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Putting Health Equity Front and Center in Community Health Improvement by Empowering, Listening to, and Respecting Community Voices

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2016 GREATER WORCESTER COMMUNITY HEALTH IMPROVEMENT PLAN

Putting Health Equity Front and Center in Community Health Improvement by Empowering, Listening to, and Respecting Community Voices
AGENDA

• Engaging community from CHA to CHIP
• CHIP priority area engagement strategies
• The Coalition for a Healthy Greater Worcester
• Collaborating with academia
• Getting involved – CHIP In!
THE ROAD TO THE 2016 CHIP
THE VISION

- To be the healthiest City and Region in New England by 2020.

The healthiest you in the healthiest city in the healthiest region

#Healthy2020
HOW DO WE ACHIEVE THIS?

Community Health Assessment & Improvement Plan
COMMUNITY HEALTH ASSESSMENT

UMass

Common Pathways

WDPH

Fallon Health

CHA
**Community Participation**

Those who are affected by a decision have a right to be involved in the decision-making process.
ORGANIZE FOR SUCCESS & PARTNERSHIPS

- Core support Team
- MAPP Committee
- Subcommittees
- Community

• 9 priorities
### COMMUNITY PARTICIPATION

#### Increasing Level of Engagement

<table>
<thead>
<tr>
<th>Inform</th>
<th>Consult</th>
<th>Involve</th>
<th>Collaborate</th>
<th>Co-Lead</th>
</tr>
</thead>
<tbody>
<tr>
<td>To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, or solutions.</td>
<td>To gather feedback from targeted stakeholders on the project’s goals, processes, shared metrics, or strategies for change.</td>
<td>To work directly with stakeholders continuously to ensure that concerns are consistently understood and considered.</td>
<td>To partner with stakeholders in each aspect of the decision including the development of alternatives and priorities.</td>
<td>To place final decision-making in the hands of stakeholders so that they drive decisions and implementation of the work.</td>
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</table>

#### Example Strategies

**Examples**

- Email newsletters
- Send press releases announcing progress milestones
- Ask for input on initiative strategies
- Invite to join Working Groups or an advisory body for the initiative
- Appoint to a leadership role on a Working Group to help shape strategies
- Invite to join the Steering Committee and/or similar body with decision-making power in the initiative

*Source: Collective Impact Forum, adapted from Tamarack Institute and IAP2*
COMMUNITY HEALTH ASSESSMENT

Quantitative Data
Focus Groups & Key Informants
Surveys
• 24 stakeholder interviews and 23 focus groups totaling 221 participants
• 1,250 respondents completed the CHA Public Survey
• 219 surveys from the Worcester Free Clinics Coalition survey process
• “Sticky note” exercises conducted at multiple community events
• Neighborhood Conversations
• 30 individuals participated in Lunch & Learn sessions
• 33 members of the Advisory Committee completed a survey as a part of the Local Public Health System and Forces of Change Assessment
COMMUNITY HEALTH IMPROVEMENT PLAN

1 Goal

Health Equity

3 Core Principles

- Invest first in the community
- Empower, listen to, and respect community voice
- Eliminate gaps between services

9 Priority Areas

- Racism & Discrimination
- Substance Use
- Access to Care
- Mental Health
- Economic Opportunity
- Cultural Responsiveness
- Access to Healthy Food
- Physical Activity
- Safety
All members of our community should have the opportunity to make the choices that allow them to live a long, healthy life, regardless of their income, education, or ethnic background.
2016 CHIP

PRIORITY AREA ENGAGEMENT STRATEGIES

Health Equity

- Safety
- Physical Activity
- Access to Healthy Food
- Cultural Responsiveness
- Economic Opportunity
- Mental Health
- Access to Care
- Substance Use
- Racism and Discrimination

Invest first in the community

Empower, listen to, and respect community voice

There is no wrong door to accessing services

Invest in the community

Empower, listen to, and respect community voice

There is no wrong door to accessing services

Empower, listen to, and respect community voice

There is no wrong door to accessing services
“THE COALITION” – A FRAMEWORK FOR SUCCESSFUL IMPLEMENTATION
ACCOUNTABILITY

WDPH

Community
Community Partners
UMass
Funders
COALITION FOR A HEALTHY GREATER WORCESTER

- Expertise in community engagement, dedicated staff
- Shares in accountability with WDPH
- Conduit for resources
- Greater opportunity for transparency
Steering committee

