

Rush University Medical Center: Communications Planning Anchor Mission

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Communications Planning Anchor Mission



Rush is an academic health system comprising Rush University Medical Center, Rush Copley Medical Center and Rush Oak Park Hospital.

Rush's Mission – Improve Health

Rush's mission changed from not just *delivering* care, but to improving the health of the individuals and diverse communities we serve:

The mission of Rush is to improve the health of the individuals and diverse communities we serve through the integration of outstanding patient care, education, research and community partnerships.

Four Transformative Priorities

People

Create an innovative environment of continuous learning and personal growth to develop the health care workforce of the future

Reach

Extend and expand the reach of Rush through growth, partnership and innovation



Programs

Deliver an integrated, patient-centered approach to care and discovery that sets a new standard for quality and value

Community

Become a catalyst for community health and vitality

Rush's Three-Part Health Equity Effort

Narrowing gaps in health inequity in our surrounding communities – most notably measured in life expectancy – is a top organizational priority and has three elements:

- The **Office of Community Engagement** develops and leads a series of initiatives that address the social determinants of health.
- **West Side United**: coordinate broader health equity efforts among several institutions including Rush.
- The internal **Anchor Mission** intentionally directs the economic benefits of how we hire, purchase and invest towards nine West Side neighborhoods. Rush' efforts are increasingly being cited as a national model.

Anchor Mission: Key Part of Our Health Equity Strategy



Anchor Mission Communication Goals

- Create excitement, engagement and support for Rush's plans on the West Side with both internal and external audiences important to Rush's success and reputation
- Increase Rush's internal awareness of these efforts and how employees/faculty/students can get involved
- Engage employees, faculty and students to be good PR ambassadors of this work
- Position Rush as a national leader in health equity solutions

Anchor Mission Communication Strategy

- Through **storytelling** in a variety of communications channels and vehicles, we are sharing and showing the efforts of Rush's work in anchor communities, and building a growing library of digital content to **document Rush's national leadership on health equity**
- Reach key internal and external stakeholders through existing and new tactics and communication vehicles – electronic, in person, existing meetings, talking points for leaders, etc.
- This is a **collaborative effort** - sharing content among internal communications, marketing, philanthropy, government relations
- **Utilize anchor mission leaders** to extend communications
- Ensure message on **“why are we doing this?”** is clear: improve the health of the communities we serve

Communications Tactics

- ✓ **Rush News, Inside Rush homepage (intranet)**
- ✓ **ROPH News and Inside ROPH homepage (intranet)**
- ✓ **RUMG News**
- ✓ **Meetings/discussions**
- ✓ **Special, focused town hall-type meeting on community topics (diversity week 2018 and 2019)**
- ✓ **Meet and greet tables around Rush**
- ✓ **Videos/photos (for internal/external)**
- ✓ **Inside Health**
- ✓ **Media stories**
- ✓ **Rush's social media channels**
- ✓ **Content on external websites for Rush University Medical Center, Rush University, Rush Oak Park Hospital**

Audiences

- **All employees and leaders at the Medical Center, ROPH and Copley**
- **RUMG members, physicians (private and employed); at all locations**
- **Rush University faculty, students**
- **Board of Trustees**
- **Donors, supporters**
- **Volunteers**
- **Public including - patients (inpatient, outpatient) and visitors**
- **Community members**
- Legislators, alderman, reps, village officials
- Community leaders
- Area/neighborhood residents/ businesses
- Public/potential patients
- News media
- Potential donors
- Vendors/suppliers
- Regulatory agencies
- Other area health care providers; IMD members

Buy and source locally

Meet our Newest Vendors, Support the Anchor Mission

New Food & Catering Vendor Site Makes Supporting Anchor Mission Easier

Feeding Rush's Anchor Mission

Shop the West Side – Inspiration Kitchens

Shop the West Side – Chicago Hope Café

Make Your Next Food Order from Our West Side Vendors



Anchor Mission Food & Catering

As part of Rush's Community Anchor Mission Initiative we encourage every department to utilize small businesses on the West Side of Chicago, with a goal to improve economic vitality and address the social determinants of health. For any large and small scale events and meetings for your departments please consider local restaurants from the list below to order and cater food.

