

CHAC 201

The background is a vibrant green with various decorative elements. There are several light green circles of different sizes scattered throughout. A prominent feature is a large, stylized swirl in the upper right quadrant. The bottom portion of the image is filled with a variety of colorful flowers in shades of pink, blue, yellow, and brown, some with white centers. The overall aesthetic is clean, modern, and nature-inspired.

Healthy Communities Learning Institute
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Learning Objectives

1. Identify lead agencies for three-year community plan
2. Identify potential new CHAC members
3. Create messaging to retain and recruit CHAC members
4. Develop a structure for implementation CHAC

In other words...

- Who needs to be at the table?
- Who can invite them?
- What will motivate them to show up?
- What will keep them through dessert (and help with the dishes)?

Revisit: What is a CHAC?

A Community Health Advisory Council (CHAC) is an advisory group composed primarily of leaders selected from segments of the community who share a desire to reduce the burden of chronic disease. The group acts **collectively** in providing guidance & leadership to the county health department on the prevention, early detection, and management of chronic disease.

Characteristics of Implementation CHAC

- ▶ Multi-sectoral in nature
- ▶ Composed of organizations, not individuals
- ▶ Supported and recognized but not under the government
- ▶ Recognized as having an extensive personal and informal network and connections with political leaders
- ▶ Strong in its capacity to communicate using media
- ▶ With high integrity and public credibility
- ▶ Value-oriented rather than cause-oriented
- ▶ Easily identifiable by the private sector as an ally
- ▶ Perceived to be composed of bold leaders who will uphold the good of the public at all costs.

Consider:

- ▶ Who is currently on your CHAC?
 - ▶ Do they have the authority to create change?
 - ▶ Do they have the authority to offer in-kind support?
 - ▶ Do you have lead agencies for objectives in three year plan?
- ▶ Who needs to be on your CHAC?
 - ▶ Based on your three year Healthy Community plan, who can help implement these activities?
 - ▶ Who should be lead agencies?

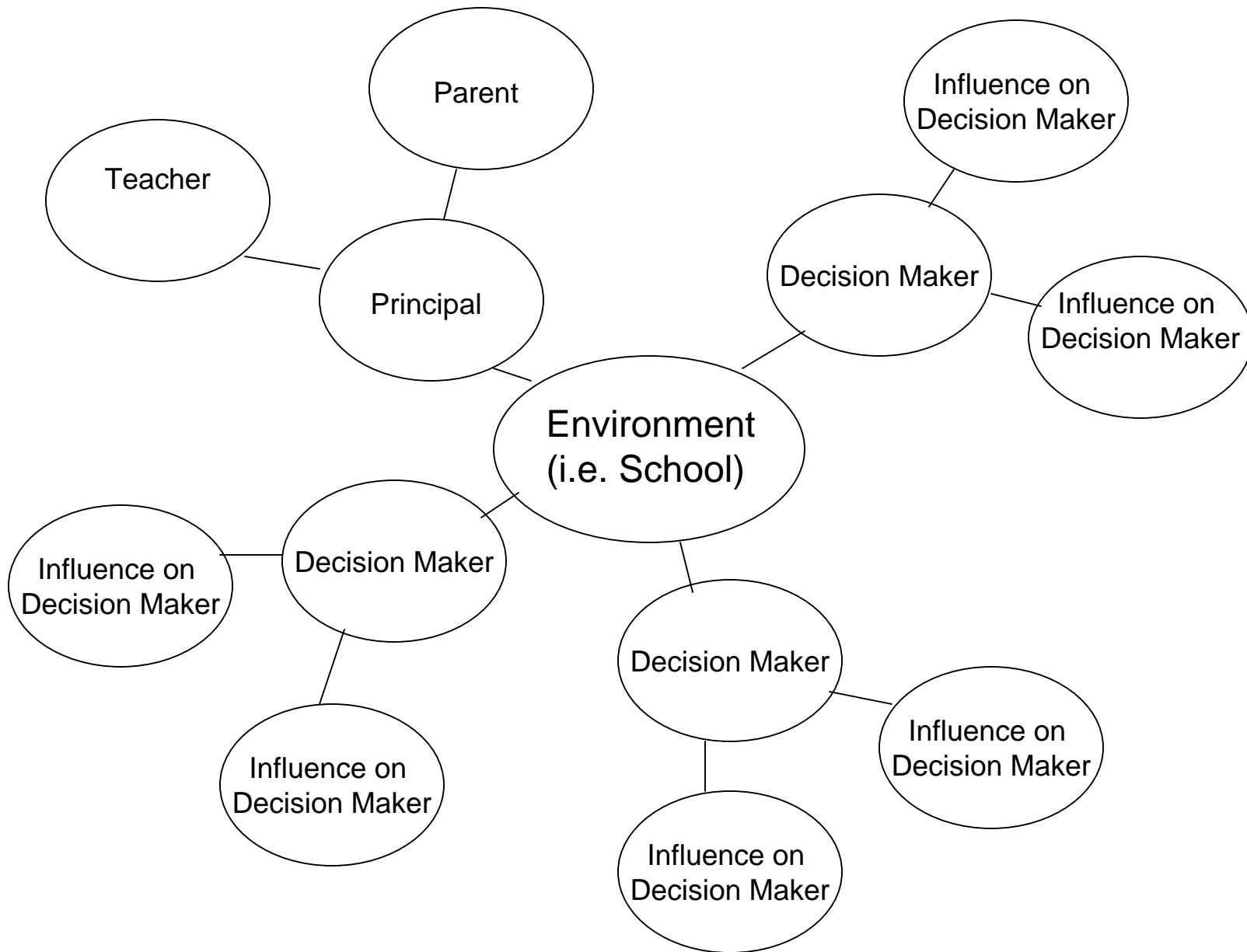
Characteristics of CHAC members

- Respected in the community
- Identifies with positive activities/projects or campaigns in the past
- In a position of “positive” influence within his/her sector
- Known to be able to carry through commitments
- Widely known to support activities/projects and or campaigns for the common good or is service-minded

Power mapping

Based on the Framework, determine essential leaders to involve in each environment.

- Community
- School
- Worksite
- Health System



Messaging

“Make the healthy choice the easy choice”

- Pull messages out of the framework to guide communication with partners
- Connect our goals with theirs

Tools

- Invitation letters
- Commitment Cards

Develop messages

What information do you need to convey to mobilize your CHAC to action?

Sustaining your CHAC

Structure

- ▶ Identify roles
- ▶ Identify potential chair(s)



It only takes one catalyst to trigger
the participation of many others.

The moment is in **your** hands.