

BUILD Strategic Plan, 2023-2026

May 2023

The
BUILD
HEALTH
Challenge®

The Need for BUILD

Health is traditionally thought of as health care in the United States – the doctor’s office, the emergency room, the prescription. In reality, most of our health is dependent on our environment and the systems with which we interact – our policies, society, and the neighborhoods where we work, live, and play. Because so many of these contextual drivers of health are shaped by systemic racism and oppression, and because they are influenced by so many competing elements, it is impossible for any sector, let alone a single organization or individual, to change them alone.

BUILD addresses this challenge head on. By catalyzing multi-sector, centered partnerships, BUILD is moving resources, attention, and action upstream to create the conditions that support equitable health outcomes and allow communities to thrive.

We Believe

- Our nation's health and well-being are grounded in the interplay and influence of our social, physical, and economic environments.
- True health transformation requires a broad network of national, state, and local support throughout the country—no single organization or sector can effectively address the upstream factors of health alone. Community health will improve when it is addressed by bold, data-driven partnerships.
- Everyone should have a fair and just opportunity to be healthier. Historically-marginalized groups should not bear a disproportionate burden of disease. Health disparities throughout the country have been caused or exacerbated by systemic racism and disinvestment, and other forms of oppression and neglect.
- Those who are closest to the problem should be closest to the solution. Individuals with lived experience know best what their communities need to thrive and should drive decision-making.
- Shaping an equitable and just society is the responsibility of all of us.



Our Vision

Everyone embraces a shared responsibility for catalyzing healthy and equitable communities.

Our Mission

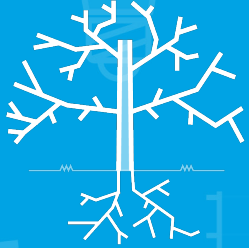
The BUILD Health Challenge® (BUILD) invests in multi-sector, community-centered partnerships that transform systems and elevate community power to advance health and racial justice.

Through learning, connecting, and amplifying these local initiatives, BUILD champions the national movement for health equity and moves attention, resources, and action upstream to support vital community conditions for health and well-being across the United States.



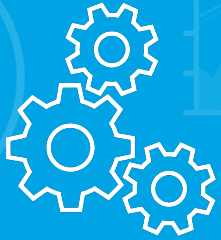
BOLD

Aspire to advance racial justice by driving fundamental shifts in policy, regulation, and sustainability, and support systems-level changes through a lens of justice, equity, diversity, and inclusivity



UPSTREAM

Focus primarily on the social, environmental, and economic factors that have the greatest influence on the health of a community, rather than on access or care delivery



INTEGRATED

Align the practices and perspectives of cross-sector partners under a shared vision, establishing new roles while continuing to draw upon the strengths of each partner



LOCAL

Prioritize the diverse lived experiences, voices, and leadership of neighborhood residents and community members throughout all stages of planning, implementation, and evaluation



DATA-DRIVEN

Use varied forms of data from both clinical and community sources as tools to identify key needs, measure meaningful change, and facilitate transparency amongst stakeholders in order to generate actionable insights

What does success look like: BUILD

- Spread of the BUILD model — with best practices in policy, community engagement, health equity, and data—in communities nationwide
- Create institutional change across sectors, advance systemic changes that promote health equity and racial justice, and reduce downstream health care costs
- Engage awardees, past and present, to build a national network and movement around upstream and collaborative health interventions
- Take steps towards influencing policy change at the national level
- Secure funding and new partnerships that support the long-term sustainability of BUILD's assets and network

What does success look like: Awardees

- Apply bold, upstream, integrated, local, and data-driven approaches within communities
- Increase capacity and effectiveness in utilizing these approaches to improve health
- Improve community health because of BUILD-related actions in a measurable way
- Amplify community power to ensure that those most impacted by structural inequity are recognized as trusted partners, play a key role in leading change, and hold decision-makers accountable.
- Effect systems changes to advance racial justice and health equity, including shifts in policy, funding, and practice
- Pursue sustainability, scaling, and the replication or adoption of programs with/by others

What does success look like: Funders

- Use learnings from these efforts to inspire and inform others, ultimately helping to create a new norm for how to support and resource community-led health, equity, and racial justice advancements
- Catalyze multi-sector collaborations among organizations at the local level to help develop and advance best practices for community health
- Provide and receive valuable regional and issue-specific expertise to inform the BUILD initiative and communities
- Move resources, attention, and action upstream to drive sustainable improvements in community health in alignment with their respective organizations' goals

BUILD Strategies

BUILD employs three primary strategies to achieve change. Based on BUILD's unique model for community collaborations, each strategy runs concurrent to the others and builds on one another—contributing to the normalization of community-centered approaches to health over time.



