

Missouri Coalition for Oral Health Strategic Plan 2017-2020

The Strategic Plan is primarily focused on operations. Goals and objectives developed and updated through Coalition committees are nested below this overall plan.

Mission Statement:

To improve oral health with all Missourians by advocating for sound public policy.

Vision:

Oral Health for all Missourians.

Principles:

- **Oral health is integral to overall health.**
- **All Missourians should have access to comprehensive, high quality health care.**
- **Our policy agenda is based on consensus.**
- **We are committed to sustaining a diverse, highly engaged membership.**
- **We advocate for positive change and improvement of oral health services and the health care system.**

Goals:

- 1. The Coalition will prove the value of Coalition membership, and the community will join and actively engage in the work of the Coalition.**
- 2. The Coalition will be recognized as the premier resource and advocate for oral health policy in Missouri.**
- 3. The Coalition will conduct all business with operational excellence.**

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Goal 1. The Coalition will prove the value of Coalition membership, and the community will join and actively engage in the work of the Coalition.

- A. Increase membership through the creation of a membership option for grassroots consumers.
- B. Create a sense of community within MCOH.
- C. Develop MCOH awards and recognition programs.

Goal 2: The Coalition will be recognized as the premier resource and advocate for oral health policy in Missouri.

- A. Increase MCOH's participation in broader conversations about health to ensure that oral health is represented and prioritized.
- B. MCOH will implement the policy agenda, which will be based, in part, on input from the diverse membership of the coalition.
- C. Establish and maintain relationships with policymakers.
- D. Build collaborative relationships with organizational partners with an emphasis on engaging both grassroots organizations and the broader health community.

Goal 3: The Coalition will conduct all business with operational excellence.

- A. Govern effectively through an appropriate board/ staff relationship.
- B. MCOH will be data-driven organization.
- C. Operate the organization with financial stability.