

Community Health Improvement Plans

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Washoe County Health District
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Introduction

- Catrina Peters MS, RD
 - Director of Programs and Projects
 - New to this role
 - Lots of experience in federal nutrition program management, federal grants, all things school nutrition, data nerd, community relationship builder
 - *Not a CHIP expert, not a public health expert*
 - *Good question asker*



Agenda for Today

- Guidance on the basic steps in CHIP development
- Share brief details on Washoe County Health District Community Health Improvement Plan



Objectives for Today

1. Describe the process of community health improvement planning
2. Identify three benefits of a Community Health Improvement Plan
3. Describe the benefit of including SMART objectives in a Community Health Improvement Plan



Definitions

- CHNA: Community Health Needs Assessment
 - State level equivalent: SHNA
- CHIP: Community Health Improvement Plan
 - State level equivalent: SHIP

What's the History?

- CHIPs are a newer thing
 - Required for Public Health Accreditation
- Sometimes the CHNA and the CHIP are combined
- When you have a multi year document, it takes longer to learn about how to get the best outcome

***Opposite of rapid cycle*



What's the purpose of the CHIP?

“A long term, systematic effort to address public health problems in the community based on the results of Community Health Assessment activities...” ---Minnesota Dept. of Health



Improve the health of the
community!

What are the Benefits of a CHIP

- Aligns the community on common goals
 - Builds stronger partnerships
 - Cuts across silos
 - Provides focus to what problems to work on
 - Elevates the profile of public health

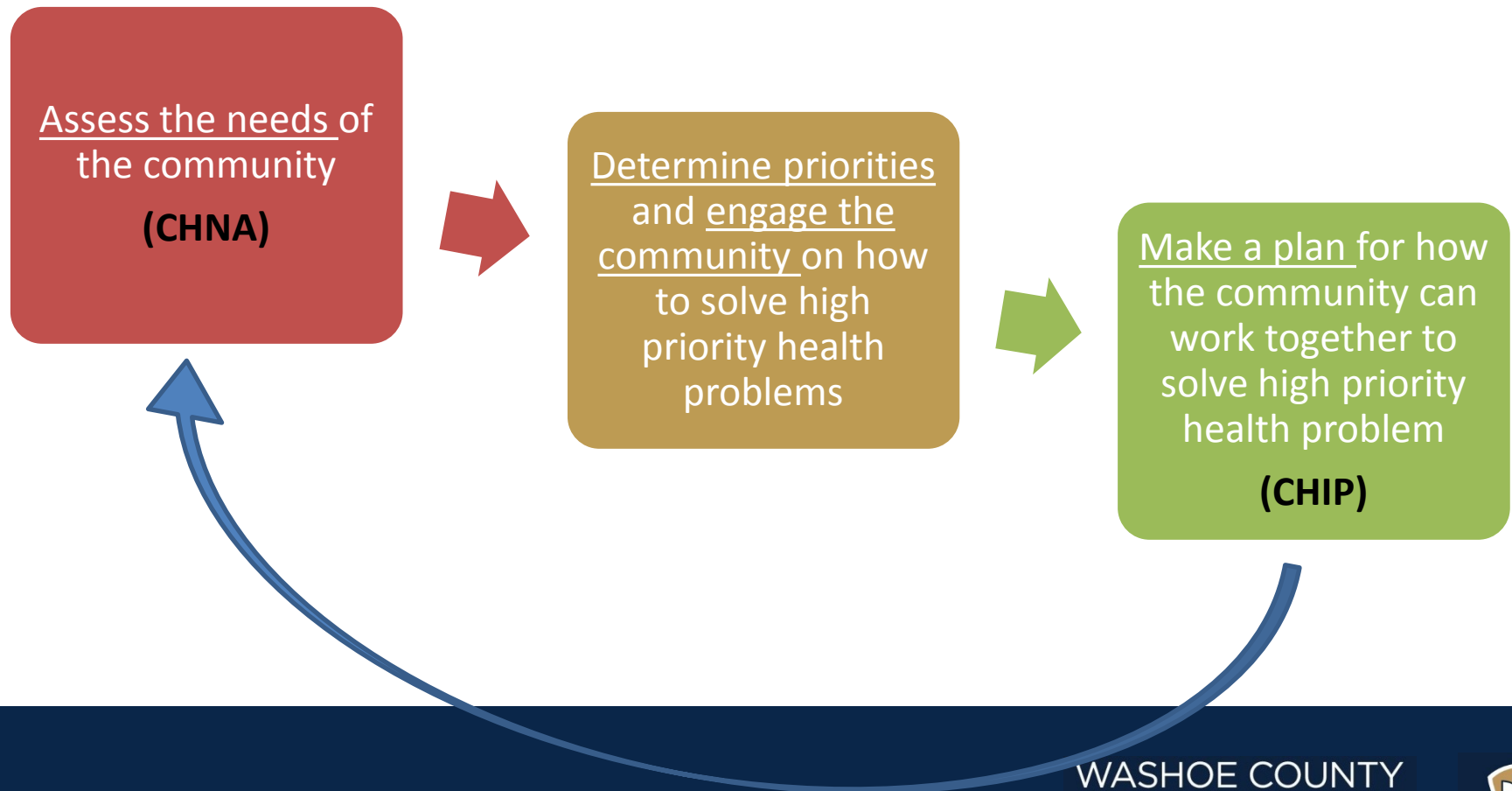


What's the Basic Process?