We would like to get feedback from you on customer service and quality of food from these restaurants. Please send your feedback to buy_local@rush.edu or post your feedback in the discussion section on this site. For further questions, please contact John Andrews, Business Diversity Manager at John_Andrews@rush.edu or Shweta Ubhayakar, Manager – Anchor Mission Initiatives at Shweta_A_Ubhayakar@rush.edu



Feeding Rush's Anchor Mission

8/9/2018

While eating more pizza is rarely a healthy choice, one of dozens of excellent restaurants from Chicago strategy of improving people's health by improving neighborhoods. To help familiarize people at Rush on Thursday, Aug. 2, Rush hosted a tasting event i

Nine restaurants and catering services from the co items from their distinctive menus, which ranged fi southern cuisine with a Midwest twist. The purpose people here at Rush to consider choosing these res Medical Center.

The restaurants included Baba Pita, Dream Chef Ki Taco Man, Jewell Events Catering, KitchFix, Karla's Lettuce Serve You.



Hire locally and develop talent

[Video featuring collaboration with Skills for Chicagoland's Future](#)

<https://www.rush.edu/health-wellness/video-library/sanoras-story>

VIDEO LIBRARY



Hiring Managers: Join the Anchor Mission

If you are planning on hiring a new member of your team, please consider asking your recruiter if our partnership with [Skills for Chicagoland's Future](#) could help you fill the job.

Our collaboration with Skills is a part of our Anchor Mission to provide jobs and resources to the people of the West Side of Chicago.

[This message](#) from recruiting manager [Michael Jones](#) shares one of our success stories. You can also watch [a video](#) about the story on the right.

Talk to [Michael](#) or [your recruiter](#) if you'd like to know more.



Click picture to watch video

Sanora's Story

Meet Sanora Hutcherson, a supply chain tech who benefited from the West Side United employment initiative.

Posted: Tuesday, March 06, 2018

Hire locally and develop talent

Patient Care Technician and Medical Assistant Career Pathways Now Available

New Career Pathway Program Begins for Medical Assistants, Rooted in Anchor Mission

**Excellence.
It's How We Work.**

Rush University Medical Center has positions available in the following areas:

- Administrative Assistants
- Clinic Coordinators
- Medical Technologists
- Patient Access Coordinators
- Patient Care Technicians
- Registered Nurses

Go to www.jobstrush.com to find out more.

West Side Gazette ads

**Excellence.
It's How We Work.**

Rush University Medical Center has positions available in the following areas:

- Lab Technician
- Lab Supervisor
- Medical Technician
- Phlebotomist

Go to www.jobstrush.com to find out more.

**Take the Next Step
On Your Path to Success**

Patient Care Technician Pathway Program

A unique opportunity for Rush employees and community members, between the age of 18 and 26, to obtain a Basic Nursing Assistant (BNA) certification through Malcolm X College and to partake in professional development experiences at Rush.

FOR DETAILS, VISIT :

Inside Rush >> Human Resources >> Training and Development >> Workforce Learning >> Patient Care Technician Pathway Program

PARTNERS:

Rush | Skills for Chicagoland's Future
Chicago Urban League | Malcolm X College
One Million Degrees | The Care Group

Flyers, direct messages to staff and managers

Invest locally – impact investment

https://www.rush.edu/news/press-releases/rush-makes-first-impact-investment

NEWS HOME NEWS RELEASES NEWS FEATURES IN THE NEWS

Rush to Make \$6 Million in Impact Investments

September 19, 2017

Rush University Medical Center will invest more than \$6 million over the next three years in organizations that are working to revitalize neighborhoods on the West Side of Chicago. The investments are part of Rush's broader endeavor to be an anchor of better health for residents of Chicago's West Side by improving the economic health of their neighborhoods.

"Rush's mission of improving the health of the individuals and communities we serve is about more than just providing quality health care," said Dr. Larry Goodman, CEO of the Rush system and Rush University Medical Center. "We must also address the social and economic forces that are root causes of poor health, and increasing the amount of affordable housing and jobs in West Side communities does just that."



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9/21/2017

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Rush will make its investments by partnering with Community Reinvestment Bank (CRB), a private financial institution that helps communities gain access to capital often unavailable to them.

"These are investments, not donations or grants"

The first of Rush's "social impact investments" — a \$1 million loan to the CDFI Chicago Community Loan Fund. Rush will fund Chicago's Neighborhood Rebuild Training pilot program that will help transform vacant neighborhoods into single family or two-flat homes or townhomes.

Local contractors will hire and train about 200 ex-offenders who will then be sold at affordable rates. The city of Chicago will also invest \$1 million in IFF, the largest affordable housing trust in the city.

