#### **Kentucky Chapter**



## 2024-26 Strategic Plan

DTF (Diversity), OTF (Obesity), ATF (Adolescent), LTF (Legislative), CTF (Climate), CHTF (Community), ITF (Immigrant)

#### **Financial**

Ensure financial health and stability of Chapter

- Current Activities:
- -Pursue grant funding -Continue partnerships
- -Continue Mbr., Recruitment
- -Continue industry sponsorship of events
- Grants: continue grant funded initiatives/projects
- Medicaid: Work w/Dr. Theriot, AAP Guidance, TAC Committees on Understanding Medicaid payment
- Possibly, form a pediatrician work group around Medicaid payment

# Membership

Provide member value, increase engagement, utilize resources

- <u>Current Activities:</u>
   -Lapsed member post
- -Lapsed member post cards/communication
- -Maintain event promotion
- -Support Task Force activities
- Membership: continue Recruitment post cards
- DTF: More research re resources nationally

### **Child Health**

Advance child health, utilize pediatrician champions

- Current Activities:
- -Continue Annual Meeting educational event
- -Maintain event branding
- New Programs: Pursue
- DTF-Continue Annual Mtg
   Participation
- Continue Coalition for Healthy Children (FHKY)
- OTF-Develop Obesity Office Tool
- ATF-Offer digital health support
- ITF-Develop website materials

# **Advocacy**

Advance advocacy work

- <u>Current Activities:</u>
  -Children's Advocacy
  Day & Career Day
  AAP Legislative Conf.,
  Residents to AAP Leg
  Conf.
- +Focus Areas: LGBTQ, Immunizations, Smokefree KY, Access to Care
- Advocate for policy change for children's health
- LTF: Develop webinar for members & Increase promotion of LTF activities
- CTF: RX for Parks
- CHTF: Increase CATCH year round

# Healthcare Systems

Improve systems

<u>Current Activities:</u>
 -MCAID/CHIP advocacy

-Mental health systems

- Medicaid: Advocate for children/families post Covid funding
- Medicaid Payment (See Financial)
- Nurture partnerships: (FHKY, DPH, MCAID, Private Insurers)
- CTF: Develop Community Partners