**Scope of Work: Strategy Mapping for IDOH Chronic Disease, Primary Care, and Rural Health**

**1. Purpose**

To develop a comprehensive strategy map that aligns the CDPCRH Division's goals, activities, resources, and performance measures, and IDOH's three strategic priorities (Improve Maternal and Infant Health Outcomes, Prevent Chronic Disease, and Strengthen Data Quality and Transparency) ensuring clarity, coherence, and strategic direction for effective program implementation and evaluation.

**2. Objectives**

- Identify and articulate the division's aim, role, and long-term desired outcomes.
- Map key strategic priorities and pathways that link program inputs to outputs, outcomes, and impact.
- Encourage planning and goal-setting that stretches programs beyond existing funding streams and considers the broader chronic disease burden and needs in Indiana.
- Engage internal division and agency stakeholders to validate assumptions, align expectations, and ensure shared understanding.
- Produce a visual strategy map that serves as a guide for planning, resource allocation, performance measurement, and communication.

**3. Key Tasks and Deliverables**

**Task 1: Project Initiation and Document Review** –

- Meet with division leadership to confirm goals, scope, timeline, and key points of contact.
- Review relevant division and agency documents (strategic plans, operational plans, evaluation reports, logic models, previous assessments).
- Deliverable: Summary of findings and refined project plan.

**Task 2: Internal Stakeholder Engagement** -

- Identify internal and external stakeholders critical to program success (e.g., program staff, community partners, funders). (CLARIFY that this is internal discussion)
- Conduct interviews, focus groups, or workshops with internal division and agency stakeholders to gather insights on division-wide priorities, challenges, and opportunities.
- Deliverable: Stakeholder input summary.

**Task 3: Strategy Framework Development** -

- Define or refine core components including vision, mission, values, strategic priorities, and outcome areas.
- Identify causal pathways linking strategies to expected outcomes (near-term, intermediate, long-term).
- Deliverable: Draft strategic framework with defined strategy areas and outcome pathways.

**Task 4: Strategy Map Creation** –

- Develop a visual strategy map that shows how CDPCRH Division activities and strategies drive outputs, outcomes, and long-term public health impact.
- Iterate with division leadership to adjust structure, language, and layout.
- Deliverable: Final strategy map (PDF and editable formats).

**Task 5: Implementation Guidance** -

- Provide recommendations for how to operationalize the strategy map (integration into planning, performance monitoring, workforce alignment, communication).
- Develop optional supporting tools such as an implementation checklist, performance indicators, or communication templates.
- Deliverable: Implementation guidance document.

**4. Timeline**

Project duration: 12–16 weeks (adjustable based on division needs).

Key milestones include kickoff, stakeholder engagement, draft framework development, strategy map review, and final deliverables.

**5. Roles and Responsibilities**

- **Consultant/Facilitator**: Lead all tasks, coordinate stakeholder activities, develop materials, produce deliverables.
- **Program Team/Division Leadership Team**: Provide documents, participate in meetings, support internal stakeholder recruitment, review drafts, and approve final products.

**6. Assumptions**

- Division staff are available for timely review and feedback.
- Access to documents and stakeholders is provided within agreed timelines.
- Scope adjustments may require timeline or budget revisions.

**7. Expected Outcomes**

- A shared strategic vision across all stakeholders.
- A clear and actionable strategy map that guides decision-making.
- Improved alignment between activities, resources, and desired public health outcomes.