Research & Evaluation

Community Engagement

Resources & Development

Advocacy & Policy

CHIP Priority Area

CHIP Priority Area

CHIP Priority Area

Community Members

Community Members

Health Equity
Co-chairs
- Community rep (Laurie Ross)
- WDPH rep (Zach Dyer)

Priority Area Reps
- 9
  - Selected by recommendation during CHIP planning process

Subcommittee Chairs
- 4
  - Members of transitional steering committee

Ex-officio members
- YWCA (fiscal agent)
- WDPH Chief
- MDPH
- Treasurer
• Best practices
• How to measure success
• Community Health Assessment

• Promote the policy change work necessary to move CHIP forward
• Engage policymakers

• Engage community to participate in CHIP
• Conduct focus groups and interviews
• Bring voice of community to Coalition work

• Grow fiscal capacity of Coalition
• Develop mechanism for grantmaking
• Quarterly report-outs to collect information
• No new work groups unless gap exists
FLOW OF INFORMATION

Priority Area
Partners
Quarterly Report Out

Coalition Steering Committee

Coalition Subcommittees

R&E
R&D
CE
P&A

Workplan
Action
Outcome

Workplan
Action
Outcome

Workplan
Action
Outcome

Workplan
Action
Outcome
EXISTING COALITIONS

- In some cases (Worcester Food Policy Council, Worcester Partnership for Racial & Ethnic Health Equity, Regional Response to Addiction Partnership) existing groups will hold quarterly report-outs
- Responsible for keeping pulse of priority area
- Not responsible for implementing every strategy, but may choose to implement some
ACADEMIC HEALTH COLLABORATIVE

Academic Partners: UMass Med, Clark University, Worcester State

Public Health Projects:
- WDPH
- CHIP Partners

Mutual benefit

Improved Health + Experienced workforce
ACADEMIC HEALTH COLLABORATIVE

- Findings shared with WDPH
- Gaps and needs identified
- Plan and design
- Gather data
- Reports archived

- Minimize duplication
- Evidence-based policy
- Documented and replicable research process
- Increased transparency
- Faculty-driven research
- Joint publications
- Joint grants
GETTING INVOLVED
Role of the Coalition:
To ensure continuous community engagement that is universally inclusive and representative of the diverse organizations and residents of the region.

Considerations:
1. Open and Transparent
   - Everything posted
   - All welcome
2. Accessible
   - Written and online materials (design for diverse audiences, multi-communication techniques)
   - Meetings and events (timing, locations, child care, video and phone conferencing)
3. Levels of Engagement
4. Full Circle

Work in progress...
Communication and Collaboration Structure and Tools:

1. **Coalition Staffing**
   - Community Engagement Specialist
   - Partnership Manager

2. **Collaboration Structure**
   - Partnership between WDPH-Coalition (shared leadership)
   - Steering committee, subcommittees, priority areas
   - Engagement points
   - Information flow

3. **Communication/Collaboration Tools**
   - Website as community access point
   - Coalition drive with shared documents
   - CRM software (future)
Coalition for a Healthy Greater Worcester
www.healthygreaterworcester.org

What you will find:
- Coalition mission, vision, people and organizations involved
- 2016 CHIP document and 2016 CHIP strategy matrix
- CHIP In forms – individual and organization
- Coalition calendar of meetings and events
- Access point to Coalition drive – all meeting minutes and other info.
- Mailing list sign-up to receive the Coalition Connection newsletter
Update from the Coalition

Hello Friends,

We would like to announce the addition of **Jeffry Wright, Community Engagement Specialist**, to the Coalition team. Originally from Jamaica, he worked for the Red Cross and as a primary school teacher. Most recently, he interned with the YWCA of Central MA after successful completion of a Massachusetts Community Health Worker program. Jeffry will be based at the YWCA but will spend most of his time out of the office and connecting with the community. He looks forward to meeting many of you!
GETTING INVOLVED

Next Steps to Involvement:

1. Learn More
   - Coalition Website
   - Coalition Connection Newsletter
   - CHIP In Orientation

2. Complete a CHIP In Form
   - Paper or Online
   - Individual and/or Organization

3. Get Connected
   - Attend Meetings and Events

4. Spread the Word
How does your work fit within the CHIP?
QUESTIONS?
THANK YOU FOR JOINING US!