



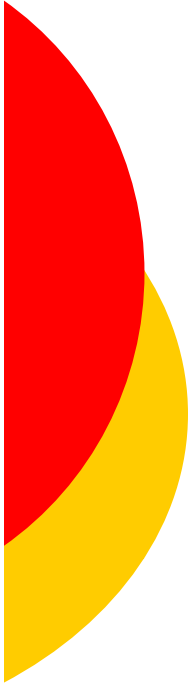
Mobilize Community Partnerships to Identify and Solve Health Problems

HPCDP May 2010 Training Call
Wednesday May 19, 9:30 AM
Thursday May 20, 1:30 PM



Agenda

- Overview
- Rachael Banks - Multnomah County
- Therese Madrigal - Deschutes County
- Patricia Schoonmaker - HPCDP
- Questions



Linking assessment to mobilization

- Mobilization activities and partnerships can build on many kinds of assessment to help define or refine
 - Problems, through the lens of the community.
 - Solutions, through the lens of the community.



Community partnership mobilization to identify & solve health problems

- Recognized as important public health strategies, locally and statewide:
 - DHPE Strategies for Health Policy and Environmental Change Competencies
 - 10 Public Health Essential Service (#4)
- Strategies highlighted in the Healthy Places, Healthy People Framework
- BPO Guidance areas: Coordination & Collaboration and Education & Outreach; also essential for Policy Development



On a local level....

- Identifying potential stakeholders who contribute to or benefit from public health, and increase their awareness of the value of public health.
- Building coalitions to draw upon the full range of potential human and material resources to improve community health.
- Convening and facilitating partnerships among groups and associations (including those not typically considered to be health-related) in understanding defined health improvement projects, including preventive, screening, rehabilitation, and support programs.



Statewide partnerships

- The organization and leadership to convene, facilitate, and collaborate with statewide partners (including those not typically considered to be health-related) to identify public health priorities and create effective solutions to solve state and local health problems.
- The building of a statewide partnership to collaborate in the performance of public health functions and essential services in an effort to utilize the full range of available human and material resources to improve the state's health status.
- Assistance to partners and communities to organize and undertake actions to improve the health of the state's communities.



In simpler language...

- How well do we get people and organizations engaged in public health issues?

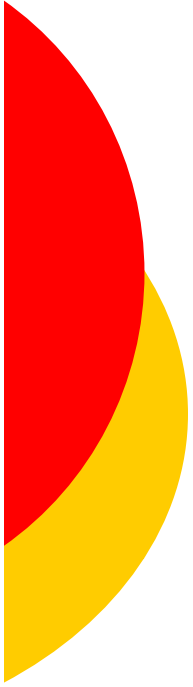


Mobilizing Partners to Identify and Address Health Problems

Multnomah County Health Department

Community Wellness and Prevention Program





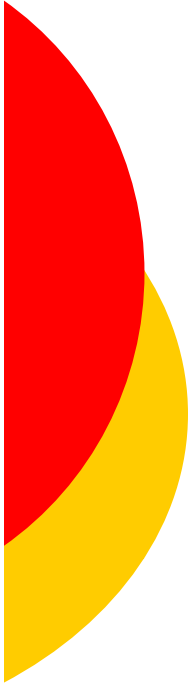
Healthy Communities

- Integrated focus
- Value of assessment
- Authentic partnerships
- Foundational action plan



ACHIEVE

- Creating credible public health process
- Defining framework
- Identifying and recruiting partners
- Mobilizing around an inclusive vision



