



PENNSYLVANIA OFFICE OF
RURAL HEALTH

Strategic Plan ♦ 2014 – 2016

Vision Statement

The Pennsylvania Office of Rural Health (PORH) will be the preeminent rural health leadership organization in the Commonwealth of Pennsylvania and the most effective State Offices of Rural Health in the United States.

Mission Statement

The mission of the Pennsylvania Office of Rural Health is to enhance the health status of rural Pennsylvanians and ensure that rural residents have access to high quality, affordable health care.

Guiding Principles

The activities of the Pennsylvania Office of Rural Health are based on social responsibility, commitment, cooperation, honesty, and integrity. Our actions are collaborative and nonpartisan.

Our Constituency

PORH's constituency includes professionals and consumers whose actions and interests affect the delivery of healthcare services in rural areas of the state and nation. This includes, but is not limited to, national, state, and community-based rural health advocates; healthcare providers; educators; elected officials and policy makers; state agency staff; community and economic development specialists; farm safety and agricultural health specialists; researchers; and others.

Goals and Objectives

Goal One: Support Rural Healthcare Delivery Systems

- 1a. Be the leading source of information and assistance on rural issues to providers, organizations, agencies, and employers
- 1b. Promote the development of networks and partnerships that address current and emerging rural health issues

- 1c. Provide continuing education on current and emerging issues relevant to rural populations
- 1d. Conduct research and analysis that contributes to the rural health knowledge base
- 1e. Implement initiatives that strengthen the rural healthcare delivery system

Goal Two: Advance the Health of Rural Pennsylvanians

- 2a. Implement initiatives that address rural population health
- 2b. Provide technical assistance on issues that directly impact the health of rural residents such as pesticide exposure, physical health, oral health, mental and behavioral health, farm safety, and more

Goal Three: Serve as the leading advocate for rural health in Pennsylvania

- 3a. Advocate for state and national policies that support the health of rural residents and strong rural healthcare systems
- 3b. Encourage grassroots advocacy through leadership development and education
- 3c. Expand awareness in the state and nationally on rural health issues
- 3d. Serve in advisory capacities on initiatives that advance healthy rural populations

Goal Four: Strengthen Organizational Capacity

- 4a. Increase and diversify funding sources
- 4b. Create and implement independent streams of support
- 4c. Re-invigorate and utilize the expertise of an external Advisory Board
- 4d. Increase partnerships and collaborations
- 4e. Promote professional development and advancement
- 4f. Assess and align internal resources to support organizational goals and objectives



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