

HPDP Strategic Plan Executive Summary

The strategic plan for the Center for Health Promotion and Disease Prevention (HPDP) identifies long-term goals and strategies, tactics for the first year of plan implementation, and procedures for assessing progress. Strategic planning was guided by an internal leadership team and an external consultant who collaborated to engage HPDP staff and stakeholders throughout the process.

Five-Year Goals: 2022-2027

1 ENSURE LONG-TERM FINANCIAL STABILITY.

HPDP will increase and diversify the overall total revenues of the Center while making key investments for future sustainability.

2 EMBED RACIAL EQUITY IN ALL ASPECTS OF OUR WORK.

HPDP will be a flourishing, diverse group of employees and collaborators at all levels of the Center. We will institute practices to address historic inequities and promote inclusivity and racial justice in all aspects of our work.

3 ESTABLISH A BROADLY INCLUSIVE, ANTI-RACIST WORKPLACE THAT CENTERS INTERNAL HEALTH AND COLLABORATION.

HPDP's workplace culture will reflect our shared vision for equity and justice in our daily interactions, practices, and external work. HPDP will foster and support a nurturing environment that welcomes collaboration and learning, open communication, a diverse workforce at all levels, and strong professional relationships.

4 EXPAND AND DIVERSIFY PARTNERSHIPS WITH SCHOOLS, CENTERS, FACULTY, STAFF, AND STUDENTS ON UNC CAMPUS.

Many more faculty, staff, and students will be aware of and engaged with HPDP's research and practice projects, thus growing our funding base and fostering a stimulating research environment which will lead to improvements in population health, well-being, and equity.

5 BUILD AND NURTURE EXTERNAL PARTNERSHIPS.

Project teams at HPDP will expand efforts to initiate and engage in external partnerships with the foremost goal of increasing equity in our collaborations and improving health outcomes in all communities, with a focus on marginalized communities. Our approach to partnership development will be centered on the recognition of our responsibilities as representatives of a powerful institution, working to establish equitable working relationships.

Complete rationale, strategies, and action plans are outlined in the HPDP Strategic Plan. We are now in the implementation phase and will reassess annually. To learn more or get involved, please contact Christina Rodriguez at hpdp@unc.edu.

HPDP is dedicated to reducing health disparities through community-based research and initiatives. We are part of a network of CDC Prevention Research Centers.