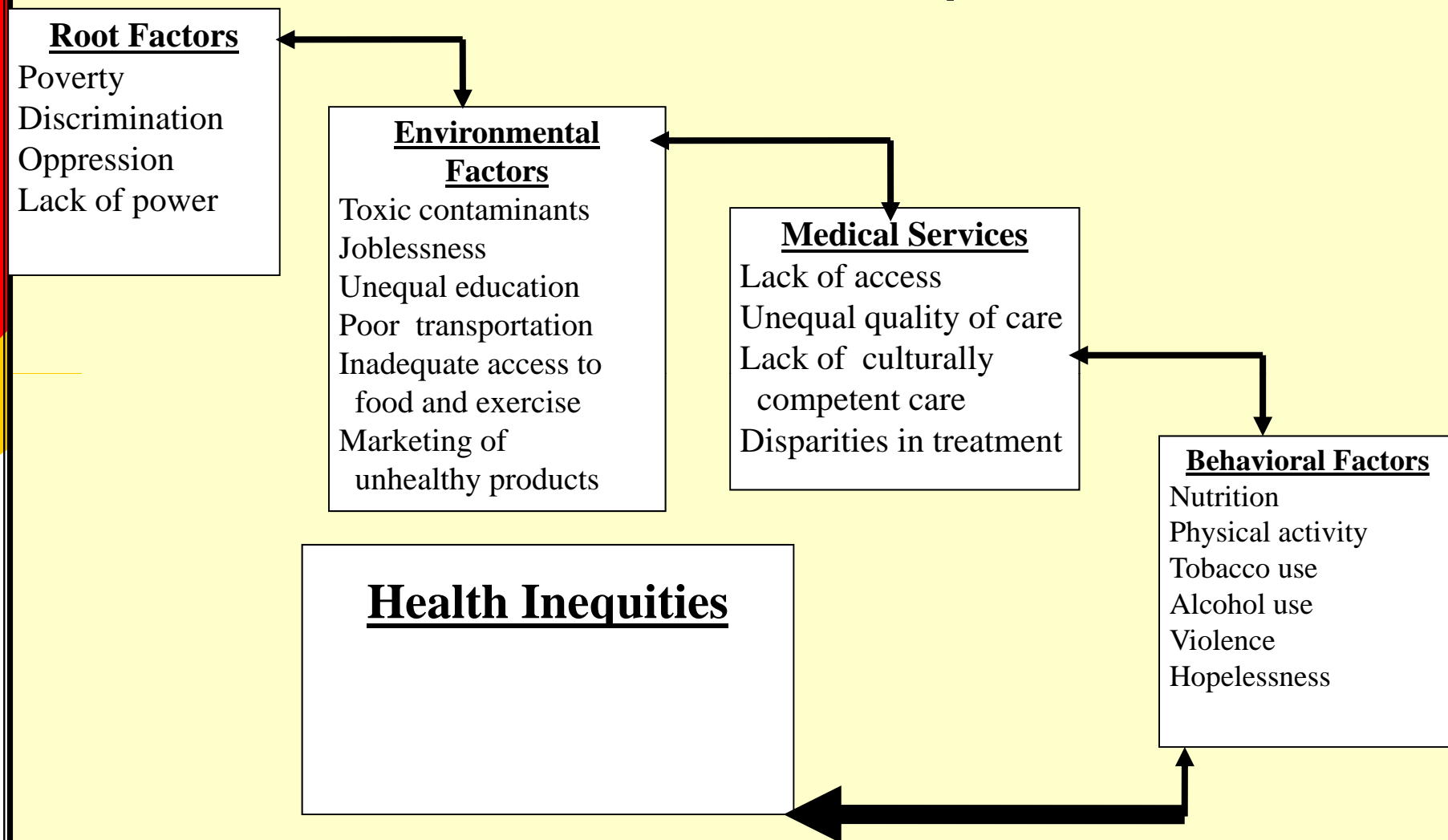
Population Specific Approach

- Equity focus
 - Identify data
 - Utilize current theory and best practice
 - Rely on community wisdom

