2021-2024 STRATEGIC PLAN

OUR MISSION
We build power to win recognition, rights, and resources for our communities in our ongoing fight for health equity

OUR VISION
Health care systems value humanity and wellness over profit and center the power of historically and systemically oppressed communities

OUR PRIORITIES

POWER BUILDING
Grow a powerful base and invest in the leadership development of core leaders, to set, win, and govern an agenda

HEALTH CARE SYSTEM REDESIGN
Effect policy in ways that build community power so that we change the design of health care systems and structures

NARRATIVE BUILDING
Create new public narratives about health and health care that transform what we collectively see as real and possible

OUR GOALS

A large, organized base
Core leaders set the organizational agenda
The base activates to win the agenda
Core leaders secure relationships and leadership roles to govern the agenda

Create government-run and funded, affordable, quality health coverage that includes immigrants
Core Leaders in Pueblo and Fort Morgan create and launch local campaigns
Priority bills implemented in alignment with our values and intentions

A new public narrative is used in our collective power building efforts
The narrative shows up in 2024 elections
Health care organizations and decision makers echo the narrative
The narrative is situated in a broader field narrative

Continually strive to live our values as an inclusive, diverse, anti-racist organization
Launch new internal structures that promote transparency and power sharing

OUR STRUCTURES

Center racial equity and black liberation
Center core leaders and combat hierarchy to distribute and share power