



**DUNS Number:** 080065331

**CAGE Code:** 9HYO4

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**NAICS Codes:**

541611 - General Management Consulting Services

541618 - Other Management Consulting Services

541690 - Other Scientific & Technical Consulting

541720 - Research & Development in Social Sciences & Humanities

611430 - Professional and Management Development Training

624190 - Community Health Education Services

923120 - Administration of Public Health Programs

925120 - Urban Planning and Community/Rural Development

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*Contact us today to discuss how we can contribute to your public health initiatives with a clear focus on health equity.*

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# THE GRAY OWL PUBLIC HEALTH SERVICES

*YOUR TRUSTED PARTNER IN  
PUBLIC HEALTH CONSULTATION*

## CAPABILITY STATEMENT

The Gray Owl Public Health Services, LLC., is a public health consulting firm dedicated to the promotion of health and well-being across communities. Our commitment extends to addressing health equity and eliminating health disparities, reflecting our profound understanding of the societal factors influencing public health outcomes.

### CORE COMPETENCIES

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**Public Health Strategy and Policy Development:**

- Integration of health equity principles into policy development processes.
- Expertise in developing comprehensive, equity-focused public health strategies that align with government objectives.
- Proven ability to create sustainable plans that promote long-term community health.
- Conduct thorough policy analyses to assess their impact on public health outcomes.

**Epidemiology and Data Analysis:**

- Skilled in collecting, analyzing, and interpreting health data to inform decision-making and program design.
- Utilization of data to design and implement targeted interventions addressing disparities among vulnerable communities.

**Program Design, Evaluation, and Behavioral Sciences Practice:**

- Mixed methods evaluation to drive continuous improvement.
- Proven ability to evaluate the effectiveness of public health programs, measure outcomes, and report on impact.
- Application of implementation science and theory-informed behavioral science methodologies to inform intervention and program development.
- Development of theory of change and logic models to visually represent program initiatives' activities, outputs, expected outcomes, and anticipated impacts.

**Community Engagement and Health Promotion:**

- Tailoring health promotion efforts to address disparities in health outcomes.
- Successful track record in engaging diverse communities and stakeholders to develop culturally relevant, responsive, and sustaining public health campaigns.
- Ensuring community-driven in the design and execution of equitable public health programs.
- Design and execution of comprehensive health education initiatives for target populations.

**Grant Writing and Funding Acquisition:**

- Securing funding with a specific focus on reducing health disparities and promoting health equity.
- A track record of success in obtaining resources for targeted public health initiatives.

**Health Equity and Social Determinants of Health:**

- A dedicated commitment to eliminating health disparities and advancing health equity.
- Incorporation of social determinants of health into all public health activities.

### DIFFERENTIATORS

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- An unwavering dedication to eliminating health disparities and promoting health equity by addressing the root causes of inequities.
- A holistic approach that places a particular emphasis on addressing disparities within program design and leveraging data for ongoing improvement.
- A unique ability to infuse health equity principles into every facet of policy development, ensuring inclusive public health strategies that benefit all.
- An inclusive approach that goes beyond engagement to empowering communities to co-create interventions, ensuring cultural relevance and sustainability.