

Kentucky Diabetes Network Strategic Plan 2021-2024

Our Foundation	Strategic Objectives	Measurement Indicators
<p style="text-align: center;">Mission <i>Promoting health and well-being for Kentuckians at risk for and living with diabetes.</i></p>	<p>Connect</p> <ol style="list-style-type: none"> 1. Increase the diversity and engagement of the KDN membership and board to include public health, health systems, health plans, primary care providers, community partners, business ethics, the faith community, and lived experience representation. 2. Increase action team participation & engagement by 5-10%. 	<p>Connect</p> <ol style="list-style-type: none"> 1. Analyze attendance of KDN meetings to market meetings and events to wider cross-section of potential members by December 2022. 2. Analyze & track action team attendance/participation at quarterly/programming meetings by March 2023.
	<p>Collaborate</p> <ol style="list-style-type: none"> 1. Implement at least two community engagement programs collaborating with coalitions, primary care providers, food pantries, non-profits, researchers, health plans, faith-based communities, and lived experience representation. 2. Develop and implement a socio-ecological model focusing on the social determinants of health including food insecurity. 	
<p style="text-align: center;">Vision <i>Optimal health for all</i></p>	<p>Coordinate</p> <ol style="list-style-type: none"> 1. Implement at least 3 strategies that will enhance the infrastructure of KDN and make it more attractive to active and potential members. <ol style="list-style-type: none"> a. Hybrid meeting format b. Action team co-leadership c. KDN Values Proposition 2. Develop an organizational structure for the Leadership Team Leaders and Board membership. <ol style="list-style-type: none"> a. Orientation to KDN & KDN Leadership b. Defined length of term and number of terms c. Succession plan 	<p>Coordinate</p> <ol style="list-style-type: none"> 1a. KDN will provide a hybrid meeting format when in-person meetings resume. 1b. KDN action teams will utilize & maintain a co-leader model by December of 2022. 1c. By December 2021, KDN will develop and utilize a Values Proposition to retain & engage current members and engage potential members. 2a. KDN will continue to offer an orientation session for new members at quarterly meetings. By December 2022, Leadership Team and Board Orientation will be completed. 2b. By December 2022, KDN Bylaws will be amended to reflect the length & number of terms to be served by a board member. 2c. Future leaders and board members will be identified and connected to a KDN action team.
	<p>Communicate</p> <ol style="list-style-type: none"> 1. Maintain a relevant website providing awareness and education to health professionals, existing and potential KDN partners, and those at risk for and living with diabetes. 2. Maintain education and engagement efforts through Diabetes Day at the Capitol. 3. Increase social media presence through Facebook and LinkedIn. 4. Consistent outreach via member/potential communication. 	
<p style="text-align: center;">Core Values</p> <p style="text-align: center;"><i>Integrity</i></p> <p style="text-align: center;"><i>Innovation</i></p> <p style="text-align: center;"><i>Inclusion</i></p> <p style="text-align: center;"><i>Engagement</i></p> <p style="text-align: center;"><i>Advocacy</i></p>	<p>Communicate</p> <ol style="list-style-type: none"> 1. Maintain a relevant website providing awareness and education to health professionals, existing and potential KDN partners, and those at risk for and living with diabetes. 2. Maintain education and engagement efforts through Diabetes Day at the Capitol. 3. Increase social media presence through Facebook and LinkedIn. 4. Consistent outreach via member/potential communication. 	<p>Communicate</p> <ol style="list-style-type: none"> 1a. By December 15, 2022, KDN's new website will be launched. 1b. Updates will be submitted on a monthly basis (by the 15th of each month) to the Website Administrator for completion by the end of each month. 2. KDN will identify proposed legislation impacting people living with diabetes and offer an annual event focused on awareness and education of relevant public policy. 3. Social media actions will be increased by 50% with the anticipated outcome of increasing audience engagement by 25% across all platforms by June of 2023. 4. Beginning in March 2022, KDN will launch <i>KDN News & Notes in 5</i> to keep members updated. on the Prevent Type 2 in '22 campaign and provide monthly activity updates to maintain member engagement and attract potential new members.
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