *everyone* in our community can achieve better health. These issues are driven by the community's needs and are shaped around strategic solutions that promise the greatest, lasting impact on physical and mental health. In each of these areas, the Foundation will measure, monitor and share its progress.

## STRATEGIC PRIORITY AREAS

### PROMOTING HEALTHY KIDS & FAMILIES

The Horizon Foundation strives to help children and families achieve a healthier future by making our community a place where healthy choices are easy choices and where mental health needs are better assessed and services are more accessible. We strive to help children and families achieve a healthy future by:

- Reducing the consumption, availability and sales of sugary drinks, the largest single source of added sugar in children's diets and a key contributor to chronic disease.
- Enhancing and increasing participation in school breakfast and lunch so that all students have the best fuel to grow and perform well in school.
- Advocating for more funding and policies that promote a bikeable and walkable Howard County so families can easily build physical activity into their daily routines.
- Improving family mental health and wellness through early detection and treatment of mental illness and raising mental health awareness in the community.



## ENCOURAGING HEALTHY AGING

In the near future Howard County expects an unprecedented growth in its population of older adults. By 2035, those aged 65 and older will make up 21.63 percent of residents. The Horizon Foundation will work to address critical health challenges as our residents age, before they face disability or disease. This work includes:

- Ensuring that our residents have the highest quality of health care right up to the end of their lives. We are working to increase the number of people who have named a health care agent and shared their wishes with family and friends.
- Raising awareness about mental illness and addressing adult anxiety and depression.
- Working with primary care providers to coordinate better mental health and primary care for all adults.
- Further assessing opportunities to support the health of our county's aging adult population.



## ENSURING A MORE EQUITABLE COMMUNITY

We believe everyone deserves the opportunity to live a long, healthy life. Yet data show health challenges are far greater for some members of our community. This is why we must make a concerted effort to support those facing the greatest barriers to good health and reduce health disparities. This work involves starting with racial equity in health and includes a focus on:

- Advancing policies and systems change that promise equitable health outcomes and increasing engagement with diverse leaders.
- Elevating the voices of leaders from diverse communities in the county to highlight and address health disparities in the community.
- Building the capacity of community organizations to advocate for health equity.



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Learn more about the Horizon Foundation's initiatives and approach at [www.thehorizonfoundation.org](http://www.thehorizonfoundation.org)