

2025-2030 SHIP Implementation Brief

How SHIP priorities are implemented, aligned, and measured statewide.

SHIP implementation advances population health through aligned, multi-sector action. Implementation focuses on connecting and strengthening efforts across organizations, communities, and systems to achieve shared population-level results.

Implementation emphasizes:

- Alignment around shared priorities and measures
- Collaborative action across sectors
- Continuous learning informed by data

Population Health Approach

Implementation is grounded in a population health model that recognizes health outcomes are shaped by more than healthcare alone. Individual behaviors, social and economic conditions, medical care, education, and the physical environment all influence health. SHIP implementation therefore addresses both health outcomes and health factors.

SHIP Priority Areas

Health Outcomes

- Chronic Health Conditions
- Behavioral Health
- Maternal and Infant Health

Health Factors

- Safe and Affordable Places to be Physically Active
- Affordable and Nutritious Foods
- Access to High-Quality Care
- Income and Poverty
- Education
- Neighborhood and Community Development

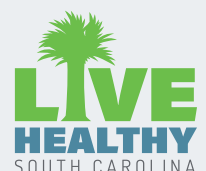
Accountability and Measurement

Implementation is guided by Results-Based Accountability (RBA), a framework that connects action to population-level improvement.

RBA focuses on three core questions:

- How much was done?
- How well was it done?
- Is anyone better off?

Using RBA supports shared accountability, transparency, and data-informed decision-making across all SHIP priority areas.



Implementation in Action

All SHIP priority areas follow a shared implementation approach to ensure alignment, accountability, and learning across the state.

1. Shared Results and Indicators

Each priority area is anchored by a clear result statement describing the desired condition of well-being for the population. Headline indicators are used to track progress toward these results over time.

2. Aligned Strategies and Action Plans

Partners collaboratively develop and refine strategies that translate statewide priorities into action plans. Action plans:

- Clarify roles and responsibilities
- Identify coordinated activities across organizations
- Define performance measures to track progress

3. Partner-Led Implementation Across Organizations

Implementation occurs through the work of participating organizations. Priority Area Workgroups support this process by:

- Coordinating activities across partners
- Supporting alignment rather than directing work
- Sharing best practices and problem-solving challenges

4. Measurement, Learning, and Course Correction

Data and partner feedback are used to assess progress and inform decisions. Measurement supports:

- Understanding what is working
- Identifying barriers and gaps
- Adjusting strategies and actions as needed

This continuous learning and improvement approach ensures SHIP implementation remains responsive and focused on real-world impact.

Why Alignment Matters

Population health challenges are complex and interconnected. Alignment across sectors allows organizations to:

- Focus efforts on shared priorities
- Reduce duplication
- Strengthen impact through collaboration
- Address challenges that cannot be solved independently

SHIP provides the shared framework and measures needed to support collective action statewide.

Strategic Framework

A phased approach to implementation and monitoring.

Strategic Stakeholder Alignment

Expand and re-engage, activate the implementation structure, and begin shared accountability for SHIP priorities.

Operational Design

Establish workgroups and define performance measures to translate strategy into executable action.

Accountability Framework

Secure partner commitment and buy-in for priorities, indicators, and strategies, and formalize roles and expectations.

SHIP Ecosystem Blueprint

Document how partners, strategies, and measures align across the system, clarifying roles, connections, and gaps.

Performance Infrastructure

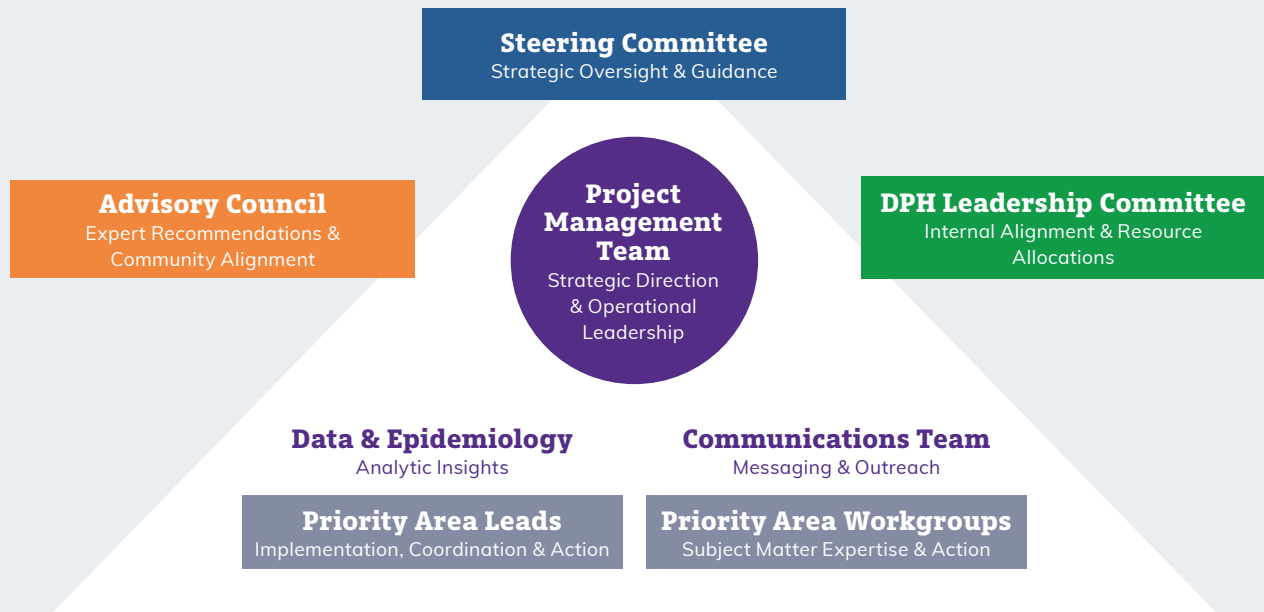
Finalize action plans and embed performance measures in a reporting system.

Results Management and Turning the Curve

Monitor progress, use data for continuous improvement, and drive sustained action to improve outcomes.

Implementation Structure & Partner Involvement

SHIP implementation is designed to move beyond coordination toward collective action across sectors and communities. It is supported by an implementation structure that fosters accountability through collaborative decision-making and inclusive participation. This multi-layered organization enables transparent communication, ensures all stakeholders have a voice in shaping outcomes, and promotes shared ownership of outcomes across the state.



Get Involved!

Participation is flexible and designed to align with existing missions, capacity, and expertise. Organizations may engage at different levels:

Stay Informed

- Use data, dashboards, and updates to inform planning and decision-making.

Align Efforts

- Map existing initiatives, policies, or investments to SHIP priorities, strategies, and measures.

Implement Actions

- Participate in priority area workgroups and advance agreed-upon action plans through organizational and community efforts.

Invest and Contribute

- Provide expertise, data, staff time, funding, or other resources to support implementation and learning.

Organizations may participate at **one or more levels** depending on interest and capacity.



SOUTH CAROLINA
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To find out how to get involved, connect with us!
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