



# Champions of Health

## Our Approach to Public Health

We thrive on helping organizations improve public health by taking an interdisciplinary approach and using a broad frame to understand root causes of poor health and potential solutions. We know community health and wellbeing are inextricably linked to a range of community conditions, including access to care, safe housing, food access, environmental

quality, climate change, and structural racism. We help clients develop tools, methods, and frameworks for health research and surveillance; facilitate and support cross-sector groups to take collective action; and use qualitative and quantitative approaches to help clients better understand the impact of policies, programs, and investments.

## Shaping Equitable Outcomes

Equity is one of our [core values](#). We work to pursue equitable outcomes for each other, our clients, and the greater communities we serve in several ways. *How we listen:* We listen deeply, actively, and with curiosity. We create space for diverse perspectives in a conversation, using multiple methods and channels to gather input. *How we collect and think about data and information:* We know that “traditional” data tell us only one side of the story. We prefer to use principles of community-based participatory research. Collecting input from diverse stakeholders—including stories and insight from lived experience—gives us a rich, 360-degree view of an issue.

*How we define and analyze problems and solutions:* We invite partners and the community to help us define the problem, looking to the past to understand root causes and to the future to identify and mitigate unintended consequences. *How we identify and engage stakeholders:* We treat program beneficiaries as evaluation partners, using their insight on who to engage and how to do so effectively. When designing budgets for evaluations, we advocate for stipends to compensate participants for their time. We are motivated by the idea that achieving health equity is possible when we look to communities as a source of solutions.



We are passionate about public health. We are a team of problem solvers, planners, researchers, and systems thinkers who enjoy working in interdisciplinary contexts to solve pressing and complex public health problems.

## SERVICES

Strategy

Research and Analysis

Design and Implementation

Evaluation and Learning

Collaborative Processes

Information Management

# Recent Project Examples



## CLIMATE AND HEALTH

- Evaluating an international effort to decarbonize the healthcare sector and equip healthcare workers to serve as advocates at the nexus of climate change and health.
- Engaging in a multiyear evaluation of philanthropic investment that aims to mobilize equitable climate action by health care institutions, health practitioners, and community advocates in ways that reflect the needs and priorities of low-income communities and communities of color.



## EQUITABLE COMMUNITY DEVELOPMENT

- Evaluating the progress of a new approach to place-based grant-making that aims to spark community-led system and advance health equity by supporting community leadership, strengthening networks, and fostering institutional change.
- Evaluating a statewide effort that puts community-based organizations in the driver's seat for conducting outreach, increasing vaccine uptake, and building workforce opportunities among communities hardest hit by COVID-19.



## FOOD SYSTEMS

- Providing ongoing process management and facilitation support to a state food policy council to take collective action on topics ranging from impacts of climate change and food insecurity to rural economic development.



## POPULATION HEALTH

- Providing ongoing strategic planning and facilitation support to a network of federally funded state and local health officials to collaborate on public health actions that advance environmental health at the local and national level.
- Building, integrating, and expanding state and national public health surveillance systems for tracking childhood blood lead levels and risk factors.



## EPIDEMIOLOGIC TOOLS AND RESOURCES

- Developing topic-specific reporting tools for state epidemiologists to analyze data, create clear data visualizations, and communicate findings on various injury topics to diverse audiences.
- Conducting a stakeholder engagement process to revise recommendations and a public website focused on the prevention and containment of suicide clusters.

# SELECT CLIENTS

## FEDERAL

U.S. Centers for Disease Control & Prevention

- National Center for Environmental Health
  - Environmental Public Health Tracking
  - Asthma and Community Health
  - Lead Poisoning Prevention
- National Center for Injury Prevention and Control
  - Division of Injury Prevention

## LOCAL GOVERNMENT

Washington State Conservation Commission

## NON-PROFIT

Council of State and Territorial Epidemiologists

Public Health Institute

Enterprise Community Partners  
Health Care Without Harm

## PHILANTHROPY

IKEA Foundation

Kresge Foundation

The Colorado Health Foundation

## FOR MORE INFORMATION

Jennifer Major  
jmajor@rossstrategic.com  
(206) 792-4079

## WWW.ROSSSTRATEGIC.COM

Seattle • Olympia • Austin • Bend