



Strategic Plan 2025-2030

VISION	Health and well-being for all people and communities.			
MISSION	HealthBridge works with partners and communities worldwide to improve health and reduce health inequities through research, policy, and action.			
GUIDING PRINCIPLES	a) We work with local partners and communities to ensure a shared process that identifies priorities, develops culturally appropriate solutions, applies innovative practices, promotes effective policies, and conducts thorough monitoring and evaluation. b) We are committed to a rights-based approach that promotes gender equality, diversity, and inclusion, recognizing these as essential to achieving health and health equity. We prioritize supporting people living in vulnerable situations. c) We are dedicated to safeguarding the communities we work with by preventing harm and prioritizing their well-being. d) We collaborate with partners around the world, which is key to our success, enabling effective communication, knowledge mobilization, and knowledge translation, facilitating our role in making a meaningful difference. e) Our research follows the Principles for Global Health Research, helping us address emerging and current issues and achieve our goals through evidence-informed solutions and policies. f) Our work aligns with the UN Sustainable Development Goals (SDGs) by addressing key determinants of health, including social, structural, and commercial factors.			
FOUNDATIONAL PROGRAMS	Sexual, Reproductive, Maternal and Child Health & Rights Improve sexual, reproductive, maternal, and child health (SRMCH) and rights by increasing equitable access to quality services and fostering supportive environments.	Nutrition & Food Security Improve nutrition and food security by ensuring the availability and equitable access to nutritious, culturally appropriate food and quality nutrition services, while addressing barriers to healthy eating.	Tobacco Control & NCD Prevention Reduce the burden of tobacco use and non-communicable diseases by advancing prevention efforts, and creating enabling environments that facilitate healthy behaviors.	Livable Cities Improve the livability and resiliency of cities by promoting equitable access to inclusive public spaces that foster physical activity, healthy eating, and social connection.
STRATEGIC DIRECTIONS	1.0 Integration Across Programs & Themes	2.0 Knowledge Generation & Translation	3.0 Emerging Global Health Issues	
5 YEAR GOALS & OBJECTIVES	1.1 Identify and integrate the health impacts of climate change (HICC)	2.1 Strengthen engagement and build strategic alliances to increase influence at various levels.	3.1 Identify emerging global issues that may impact programs and/or the organization.	

	1.1.1 Identify the health impacts of climate change. 1.1.2 Develop actions to address HICC in program designs, proposals, and implementation. 1.1.3 Support partners in integrating HICC actions into their programming. 1.2 Foster synergies across programs and initiatives 1.2.1 Develop cross-program and cross-cutting concept notes and proposals that address shared opportunities. 1.2.2 Implement existing and emerging opportunities for collaboration to strengthen program impact. 1.3 Explore and factor mental health considerations into programs as appropriate. 1.3.1 Develop an internal brief identifying mental health issues relevant to our work. 1.3.2 Identify mental health implications within target communities.¹ 1.3.3 Ensure mental health considerations inform program design and implementation.	2.1.1 Build and strengthen local and global collaboration to advance collective action in global health. 2.1.2 Participate in multilateral forums to help shape global health priorities. 2.2 Enhance the visibility, reach, and impact of our research. 2.2.1 Conduct research to contribute to the evidence base to drive improved health outcomes. 2.2.2 Strengthen knowledge translation to engage and inform diverse audiences. 2.2.3 Expand dissemination efforts across platforms including scientific conferences and policy forums.	3.1.1 Establish a system for continuously monitoring emerging issues for potential impact, risks, and opportunities in programs. 3.1.2 Establish a system for continuously monitoring organizational needs and areas for action including impact, risks, and opportunities. 3.2 Enable staff and partners to act on emerging issues. 3.2.1 Ensure membership in relevant networks and groups (e.g., climate change, global health) to stay informed. 3.2.2 Identify and allocate resources where available to enable staff and Board engagement on emerging issues. 3.3 Explore program and/or partnership opportunities in Canada. 3.3.1 Monitor regularly potential program and partnership opportunities in Canada.
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¹The principles for Global Health Research were adapted from the original CCGHR Principles by K. Plamondon (2022); for more, see: Plamondon, K. M., & Bisung, E. (2019). The CCGHR principles for global health research: Centering equity in research, Knowledge Translation, and Practice. Social Science & Medicine, 239, 112530. <https://doi.org/10.1016/j.socscimed.2019.112530>