BUILD supports and invests in community collaborations

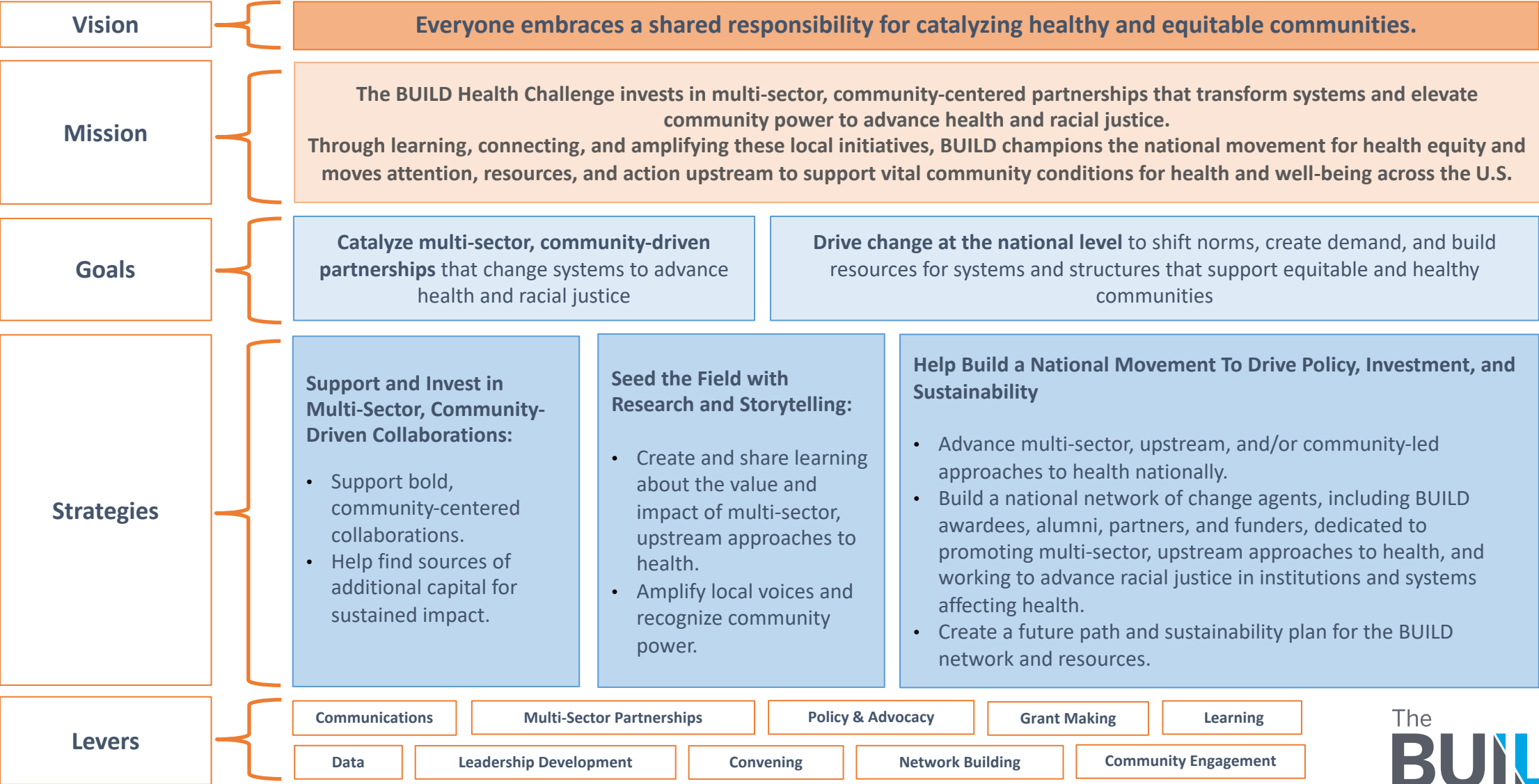
Why? Each site demonstrates how nontraditional collaborations, centering community voice, and upstream approaches can improve health outcomes and transform the systemic drivers of health equity.

BUILD sites and partners seed the field with research and storytelling in order to share learning widely.

Why? Sharing success increases awareness and demand for the BUILD approach to health, encouraging more partners and more collaborations to adopt the model.

BUILD helps advance a national movement that drives policy, investment, and sustainability.

Why? Leveraging the breadth, scale, and scope of these initiatives increases their collective strength and credibility, encouraging more partners to engage and to invest. Policies, regulations, and practices will change to incentivize and sustain these collaborative approaches to health—ultimately creating healthier populations in a more equitable system.



Questions?

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