In August, Rush also invested \$1 million in IFF, the largest affordable housing trust in the city. This investment will address socio-economic challenges linked with housing instability.

Invest locally – impact investment

[Rebuilding Homes and Lives](#) (video)



Inside Health



Rebuilding Homes and Lives

Rush has invested \$1 million in an initiative that's building affordable housing in Chicago while also providing construction jobs to ex-offenders. See it in action in an inspiring video.

[LEARN MORE >](#)

Volunteer and support community building

Learn about Employee Volunteer Program

Survey Says: Rush Employees Eager to Volunteer

Wishing You Peace, Joy and Good Health

Rush Reaches Out to Anchor Communities with STEM

Rush Celebrates STEM with Optical Illusions, Coding and More

Mayor Emanuel Hails Rush IS Internships During Visit



Lunch & Learn Today! Learn about Rush's Employee Volunteer Program

1/14/2019

Join your colleagues today at a Lunch and Learn about the new employee volunteer program on Monday, Jan. 14, Searle Conference Center, fifth floor of the Professional Building.

You can reserve your space [here](#).

Rush is introducing a new employee volunteer program as a part of our Anchor Mission commitment to our neighborhood. The new volunteer program not only will provide assistance to our neighbors, but also will allow Rush employees to become



Rush Volunteers at a Day of Service at Douglas High School

Survey Says: Rush Employees Eager to Volunteer

8/16/2018

When Rush's Office of Community Engagement team surveyed employees in July about volunteering at Rush, they were amazed to learn that almost 90 percent of surveyed employees would like to volunteer. More than 400 employees completed the survey and shared their thoughts about volunteering at Rush, with highlights of the results, with quotes from survey participants.

- Most popular areas of interest: mentoring/tutoring/training (55 percent), supporting STEM education (45 percent), and supporting local businesses (35 percent). *Survey participants would love to see a program like this work in tandem with Rush's work in West Side communities."*
- Biggest incentives to participate: an official policy to support volunteers (66 percent); organized, institutionally supported events (55 percent); support from managers and senior leaders (35 percent); and events that include family and other community members (30 percent). *Survey participants think having a centralized place for people to see what opportunities are available and what is needed would be helpful.*
- Commitment that would work best: Once a month (65 percent) during the work week (61 percent). *"For full-time employees, it would be difficult to find time to volunteer outside of work hours. For part-time employees, it would be difficult to find time to volunteer during work hours."*



Dear Rush Colleague,

During this season of giving, we want to acknowledge and thank you for the time, effort, ability and compassion you bring to our patients, students and surrounding community. We are grateful for all the good you do.

We in turn are making a gift on behalf of you and everyone at Rush. Continuing our recent history of giving, we have recently been donated to several of our community partners on the West Side.

This year, we chose to support the following organizations, which aid women in crisis and provide support to young mothers and their children, who are experiencing poverty:

- **New Moms Inc.** supports young mothers, and their children, who are experiencing poverty
- **Deborah's Place** provides supportive housing and services for women who are homeless.
- **Sarah's Inn** provides comprehensive services for women and children affected by domestic violence.

Home for Anchor Mission content on intranet

Transformative Priority: Community

The Rush System will serve as a catalyst to measurably impact each of our communities.

Rush will integrate community partnerships to address social, economic and environmental issues to improve health outcomes and lower the overall cost of care for the diverse populations we serve. Rush has a four-part approach to community initiatives:

- **Health and health care:** Implement strategies to better manage the health of populations, prevent disease and reduce unnecessary demand on the health care systems in our local communities.
- **Neighborhood and physical environment:** Rush will address the social determinants of health that lead to disparities in health outcomes by establishing economic, educational and environmental partnerships and programs.
- **Economic vitality:** Improve economic vitality of neighborhoods by ensuring that each Rush location is an anchor in its community through hiring, purchasing and investing. This includes working in partnership with the local community. Examples of partnership include Rush Copley's ongoing engagement with the Latino community in its service area and Rush's involvement in West Side United. This cooperative brings together health care institutions, community residents, educators, not-for-profit agencies, local businesses, government agencies and faith-based institutions to make Chicago's West Side a stronger, healthier and more vibrant place to live.
- **Education:** Education is a key driver of increased life expectancy. Rush will provide educational opportunities — including high school internships and college apprenticeships — in the communities we serve.

