

Healthy Start, Inc.

Strategic Plan (2025–2028)



Mission

To improve maternal and child health and reduce poor birth outcomes and infant mortality.



Vision

Healthy Communities. Healthy Families.
Healthy Babies. Healthy Start.



Who We Serve

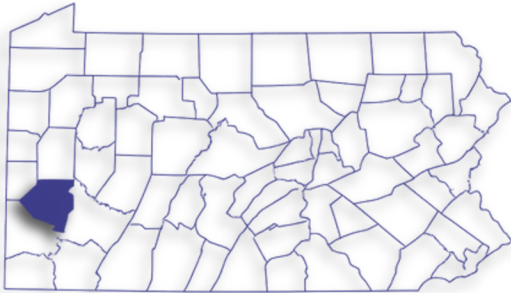
For over 30 years, Healthy Start, Inc. has worked alongside families, particularly Black women, infants, and communities, to confront health disparities and build systems where every birth is healthy and every family thrives.

Why This Matters Now

The United States faces a maternal health crisis, with Black women experiencing maternal mortality rates more than three times higher than their white counterparts. Locally, in Allegheny and surrounding counties, it mirrors these alarming trends. **Families still navigate fragmented systems that often fail to provide equitable, culturally responsive care.**

With deep community roots, trusted partnerships, and a proven track record in maternal and child health, Healthy Start is uniquely positioned to:

- Address the social determinants of health
- Lead regional systems change
- Elevate the community voice in shaping public health policy



The next three years will be pivotal in transforming proven programs into regional models for equity and impact.

Our Strategic Priorities



Leveraging Partnerships for Equitable Systems Impact

Healthy Start will deepen and expand cross-sector partnerships to co-create regional solutions that address the root causes of maternal and child health inequities.



Influencing Systems Through Data and Collective Voice

Healthy Start will enhance its ability to collect, analyze, and utilize data to inform and amplify its advocacy efforts, as well as share its impact.



Sustaining Impact Through Diversified Funding Models

To ensure long-term resilience, Healthy Start will pursue new revenue streams that align with its mission and values.



Optimizing Organizational Infrastructure & Leadership Capacity

Healthy Start will build and strengthen internal systems and structures, improve operational efficiency, and develop a distributed leadership pipeline.



Redefining Organizational Identity Through Strategic Branding

Healthy Start will launch a rebranding initiative that unifies its four programmatic areas under a single, equity-rooted voice.

What Success Looks Like by 2028

By 2028, here's what changes—

- **Healthier births, fewer disparities**, so more babies reach their first birthday.
- **One clear voice**, so families can find what they need, fast.
- **Partners pulling together**, so care isn't fragmented.
- **Stable funding**, so proven programs don't stop mid-stride.
- **Evidence in action**, so policy fits lived experience.



Opportunities for Partnership

Together, we can:

- Fuel equity-driven maternal health initiatives that change outcomes for families.
- Co-create research and advocacy that drives smarter policies.
- Champion culturally rooted care from doulas to mental health support.
- Reach families left behind by strengthening access in underserved communities.
- Elevate community voices so systems reflect those they serve.

Join us in building a future where every parent and baby can thrive!

What We Aim to Achieve



Leveraging Partnerships for Equitable Systems Impact

- ✓ Build a stronger network of partners to advance equity.
- ✓ Develop a shared framework to measure regional impact.



Influencing Systems Through Data and Collective Voice

- ✓ Create a central data system to track and share results.
- ✓ Launch annual policy campaigns rooted in data and lived experience.



Sustaining Impact Through Diversified Funding Models

- ✓ Secure long-term state funding for maternal health.
- ✓ Launch a technical assistance program to strengthen peer organizations.
- ✓ Develop a shared framework to measure regional impact.
- ✓ Expand individual giving as a core sustainability strategy.



Optimizing Organizational Infrastructure & Leadership Capacity

- ✓ Build a stronger HR foundation for growth and equity.
- ✓ Strengthen internal communication to improve collaboration.
- ✓ Develop fair staffing and pay models to attract and retain talent.



Redefining Organizational Identity Through Strategic Branding

- ✓ Launch a rebrand to unify and elevate Healthy Start.
- ✓ Tailor communication for funders, families, and partners.
- ✓ Apply consistent messaging and training across all programs.