



# InCoLab is

A cross-sector, community-oriented network.  
A systems approach to solving complex health challenges.  
Focused on community-wide outcomes.  
Dedicated to aligning & connecting across communities.  
A resource incubator.  
Nimble & responsive to the system.  
Looking ahead to the future.  
A catalyst.  
A convener.  
A data collector, assessor & storyteller.  
A culture shift.  
A decision-making body.  
Committed to co-design & co-ownership.  
Invested in lived experience.  
An opportunity to collaborate.  
Greater than the sum of its parts.

# InCoLab is not

A direct service provider.  
Beholden to one organization or sector.  
Focused on program outcomes.  
A gatekeeper of the process.  
A program designer.  
Invested in the status quo.  
Committed to past structures.  
A health department program.  
A competitor.  
A fiscal agent or funder.  
Territorial.  
The voice of JCPH.  
Exclusive.  
Transactional.  
A hoop to jump through.