Quick Links

- [Adopt-A-Family](#)
- [Anchor Mission Strategy](#)
- [Community Health Implementation](#)
- [Impact Investing](#)
- [REACH](#)
- [Restoring Lives and Homes \(video\)](#)
- [Sonora's Story \(video\)](#)
- [School-Based Health Centers](#)
- [Tour de West Side](#)
- [West Side Business Directory](#)
- [West Side United](#)

Improve Health

The Rush strategic plan is deeply rooted in four interrelated, mutually reinforcing strategic priorities: People, Programs, Reach and Community. These four components of the strategic plan are designed to work in unison to achieve our primary purpose: to improve health.

[Read More](#)

People

Create an innovative environment of continuous learning and personal growth to develop the health care workforce of the future.

[Read More](#)

Programs

Deliver an integrated, patient centered approach to care and discovery that sets a new standard for quality and value.

[Read More](#)

Reach

Extend and expand the reach of Rush through growth, partnership and innovation.

[Read More](#)

Community

Become a catalyst for community health and vitality.

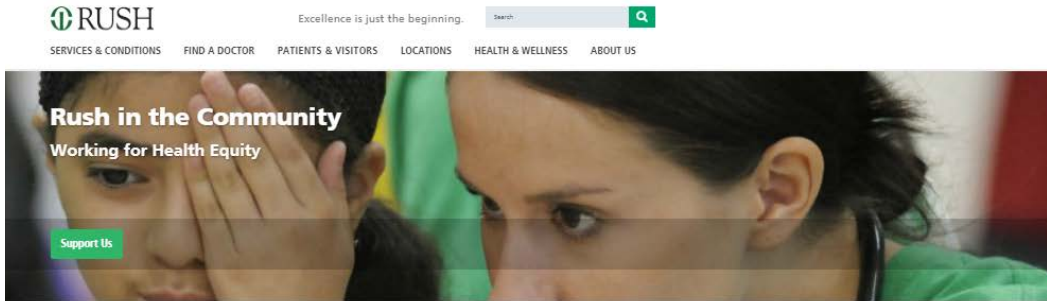
[Read More](#)

Mission: Improving Health

Vision: Rush as Leader

I CARE VALUES

Anchor Mission on external website



Rush in the Community

- Rush's Anchor Mission Strategy
- West Side United
- Road Maps and Reports
- Office of Community Engagement
- Center for Community Health Equity
- Support for Our West Side Communities

Chicago's West Side has been Rush's home since 1873. We share our community with a diverse population, culturally rich neighborhoods and other institutions that serve residents all over the city and the region.

But for too long, much of the West Side has been overlooked and under-resourced. People who live in the neighborhoods at the center of Rush's service area are working through the effects of decades of structural racism and economic deprivation, including higher levels of poverty and unemployment; crowded housing; and lower rates of education and health insurance.

The resulting inequities in health, employment, income, education and other areas have a far-reaching impact on community well-being — an impact starkly illustrated by the fact that life expectancy for a resident of Chicago's Loop is 85 years, while six miles west the life expectancy for a resident of the West Garfield Park neighborhood is just 69 years.

Together with residents, community leaders, nonprofit organizations and other health care institutions, our goal is to be a catalyst for community health and vitality by dismantling barriers to health, and by promoting health equity both within and outside of Rush.

Rush is already recognized as a national leader in this work — in 2016, the American Hospital Association honored Rush as an honoree for its "Equity of Care" award for the third time in recognition of our efforts to reduce health care disparities and advance diversity and inclusion — but there is much more to do.

[Home](#) / [About Us](#) / [Rush in the Community](#)

About Us

- About Rush +
- Rush in the Community**
- Rush's Anchor Mission Strategy
- West Side United
- Road Maps and Reports +
- Office of Community Engagement +
- Patient Stories +
- National Recognition and Accreditations
- Volunteering +
- Patient Satisfaction and Feedback +
- Quality and Safety at Rush +
- Diversity and Inclusion

Rush's Anchor Mission Strategy

Leveraging our strength to benefit our community



Medical research is increasingly clear: The root causes of many diseases and chronic conditions that shorten the lives of West Side residents link back not to genetics or poor choices, but to social, economic and environmental factors.

Rush is the largest employer on the West Side and spends millions of dollars on goods and services each year. Our Anchor Mission Strategy outlines the ways in which we channel that economic power to make West Side residents healthier by working to improve the economic vitality of their neighborhoods. We want to address the causes of poor health, not simply treat the symptoms of disease.

