

Call to Action FAQs

What is the Call to Action?

The Call to Action is one of three components of Oregon Health Forward. It directly supports the agency's goal of eliminating health inequities by calling on public and private partners of all sizes, across all sectors, to make commitments that advance the five pillars of the strategic plan. Types of commitments from partners can range from in-kind donations and bold philanthropic contributions to new product development, service-line expansions, and systems-level policy changes — reimagining the way care is provided or business is done.

The Call to Action is run by OHA in partnership with the nonprofit CDC Foundation, which leverages its expertise in public-private partnerships to drive transformative public health outcomes. All accepted commitments will be recognized and elevated by OHA and the CDC Foundation and celebrated publicly in a culminating event in Fall of 2025.

What kind of commitments is OHA looking for?

Proposed commitments may take the form of financial contributions or in-kind support, such as staff expertise, resource-sharing, or education and outreach initiatives; new product development and service-line expansions; programmatic initiatives addressing one of the five pillars; or institutional policy changes. Please see the Commitment Examples PDF for detailed examples of potential commitments aligned with different goal pillars.

Can I submit a recent investment or policy change for inclusion in the Call to Action?

Only new or scaled-up commitments will be prioritized for consideration in the Call to Action.

What is the deadline for submitting a proposed commitment?

Commitments will be considered and evaluated for inclusion on a rolling basis until **August of 2025**.

How do I know if my organization is eligible to participate?

All organizations from all sectors are eligible to participate in the Call to Action. Types of organizations may include but are not limited to: health care payers and providers; private and public businesses that operate outside of health care; community-based organizations; academia; philanthropy; trade associations; state and local government actors; and other individuals, institutions, or organizations.

Commitments will be evaluated based on their vision and impact on a specific goal pillar or strategy and may include a holistic consideration of an organization's size, scale, and resources.

Will my participation in the Call to Action effect any formal or informal relationships (contracts/grants/licenses/certifications) myself or my organization has with OHA?

No. An organization's participation in the Call to Action is completely voluntary and will have no effect on how OHA interacts with you or your organization now or in the future.

May I seek additional funds for my commitment idea?

The global nonprofit CDC Foundation is partnering with OHA on the Call to Action. If grant funds become available to additionally support an existing commitment accepted by OHA into the Call to Action, the CDC Foundation will reach out to the organization for a detailed follow up conversation. All decisions about fundraising, including whether an organization should receive funds, the amount of funds, and any conditions attached to potential funding, will be solely at the discretion of the CDC Foundation.

