



RAÍCES
HEALTH STRATEGIES

From Vision to Action: Strategic Solutions for Advancing Health

Karla Granado, LLC dba **Raíces Health Strategies** is a social impact consulting firm that supports nonprofit organizations, government agencies, and health systems in strategic planning, stakeholder engagement, and resource development.

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Core Competencies

- Strategic planning & implementation
- Stakeholder & community engagement
- Grant writing & resource development
- Coalition building & facilitation

PAST CLIENTS

NYC Health Department - Dementia Program

Supported development of a dementia strategic plan and implementation roadmap through stakeholder engagement, needs assessment, data analysis, and workgroup facilitation.

Neighborhood Housing Services of Baltimore

Provided resource development and strategic support, securing over \$600,000 in grant funding and building a grants tracking and reporting system using Airtable.

NYC Health Department - Hypertension Program

Led development of a citywide hypertension strategic plan, co-founded a multi-sector coalition, and contributed to the award of \$1.5M in CDC funding to improve blood pressure control among Black Medicaid members.

Key Personnel

Principal Consultant, Karla Granado, MPH, has 15 years of experience in safety net health systems, state and city health departments, and partnering with non-profit organizations.

How We Work

- Data-informed strategic planning
- Clear, measurable implementation planning
- Structured stakeholder engagement
- Effective storytelling for resource development

Why Choose Us

- 15 years of experience in public health, healthcare, and non-profit sectors
- Proven success in resource development, securing over \$1.5 million in cumulative funding across clients
- Created two multi-sector coalitions in NYC
- Strong background in chronic disease prevention, housing, aging, and social drivers of health
- Ability to navigate complex environments
- Proven ability to design strategies that are fundable, actionable, and measurable

CAGE: 10A50

DUNS: 110185252

UEI: J8X2BMKU4NL5

EIN: 88-3945606

MBE&WBE: CITY OF AUSTIN

MWBE: CITY OF NEW YORK