"Alone we can do so little; together we can do so much."

– Helen Keller

Collaborating to Improve Community Health
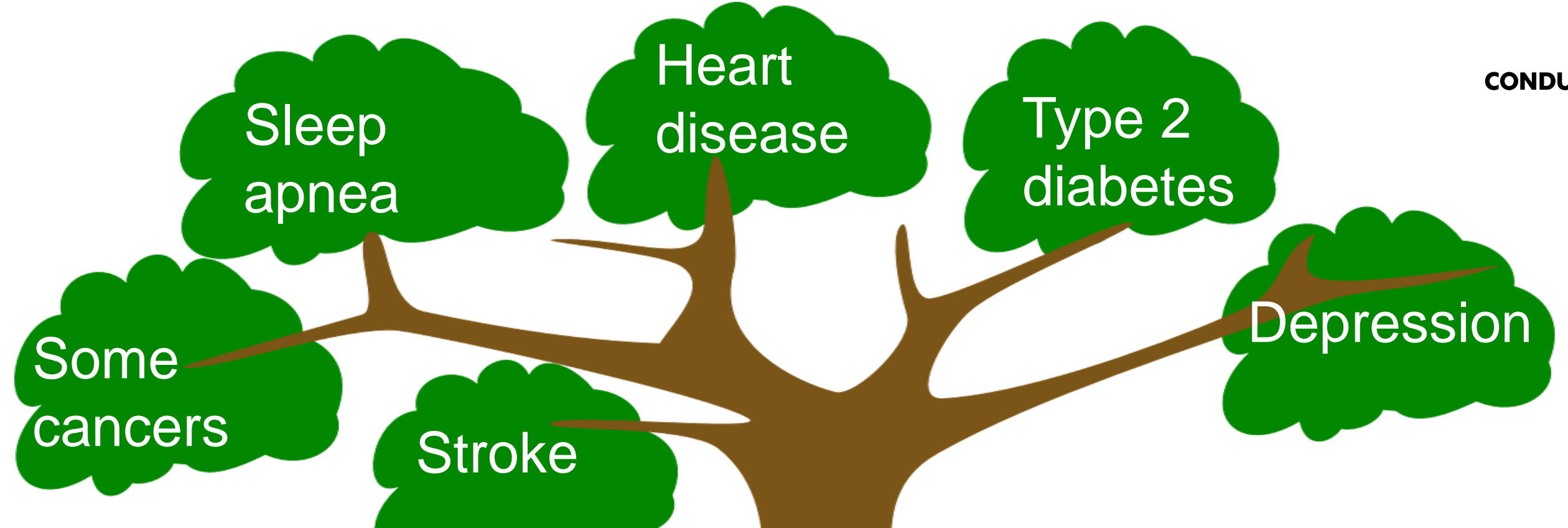
Jennifer Belforte

Director of Client Services

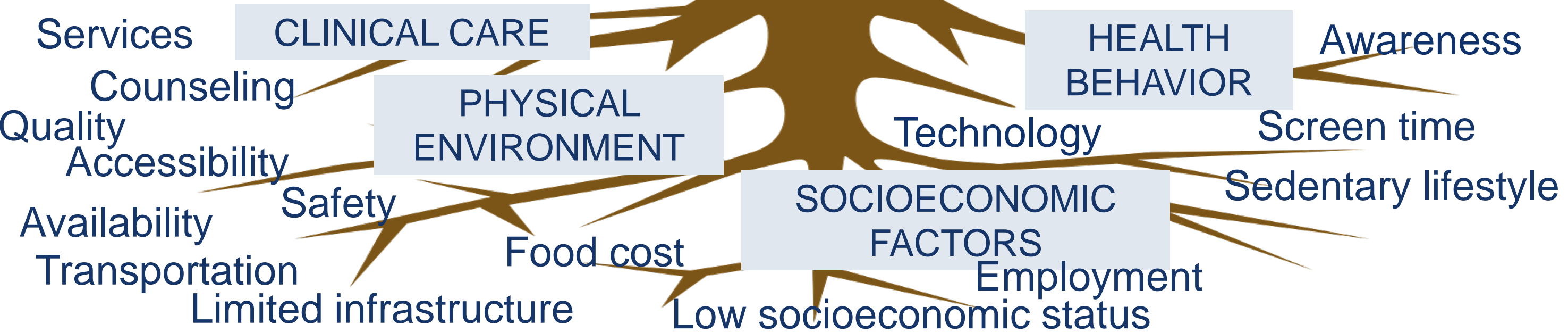Healthy Communities Institute

February 22, 2017

Objectives

By the end of this session, we will have:

- **Identified benefits** of working collaboratively to address community health needs

