



# Community Impact and Investment Goals and Strategies FY 2024-2025

## HEALTH

**Problem Statement:** Washington County ranks 18<sup>th</sup> out of 24 Maryland counties in the county health rankings. Life expectancy has declined over the past ten years, the opioid epidemic has pummeled our community, adult obesity rates have increased, and more children are living in poverty.  
*Source: 2022 Community Health Needs Assessment.*

**Goal Statement:** United Way will invest in Community Impact programs that increase access to healthcare and healthy foods, support healthy beginnings for children, public parks, and playgrounds, and quality healthcare especially to low-income individuals and families. United Way will support efforts to prevent and treat substance use disorder.

Target Outcomes:	Strategies:
<ol style="list-style-type: none"> <li>1. Access to Healthcare:</li>   <li>2. Healthy Beginnings</li>   <li>3. Food Security, Physical Activity, and Healthy Weight</li>   <li>4. Addition Prevention and Treatment</li> </ol>	<ul style="list-style-type: none"> <li>• Promote health insurance enrollment</li> <li>• Remove barriers to access public health benefits</li> <li>• Increase outreach to underserved communities</li> <li>• Increase access to prenatal care</li> <li>• Support healthy parenting skills through education</li> <li>• Ensure children have basic, essential needs</li> <li>• Integrate two-generation strategies that engage the entire family</li> <li>• Ensure no resident goes hungry</li> <li>• Increase access to &amp; consumption of healthy foods</li> <li>• Make physical activity fun and inclusive</li> <li>• Addiction prevention through education, awareness, and community outreach</li> <li>• Identify and treat the root causes of substance use disorder</li> </ul>

**Organizations Agree to:**

- Refer participants to other community partner organizations providing services as needed.
- Utilize a shared, managed information system to reduce or eliminate duplication of services.