



STRATEGIC PLANNING WITH ANTI-RACISM CONCEPTS

Genesis partnered with a public health department of a major American city to answer the question: how might we build a strong, transformative strategic plan using anti-racist concepts, practices, policies, investments, and measures? Over a ten-month engagement, Genesis partnered with senior public health officials, community and business leaders, and residents to understand how a healthy public health department and community looks and feels. Two overwhelming needs emerged from these discussions; the need to recover from the shared trauma of the COVID-19 pandemic, and the need to shift the health department's relationship with the community to one of chief health strategist (known as the Public Health 3.0 model). Stakeholders also agreed that meaningful and sustainable progress in these goals required acknowledgement of the impact that racism has on individual and public health; willingness and ability to identify racism in our programs, workplaces, and policies; and commitment to dismantle racism at every opportunity. In short, this client anchored their Public Health 3.0 model through an anti-racist lens. The resulting strategy is one that visually, meaningfully, and measurably links anti-racist practices with public health strategies, investments, and data.

Genesis Health Consulting can help you:



Improve outcomes for your pediatric population in sustainable ways.



Design and implement new service models that improve financial and health outcomes.



Support your team in managing change associated with novel approaches to care delivery.

For more information contact us at info@genesishealthconsulting.com