

Houston Viral Hepatitis Task Force - Strategic Plan, Fall 2019 - Spring 2021

Phase I Establish the Houston Viral Hepatitis Task Force as a reputable public health organization with the capacity to assess, address, and attenuate the challenges presented by Hepatitis in our catchment area (Status: **Waiting**, **Begun**, **Completed**)

Objective	Vision	Prerequisite	Deliverable	Action Plan	Status	ETA
1.1 Establish Bylaws, Mission, and Board Structure	The Task Force operates consistently and procedurally, accommodates changes in leadership and membership with minimal perturbation, delegates responsibility with confidence, and refers to the guiding principles of the mission statement		Written Bylaws distributed to members and available online	Propose draft bylaws, mission, and vision to membership and solicit feedback	Completed	July 2019
				Incorporate feedback and approve	Completed	August 2019
1.2 Become a 501(c)3 Nonprofit	The HVHTF collects donations, obtains grants, and establishes a budget in order to allocate funds for future projects	1.1	Obtain Tax Exempt status	Receive Employer Identification Number from the IRS	Completed	September 2019
				Solicit feedback from CPA or other professional	Completed	September 2019
				Submit Form 1023-EZ to IRS	Completed	October 2019
				Receive Tax Exempt Status	Completed	January 2020
1.3 Promote the Task Force with a professional website	Task Force members and prospective members look for resources on our website, and individuals in Houston affected by Hepatitis find the website organically	1.1, 1.2	100+ views monthly on a functioning website with its own domain by Annual Workshop 2020	Purchase a custom domain name (eg, HoustonHepatitis.com) for visibility	Completed	January 2020
				Draft a functional foundation website with essential information	Begun	January 2020
				Incorporate the capacity for online donations into the website	Waiting	February 2020
				Create a brand identity for the Task Force that can be replicated in other publications	Begun	February 2020
1.4 Consolidate Hepatitis resources represented in the Task Force and share them with the community	All individuals affected by Hepatitis, including those seeking information, testing, and treatment, find useful information in print or digital publications created by the Task Force	1.3	Establishment of a comprehensive resource catalog available digitally and in print	Solicit information on services provided by each member organization and compile them into a database	Waiting	January 2020
				Format and publish in print brochures for events, and on the website	Waiting	April 2020
1.5 Solicit funding	The Task Force will receive sufficient funds to print brochures or resource catalogs to be distributed at screening and health events, to pay for the website and other digital infrastructure, and to purchase rapid response Hep C kits	1.1, 1.2, 1.3	Multiple funding applications requesting at least \$10,000 in aggregate by the end of calendar year 2020	Solicit member input to establish a list of prospective funding sources	Waiting	March 2020
				Nominate a member or committee to solicit funding for essential supplies and operating costs	Waiting	June 2020
1.6 Host the Annual Workshop	Community stakeholders learn about the task force and join as members after attending the annual workshop; reposition the task force as an efficacious, high-gloss organization by announcing new developments and updates		150+ RSVPs and 75+ attendees at the Annual Workshop 2020; Solicit 20 member applications at the workshop	Establish a Workshop Committee to oversee the execution of the workshop	Complete	August 2019
				Establish a theme early in order to facilitate speaker requests	Complete	August 2019
				Create a digital RSVP system (through Eventbrite) to convert interest early into RSVPs	Complete	September 2019



Premier new Task Force developments, including 501(c)3 status, at the annual workshop

Waiting

May 2020

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Phase II Generate, implement, and refine the portfolio of services that the Task Force provides members and our communities, including screening, patient navigation, health education, and health equity activism (Status: **Waiting**, **Begun**, **In Progress**, **Completed**)

Objective	Vision	Prerequisite	Deliverable	Action Plan	Status	ETA
2.1 Reactivate the mayor's office	The Office of the Mayor is engaged with the task force, receives task force recommendations on local Hepatitis challenges, is frequently represented at task force meetings, and provides assistance as the task force pursues its objectives	1.2,1.3,1.4	Representative from the mayor's office attends at least 3 task force meetings in 2020	Officer or perhaps a prominent task force member will reach out to the Mayor's office after the Task Force has become more established	Waiting	May 2020
				Demonstrate efficacy of task force to the mayor's office with prepared materials on membership, activities, community needs assessment, etc	Waiting	June 2020
2.2 Plan and develop deliverables that will return value to member organizations for their participation	Community stakeholders send mid- to high-level employees to represent them in the Task Force, feel that they receive exclusive or privileged information, and actively seek to collaborate	1.2, 1.4	100% increase in registered membership by Annual Workshop 2020	Solicit quantitative member feedback through a satisfaction survey	Waiting	June 2020
				Solicit qualitative member feedback during a regular meeting, including suggestions on what would enhance "value added" for members	Waiting	June 2020
				Condense member feedback into actionable deliverables	Waiting	July 2020
2.3 Create a surveillance pipeline	The task force receives updates in local hepatitis transmission rates directly from the Health Department, State, or another live-reporting agency, and members come to expect the latest information at Task Force meetings		Monthly updates on Hepatitis transmission	Identify source of the most reliable and clean Hepatitis data	Begun	May 2020
				Designate an individual or committee to summarize and present the information for benefit of members	Waiting	July 2020
2.4 Create a development pipeline	A stream of small but steady donations and modest grants allows the task force to maintain a consistent presence in the community promoting care for affected individuals	1.2	\$1000 of membership dues and donations in 2020, and \$5,000 in grants in 2021	Fundraise at the Annual Workshop	Waiting	May 2020
				Establish a development committee to devote consistent but low-level effort to securing funding	Waiting	June 2020
				Assess funding efforts following corporation and devise a long-term strategy to enhance funding	Waiting	June 2020
				Purchase a mobile payment system to accept donations at events in addition to the website	Waiting	June 2020

Phase II

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2.5 Conduct a qualitative community needs assessment	Members, researchers, clinicians, and other community stakeholders converge in a professional forum to discuss local and regional trends in hepatitis transmission, treatment, and health outcomes, identify barriers to treatment, resources under-represented in Houston, and generate clinical, legislative, and grass-roots methods to address these challenges	1.1,1.2,1.3	30+ attendees, including representatives from at least one: <ul style="list-style-type: none"> • academic medical center • substance use program • clinical institution offering HCV treatment • policy-making body • pharmaceutical manufacturer 	Designate a committee to manage the needs assessment	Waiting	July 2020
				Reserve space, potentially conference room space from MDACC, BCM, UTH, or another institution who might be research stakeholders	Waiting	August 2020
				Invite Hepatitis stakeholders 3+ months in advance	Waiting	August 2020
				Host a professional and clean discussion of local and specific Hepatitis challenges	Waiting	October 2020
				Use qualitative analytic methods to summarize consistent themes and patterns	Waiting	November 2020
2.6 Create a report for public consumption	Members are supported in their lobbying efforts by a comprehensive and professional document raising the profile of the unique challenges they face, endorsing their policy prescriptions, and simultaneously enhancing public recognition of the task force	2.6	Professional white paper available on the website and distributed to members	Establish a special committee on policy to integrate information from the community needs assessment and research	Waiting	October 2020
				Actually write the white paper	Waiting	December 2020
				Distribute the white paper to attendees of the community needs assessment, members, allies, and even press	Waiting	January 2021