- Consistent community values

- Community coach model

****Causes of Health Inequities**



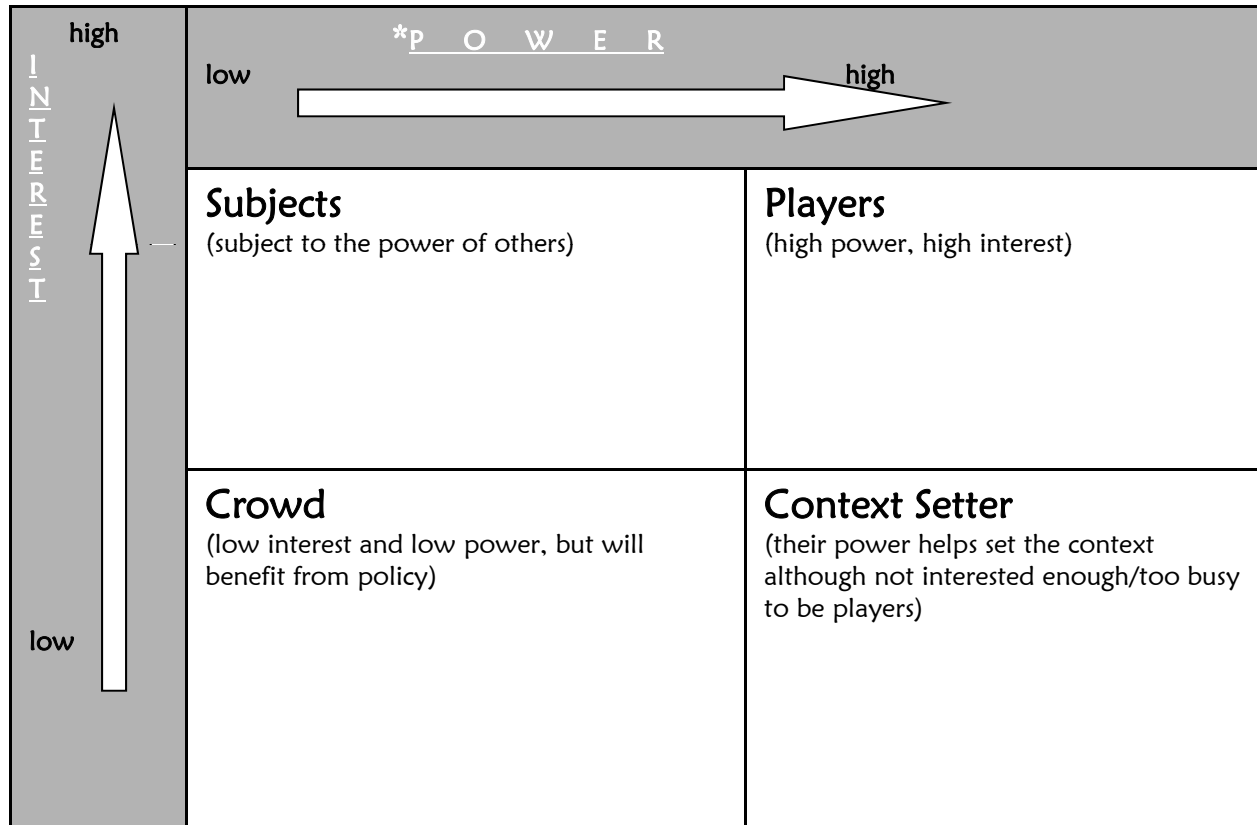
Adapted from: Prevention Institute. *The Imperative of Reducing Health Disparities through Prevention: Challenges, Implications, and Opportunities*, October, 2006.



Identifying Partners

- Brainstorming
- Key informant conversations
- Stakeholder analysis
 - Power by interest grid
- Maintaining open process
 - “ moving forward while reaching a hand back for others”

Stakeholder analysis





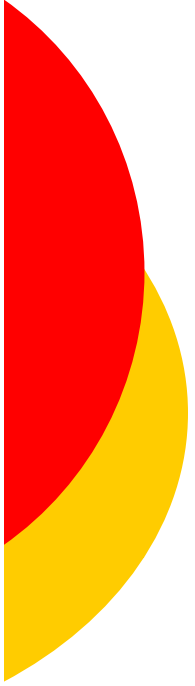
Recruiting Stakeholders

- Capturing interest
- Develop CHART with options for varying commitment
- Cultivating role closely aligned with current work and capacity



Assessment Process

- Community-wide
- Site-specific
- Participatory assessment methods
 - Stakeholder interviews
 - Observations
 - Walk-ability tours
 - Windshield tours
 - Surveying
 - Utilizing existing qualitative data



Mobilizing Around Vision

- Guided conversations
 - What's our legacy
 - Where's our community

- Iterative action planning
 - Research best practice
 - Identify strategies from partners
 - Comprehensive action plan
 - Community listening sessions to refine plan



Lessons Learned

- Moving beyond the individual can be empowering for disenfranchised communities
- Our stakeholders care about disparities and equity
- Process and outcomes matter; how you get there counts
- Action and policy develop buy-in and commitment
- Roles for many people at varying points in policy development and implementation process



Mobilizing partners and facilitating groups to identify and solve health problems

A Health Impact Assessment on the
Tumalo Community Plan; a component
of the 2010-2030 Deschutes County
Comprehensive Land Use Plan



Strategies for collaboration

- Recruitment: Who to bring to the table?
 - ~ Mutually beneficial partnership
 - ~ Decision makers/stakeholders
 - ~ leverage regional resources
- Diversity
 - ~ Broad spectrum of 'players'
- Make your project valuable
 - ~ community engagement



Build Capacity

- Keep the momentum going...
 - ~ Share the vision
 - ~ Assign jobs (task-force committees)
based on interest and/or expertise
 - ~ Regular, consistent meetings and updates
 - ~ Validate the work

Success!

- Outcomes
 - ~ New health partners
 - ~ Infrastructure built for future projects
 - ~ Ability to better monitor project progress via diverse, interested and informed partners
 - ~ New proponents and disseminators of health-related information





Patricia Schoonmaker – Oregon
Health Authority and the Health
Improvement Plan