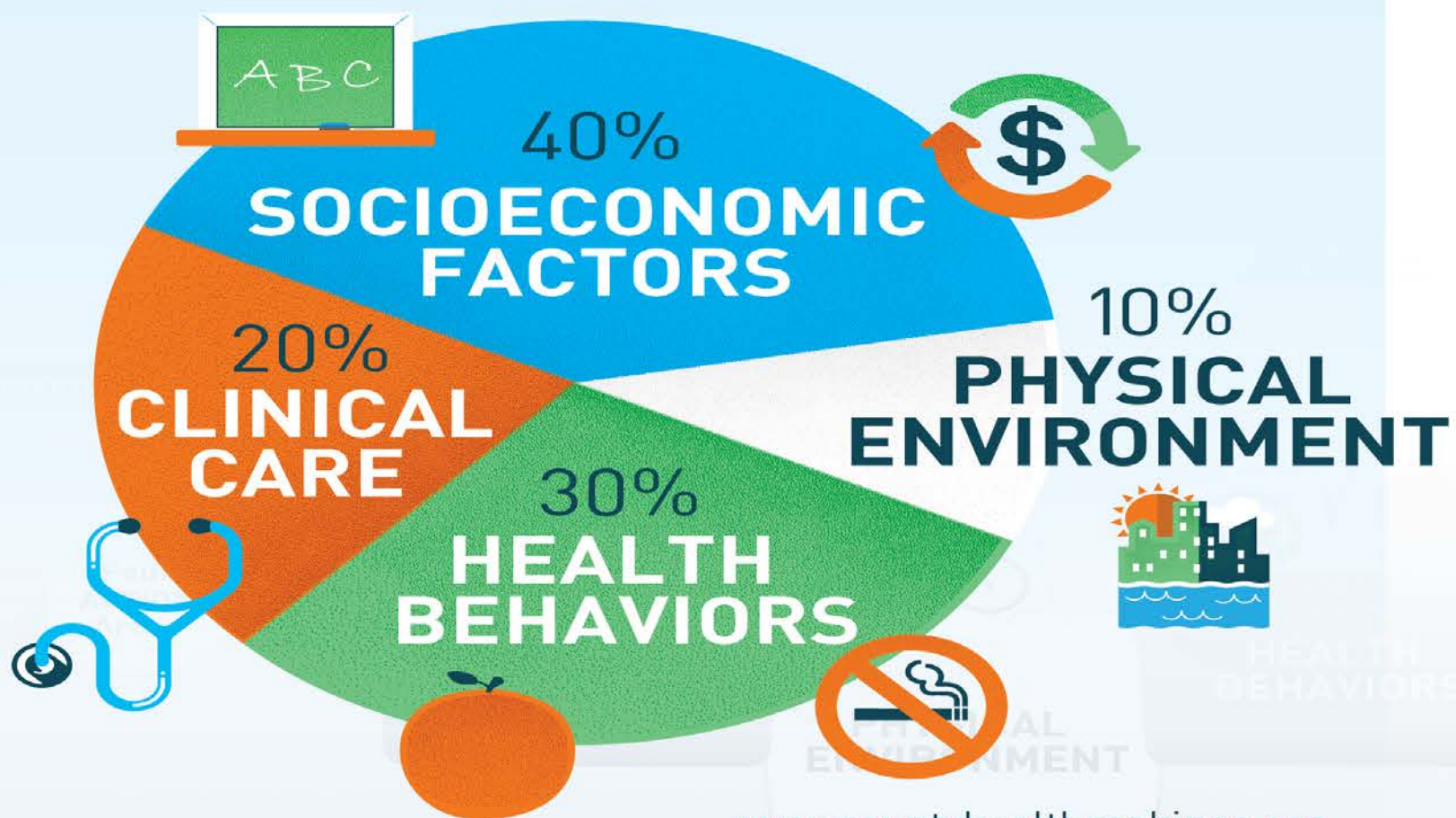- **Discussed strategies** for implementing collaborative efforts successfully

INVEST IN YOUR COMMUNITY

4 Considerations to Improve Health & Well-Being *for All*

WHAT

Know What Affects Health

40% SOCIOECONOMIC FACTORS

20% CLINICAL CARE

30% HEALTH BEHAVIORS

10% PHYSICAL ENVIRONMENT

www.countyhealthrankings.org

CDC

NATIONAL PREVENTION STRATEGY

Robert Wood Johnson Foundation

INVEST IN YOUR COMMUNITY

4 Considerations to Improve Health & Well-Being *for All*

WHERE

Focus on Areas of Greatest Need

Your zip code can be more important than your genetic code. Profound health disparities exist depending on where you live.