The strategy, which incorporates the following four commitments, drives our efforts to concentrate the impact of how we hire, purchase, invest and volunteer in eight of the West Side communities we serve.

- **Hire locally and develop more local talent:** We are steadily increasing the amount of new employees we hire from these eight neighborhoods by partnering with city-wide community-based organizations to align our hiring needs with job candidates' skills. We are also developing programs that help our current entry-level employees advance their careers within Rush.

[Rush's Anchor Mission on Rush.edu](#)

Anchor Mission overall

Leading the Country in Strengthening Communities

https://www.rush.edu/news/leading-country-strengthening-communities

NEWS HOME NEWS RELEASES NEWS FEATURES IN THE NEWS

Leading the Country in Strengthening Communities

December 5, 2018

Rush sets example of how 'anchor' hospitals can help neighborhoods as well as patients

For nearly 150 years, Rush University Medical Center has helped make people healthier by providing world-class health care. As clinical research has made increasingly clear, however, factors other than genetics and lifestyle choices have a major impact on health. Pervasive social issues such as poverty, lack of access to quality education, systemic racism and unemployment contribute to many illnesses — including diabetes, asthma, cardiovascular disease and depression — that shorten the lives of people who live in urban areas like those that surround the Medical Center's campus.

As the largest non-governmental employer on Chicago's West Side and a hospital with deep, longtime roots in the community, Rush is well-positioned to address these social and structural determinants of health. The Medical Center employs more than 9,700 people and spends more than \$557 million on goods and services each year.



Rush System for Health
@RushUniversityMedicalCenter

- Home
- Photos
- Videos
- Posts
- Events
- About
- Community
- Info and Ads
- Email Signup

Like Following Share

Rush System for Health
December 17, 2018

"As a hospital, we were organized to heal and prevent suffering. Our healing now has to extend to neighborhoods and the root causes of inequity." — David Ansell, MD, Rush's senior vice president for community health equity



RUSH.EDU
Leading the Country in Strengthening Communities

You, Judy Grossman, David Mrazek and 126 others 4 Comments 22 Shares

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Inside Rush

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Intranet Home Departments Policies & Procedures Resources Human Resources Link More at Rush

Sign up



Acting Locally, Leading Nationally in Strengthening Communities

12/10/2018

For nearly 150 years, Rush University Medical Center has helped make people healthier by providing world-class health care. As clinical research has made increasingly clear, however, factors other than genetics and lifestyle choices have a major impact on health. Pervasive social issues such as poverty, lack of access to quality education, systemic racism and unemployment contribute to many illnesses — including diabetes, asthma, cardiovascular disease and depression — that shorten the lives of people who live in urban areas like those that surround the Medical Center's campus.

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During its 2017 fiscal year, Rush crafted its Anchor Mission strategy, a plan to align those resources to improve health in nine West Side neighborhoods that are home to nearly 500,000 people. Instead of just treating the illnesses that arise from inequities, Rush is working to create healthier communities — in part by making sure that its economic power helps to boost the economic vitality of neighborhoods where poverty is concentrated.

Storytelling with existing graphics



Use media stories internally

- March, 2018, Chicago Magazine: [Rush Hospital Wants to Tackle the West Side “Death Gap.” Will It Work?](#)**

“The huge health system’s goal to reduce massive health disparities in the city is unprecedented. To succeed, it needs to undo decades of racist policies and disinvestment.”

“A SECOND CITY”

Rush Hospital Wants to Tackle the West Side “Death Gap.” Will It Work?

The huge health system’s goal to reduce massive health disparities in the city is



Use media stories internally

- April, 2018, WTTW Chicago Tonight: [Chicago Hospitals Strive to Increase Life Expectancy on West Side](#)**

Darlene Hightower, Rush’s associate vice president of community engagement and practice discusses how the 16-year “death gap” uncovered by Rush University Medical goes deeper than gun violence and how a new coordinated effort –West Side United – are addressing the root causes of poor health



The screenshot shows the WTTW Chicago website's news section. At the top is the WTTW logo and a navigation bar with links for schedule, watch, programs, events, kids, about, and support. Below this is a 'NEWS' header with sub-links for MAIN, VIDEO, ARCHIVE, SPONSORS, and ABOUT, and a secondary row of links for Politics, Education, Business, Culture, Science/Technology, and Health. Two news articles are featured:

- Chicago Hospitals Strive to Increase Life Expectancy on West Side**
 Apr 10, 2018 | Evan Garcia
 Accompanying image: A street sign for 'Eddy's FOOD MART' with text: 'GROCERIES-ALSO PRODUCE', 'FAST FOOD RESTAURANT', 'WE ACCEPT LINK CARD', and 'OPEN'.
- West Side United Aims to Improve Health, Life Expectancy of Residents**
 Feb 28, 2018 | Kristen Thometz
 Accompanying image: A panoramic view of the Chicago skyline at sunset.

