

Alternate Frame

We're Strategic AF

Health Equity & Client Engagement: Budgetary Considerations

1. What are your health equity goals for the fiscal year and beyond?

- a. How were they developed?
- b. Are they reflected in your organization's strategic plan?
- c. Have internal/external policies, programs, and internal culture been factored in?

2. How was your budget determined?

- a. Which came first, the funding or your assessment and plan?
- b. Has bundling of additional external resources been pursued/exhausted?
- c. How were the budgeted goals, projects, and tasks valued?
- d. Does your resource allocation reflect realistic costs?
- e. Was the value of client engagement adequately reflected?
- f. Was the funding a redistribution of funds previously allocated to another equity program/plan; will other marginalized clients be negatively impacted?

3. How does the funding requested advance your health equity goals and strategy?

- a. Do the goals and strategies reflect actual and perceived client needs or are they determined by the priorities of the funding source; how can the two be reconciled without comprising intended impacts?
- b. Does the funding expand upon or supplant current internal/external health equity initiatives?
- c. Do your goals and strategy consider intersectionality such as ableism, ageism, language, and cultural diversity, etc..?
- d. How will internal/external capacity-building and sustainability be achieved?
- e. Is there a line item for ongoing internal/external collaboration and communications?

4. How will continued evaluation, budget adjustments, and reporting occur?

- a. Have processes and realistic timelines been developed and resourced?
- b. Has client collaboration been factored into development rather than business as usual?
- c. Have incentive goals been integrated into the work for organization? For client input?
- d. Has your public relations strategy been resourced and aligned with health equity lens and strategy?
- e. How will you celebrate milestones/successes? How will you learn from and message challenges/missteps?

alternateframe.org

P O Box 4523, Phila., PA 19149

215 219-5129