CDC

NATIONAL PREVENTION STRATEGY

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INVEST IN YOUR COMMUNITY
4 Considerations to Improve Health & Well-Being *for All*

WHO

Collaborate with Others to Maximize Efforts

COLLECTIVE VISION

- PEOPLE
- COMMUNITY DEVELOPERS
- BUSINESSES
- EDUCATION
- GOVERNMENT
- PHILANTHROPISTS & INVESTORS
- FAITH-BASED ORGANIZATIONS
- HEALTH CARE PROVIDERS
- PUBLIC HEALTH
- HEALTH INSURANCE
- NONPROFITS

VISIT **www.cdc.gov/CHInav** FOR TOOLS AND RESOURCES TO IMPROVE YOUR COMMUNITY'S HEALTH AND WELL-BEING

CDC

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ABC

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23

4

WHO — Collaborate with Others to Maximize Efforts

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HOW — Use a Balanced Portfolio of Interventions for Greatest Impact

- Action in one area may produce positive outcomes in another.
- Start by using interventions that work across all four action areas.
- Over time, increase investment in socioeconomic factors for the greatest impact on health and well-being for all.

Four ACTION Areas

- SOCIOECONOMIC FACTORS
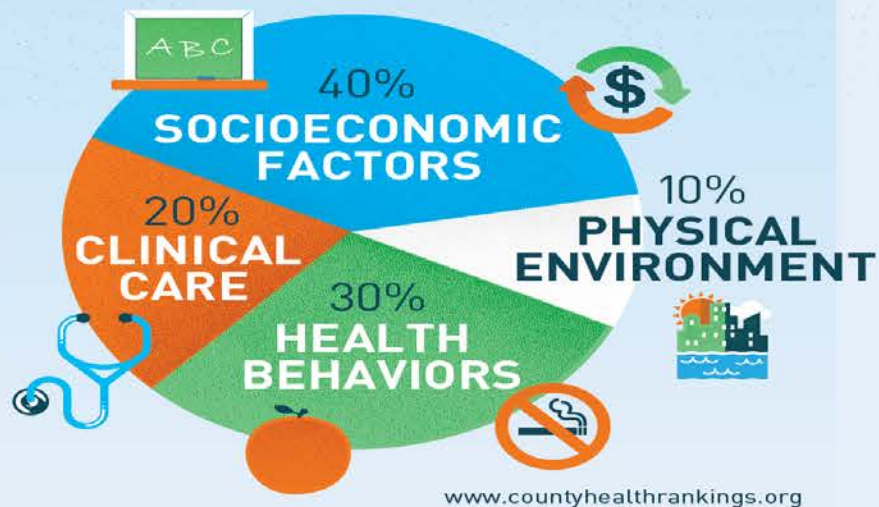- PHYSICAL ENVIRONMENT
- HEALTH BEHAVIORS
- CLINICAL CARE

Today's Scenario: Collaborative to Address Obesity

Community-wide effort to engage community members and leverage expertise, skills and resources in order to reduce obesity.

Collaboration between:

- Health system
- Public health department
- Business
- School
- Community-based organization

Community-Wide Strategies

- Nutrition and physical activity policies in schools

- Community walking trails

- Worksite programs

- Community wellness events

- Nutrition and physical activity classes

- Weight loss counseling and coaching

- Farmers' markets

Group Activity (5 min)

Consider the agency assigned to your table (+ obesity root cause analysis and health improvement tips)

Identify in your group:

- **1-2 assets** that agency can bring to collaborative efforts to address health improvement (e.g., specific resources, skills, data)
- **1-2 potential challenges** that may arise during collaboration
- **1-2 solutions** for addressing collaboration challenge(s)

Have one person be prepared to report out briefly

Collaboration: Benefits, Challenges and Solutions

- Health system

- Public health department

- Business

- School

- Community-based organization

HCI Collaboration Recommendations

Engage **diverse stakeholders** regularly and meaningfully to draw on unique perspectives and expertise:

- Explore HPOE.org and CDC resources on engagement

Establish a **common vision and framework** for coordinating and aligning efforts:

- Establish partnership agreement (MOU)
- Conduct a resource inventory to determine how best to leverage resources and skills

HCI Collaboration Recommendations

Understand **community context and needs:**

- Analyze health and quality of life indicators (Data Scoring)
- Identify areas of greatest need (SocioNeeds Index)
- Perform root cause analysis (determinants of health)

Research the **evidence base** to learn which interventions have been proven to be effective

- Explore the Promising Practices database

HCI Collaboration Recommendations

Design an **implementation strategy** that delineates partner roles and responsibilities

- Use a logic model to clarify assumptions and link activities to measurable outcomes

Develop an **evaluation plan** to monitor progress and determine success of efforts

- Agree on indicators, data sources and roles/responsibilities
- Create data collection and data analysis plans
- Use the Progress Tracker to monitor progress and make mid-course corrections as needed

"If everyone is moving forward together, then success takes care of itself."

– Henry Ford

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