Use media stories internally

October, 2018: Modern Healthcare, [Healthcare leaders implored to look inward to fix ailing system](#)

“Rush worked up a plan to not only increase local hiring and create better career growth opportunities for nonclinical staff, but to make local purchasing decisions. The idea being that investing financially in people and communities will have a large impact on health. “We had lots of community programs,” Ansell said, “but they were not designed to move the needle on health outcomes. We went to the board and made community health equity a strategy.”



The screenshot shows the Modern Healthcare website interface. At the top, the site title "Modern Healthcare" is displayed with the tagline "The leader in healthcare business news, research & data". Navigation links for "Providers", "Insurance", "Government", "Finance", "Technology", and "Transformation" are visible. The article title "Healthcare leaders implored to look inward to fix ailing system" is prominently featured, along with the author "Matthew Weinstock" and the date "October 20, 2018". A photo of Dr. David Ansell is included, with a caption identifying him as "Senior vice president for community health equity" at "Rush University Medical Center". Social media sharing icons for Twitter, Facebook, LinkedIn, and others are located below the photo.

December, 2018. Modern Healthcare: [Flaws in reporting create knowledge vacuum regarding community benefits.](#)

Use media stories internally

November, 2018: AAMC News

[Breathing life into local economies](#)

“So in 2016, Rush shifted strategy, reinventing itself as an economic anchor with the ambitious goal of halving that gap. “Before, we may have been helping the communities, but not in a coordinated, intentional way, and more important, we were not measuring efforts’ social impact,” says Patti O’Neil, Rush’s chief investment officer and treasurer. “Now Rush is thinking much bigger: It is collaborating with local leaders on hiring efforts, re-evaluating how it selects vendors, and lending millions of dollars to revitalize Chicago-based projects.”

DIVERSITY & INCLUSION



Tuesday, December 11, 2018 | by Sarah Mahoney, special to AAMCNews

Breathing life into local economies

Buying locally. Offering job training. Investing in budding businesses. Medical schools and teaching hospitals increasingly collaborate with local communities to improve health and help cure economic ills.



Veronica Inabigo harvests lettuce at one of the Evergreen Cooperatives, a portfolio of worker-owned companies founded by hospitals and other economic anchors in Cleveland, Ohio. Credit: Ken Weiss

Use media stories internally

December, 2018. Crain's Chicago Business: [Chicago hospitals team up to help entry-level workers advance careers](#)

"An organized pipeline for professional development in underserved communities, done well and over an extended period of time, can have an important socioeconomic impact on the community."



December 11, 2018 10:19 AM

Chicago hospitals team up to help entry-level workers advance careers

Lurie Children's Hospital, NorthShore University HealthSystem, Rush University Medical Center and UChicago Medicine are looking to promote employees in nonclinical positions. Here's why.

Upcoming stories

- Broader partnership with Anchor Mission restaurants
- Pathway participant profiles
- West Side employee resource group
- Microloans – why “small” amounts have a big impact
- Working Credit –feature on participant
- Impact Investing/CCLF progress and social impact metrics
- Social Impact Fund announcements
- Hatchery and Chicago Rebuild Progress Report
- Local labor - construction workers on New Ambulatory Building
- Video on health equity

Ongoing communications

- Continue to execute on the communications plan
- Cover all new developments in the Anchor Mission pillars
- Widen the health equity focus –internal and external
- Review and update the reports that Rush creates around health equity
- Internally, encourage anchor mission leaders to talk about this work at meetings they attend
- Create talking points; Q and A; key messages about Anchor for leaders
- Find opportunities internal/external to showcase Anchor Mission leaders as thought leaders in the equity space
 - blogs from leaders in Anchor Mission pillars
- Ensure this work is introduced in orientation for those new to Rush
- Find new ways to use existing graphics to continue to tell the story; potential for infographics