

INCREASE AWARENESS AND SUPPORT

Increase awareness among key audiences about HIV/AIDS and active support for CARES' efforts to lower infections and improve health outcomes.

STRATEGIES:

- Implement a comprehensive multi-year marketing plan to raise awareness of the disease and recognition of CARES as the leading resource for HIV/AIDS in Middle Tennessee.
- Strengthen our web presence and use of social media.
- Integrate events with marketing and communications.
- Engage and align board, staff and volunteers as effective agency spokespersons.
- Use data effectively to measure and communicate our impact.
- Provide leadership for and participate in public policy and legislative advocacy efforts.

SUSTAIN OUR IMPACT

Increase and diversify the financial resources required to support current operations and new initiatives.

STRATEGIES:

- Implement multi-year fundraising plan to support five-year strategic goals.
- Identify new program opportunities for generating revenue.
- Generate revenue through third party reimbursement.
- Implement a planned giving program.
- Increase and diversify funding from private and government grant sources.



STRENGTHEN ORGANIZATIONAL CAPACITY

Fully engage staff, volunteers and board members, and ensure that operational resources are adequate to achieve strategic outcomes.

STRATEGIES:

- Implement an employee continuing education/professional development program.
- Promote an agency culture of learning, outcome orientation and mutual support.
- Implement broad engagement plan.
- Promote and seek partnerships for multi-site operations.
- Implement updated technology improvement plan.



NASHVILLE
CARES

FIGHTING TO END HIV/AIDS

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COMMUNITY AIDS RESOURCES EDUCATION & SERVICES

Changing the Facts About HIV in
Middle Tennessee.



NASHVILLE
CARES

FIGHTING TO END HIV/AIDS

STRATEGIC PLAN 2014-2020



MISSION

Our mission is to end the HIV/AIDS epidemic in Middle Tennessee. We work to achieve this through education, advocacy and support for those at risk for or living with HIV.

VISION

A community where HIV infections are rare, and when they do occur, everyone with HIV/AIDS has access to care, treatment and support to achieve optimal health and self-sufficiency without stigma or discrimination.

IMPACT

By 2020, the number of HIV infections reported annually for the Nashville Metropolitan Statistical Area (MSA) will be reduced by 50% (from 200 to 100) and the agency's average client community viral load will decrease by 60% (from 13,000 to 5,300).

VALUES

Compassion. Integrity. Service.



NASVILLE CARES

STRATEGIC PLAN 2014-2020

REDUCE NEW INFECTIONS

Reduce by 50% the number of new infections in Nashville MSA by 2020 through comprehensive, effective and targeted prevention efforts.

STRATEGIES:

- Implement comprehensive multi-year Prevention Plan (including biomedical, behavioral and structural strategies).
- Increase the consistent presence and normalization of HIV testing throughout a wider range of health and community settings.
- Align the use of prevention resources with evidence of effectiveness from current data and informed research.
- Strengthen our Prevention for Positives programming.

IMPROVE HEALTH OUTCOMES

Increase by 75% the number of people in agency care who consistently achieve optimal viral load suppression regardless of race, gender, ethnicity, age, sexual orientation or socio-economic status.

STRATEGIES:

- Expand and integrate peer services for management of care and adherence.
- Deliver services through a multi-disciplinary team approach.
- Conduct research and use data that informs our treatment strategies.
- Promote and seek partnerships to increase integration of medical and social services.

