

# Equity

We demand, design and create ways to ensure equity for our families

Equity involves trying to understand and give people what they need to enjoy full, healthy lives. Equality, in contrast, aims to ensure that everyone gets the same things in order to enjoy full, healthy lives. Like equity, equality aims to promote fairness and justice, but it can only work if everyone starts from the same place and needs the same things. (Annie E. Casey Foundation)

# Empower

We strive to empower our families to build the lives they want and deserve.

# Quality

We expect high quality care for women and families of ourselves and our partners.

# Collaborative

We strive to build collaborative relationships with and amongst our families and our partners.

# Passionate

We believe passion drives the positive outcomes our families deserve.

# Effective

We strive to not only be efficient but effective in how we serve our communities with and amongst partners and continue to build partnership with those to support our families

# Innovate

As an innovator and trendsetter in the maternal child health space we develop effective strategies to improve family outcomes and believe innovation is necessary to achieve racial equity.





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CelebrateOne Columbus  
**VALUES**

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We believe passion drives the positive outcomes our families deserve.



THE CITY OF  
**COLUMBUS**  
ANDREW J. GINTHER, MAYOR

[columbus.gov/celebrate-one](http://columbus.gov/celebrate-one)



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