

Oregon Health Forward — Call to Action

The Oregon Health Authority has set the goal of eliminating health inequities by 2030 – an ambitious yet achievable vision for a future where all Oregonians can achieve their fullest potential for health and well-being. OHA’s 2024-2027 strategic plan presents a clear roadmap for the agency’s own investments. But, achieving the 2030 goal demands creative alliances and **collective action**, beyond what OHA or any single government entity can accomplish alone.

The **Call to Action** mounts a **whole of society approach** to this challenge by marshaling big and bold commitments from a new statewide coalition of partners that can collectively, across sectors, advance the five pillars of OHA’s strategic plan:

- 1) Transforming behavioral health,
- 2) Strengthening access to affordable care for all,
- 3) Fostering healthy families and environments,
- 4) Achieving healthy Tribal communities, and
- 5) Building workplaces’ internal capacity to eliminate health inequities.

Commitments may come from **public and private partners of all sizes**, across all sectors, and from all parts of the state – including from groups such as:

- Health care payers and providers,
- Private and public businesses that operate outside of traditional health care,
- Community-based organizations,
- Academia,
- Philanthropy,
- Trade associations, and
- State and local government.

Commitments should be **new or scaled efforts that are proportionate to the size, scale, and resources of the committing organization**. Proposed commitments may take the form of financial contributions or in-kind support, such as staff expertise, resource-sharing, or advocacy; new product development or service-line expansions; programmatic initiatives addressing one of the five pillars; or institutional policy changes.

No matter their form, proposed commitments should aim to:

- Facilitate systemic, long-term change,
- Prioritize individuals and communities significantly impacted by health disparities,
- Scale up evidence-based strategies or
- Test new models for meeting critical needs, and
- Uniquely leverage an organization’s strengths

Commitments will be considered and evaluated for possible inclusion in the Call to Action on a rolling basis until **August of 2025** and will be celebrated publicly in a culminating event in the Fall.

The Call to Action is *a partnership between the Oregon Health Authority and the **CDC Foundation**, a global nonprofit that builds public-private partnerships to drive transformative public health outcomes. The Foundation will apply that expertise, support, and network to maximize impact in Oregon.*