

PASOs Strategic Plan Overview

PASOs, meaning “steps” in Spanish, utilizes the Community Health Worker/Promotor model statewide to serve individuals and families and strengthen leadership within Latino communities to advance health education and awareness, advocacy, resource navigation, resource connection and leadership development.

PASOs is also focused on the advancement of the CHW workforce and improving our systems to better reach and serve Latino communities for a healthier and stronger South Carolina.

Strategic Goal	Community Health Worker Training – Implement specialized trainings for community health workers with a strong focus on social determinants and public health in Hispanic and Latino populations.
STRATEGY 1	Increase regular availability of training opportunities.
STRATEGY 2	Standardize quality control measures for training curriculum development and facilitation.
STRATEGY 3	Streamline training costs.
STRATEGY 4	Identify continued areas for needed training and supports for community health workers.
STRATEGY 5	Develop a Spanish community health worker curriculum applicable to train community health workers outside of South Carolina.

Strategic Goal	Technical Assistance – Expand tailored technical assistance, coaching and resources on community health worker program implementation and best practices to healthcare systems, FQHCs, public health departments, and community-based organizations serving the Latino population
STRATEGY 1	Develop a Latino focused community health workers <i>Best Practice Toolkit</i> .
STRATEGY 2	Provide technical assistance support to PASOs community health workers and affiliate organizations implementing PASOs’ community health worker model.
STRATEGY 3	Support the Community Health Worker Institute (CHWI) in adapting a database to improve the evaluation of CHWI technical assistance services to include showing impact and tracking technical assistance for community health worker staff and partners.
STRATEGY 4	Increase communications about PASOs technical assistance services.
STRATEGY 5	Increase replication of PASOs community health worker model in South Carolina.

Strategic Goal	Leadership – Increase the capacity of PASOs’ statewide initiatives in better serving Hispanic and Latino communities through intentional community health worker leadership.
STRATEGY 1	Maintain communication and engagement of previous Board of Advisors members for serving and inform them of the process for establishing a new Advisory Council.
STRATEGY 2	Review and revise the old Board of Advisors process, protocols, and Bylaws as needed.
STRATEGY 3	Establish a new PASOs Advisory Council made up of 10–15 community health workers, community leaders, and subject matter experts who can support and champion PASOs statewide initiatives with Hispanic and Latino communities, as well as help create sustainability for PASOs.

Strategic Goal	Professional Development – Ensure all PASOs team members (staff and affiliates) are working at their highest potential, building strengths, and working to overcome challenges through employee appraisals and assessment processes.
STRATEGY 1	Complete all PASOs staff evaluations utilizing the University of South Carolina evaluation tools and process.
STRATEGY 2	Create survey tools necessary for the 360-degree feedback assessments which will be used in the first quarter of 2023 to provide constructive insight about each statewide team member’s performance.

Strategic Goal	Advocacy – Provide advocacy and support to ensure that Hispanic and Latino voices are heard throughout South Carolina with the goal of improving the quality of life and health in Hispanic and Latino communities.
STRATEGY 1	Review and update the CCHA Advocacy Plan with goals and objectives that support PASOs’ Vision and Mission and respond to the current needs of South Carolina’s Hispanic and Latino populations.
STRATEGY 2	Gain commitment from PASOs team for Advocacy Plan and goals.
STRATEGY 3	Ensure effective implementation and goal achievement by engagement of community leaders and through ongoing awareness and engagement efforts with community health workers and other community stakeholders.

Strategic Goal	Best Practice Programs – Increase and promote PASOs proven practices and evidence of success and formalize organizational best practice programs.
STRATEGY 1	Increase PASOs’ evidence of success.
STRATEGY 2	Increase awareness and promotion of PASOs’ successful programs and outreach in peer-reviewed journals and other publications.
STRATEGY 3	Increase profile and knowledge of PASOs’ proven practices amongst key stakeholders

Strategic Goal	Sustainability – Increase more sustainable and unrestricted funding from varied sources, including contracts and PASOs-initiated proposals.
STRATEGY 1	Increase state, federal, and foundation funding sources to support Central Office work.
STRATEGY 2	Increase Capacity Building Contracts for Cultural Competence Workforce Development training and technical assistance supports.
STRATEGY 3	Support PASOs Affiliate Sites in securing new funding, and sustainability for community health worker model implementation and continuation.