1. Gather primary and secondary data on your community
 - Typically a health focus, social determinates of health are good too!
2. Do a data driven prioritization
3. Share those results with the community and ask what they want to focus on
 - Hard to do everything, keep your capacity in mind
 - Making decisions on what to focus on is the hardest part
4. Make a plan to do that work
 - Monitor progress and adjust accordingly



Community Health Roadmap



What are the models?

- Mobilizing for Action through planning and partnership (MAPP)
 - www.NACCHO.org
 - Gives steps to follow
- Collective Impact Model
 - Provides a framework
 - Roles and Responsibilities

Five Conditions for Collective Impact



Step 1—Gather the Data

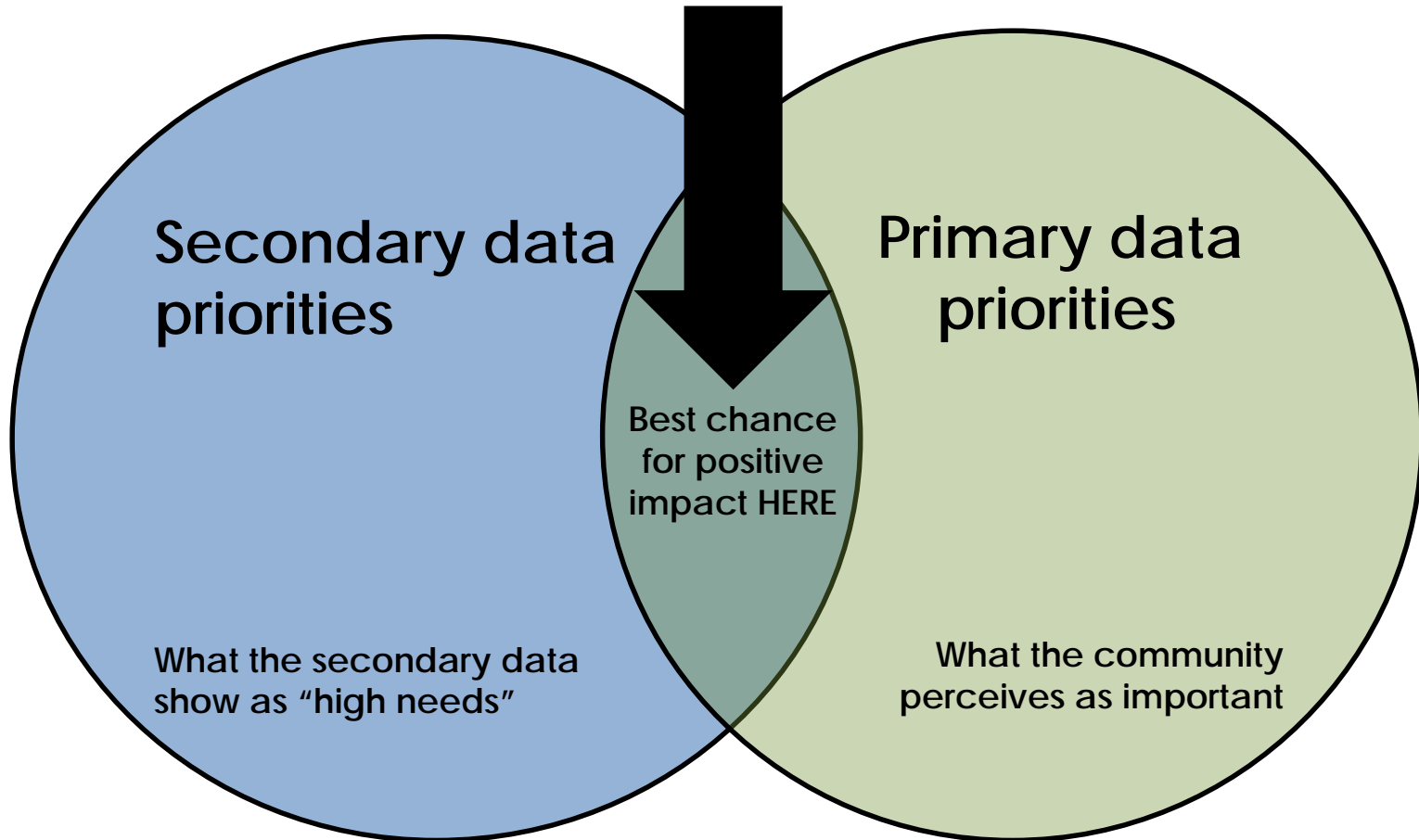
- Community health needs assessment
 - Primary and secondary data
 - Qualitative and quantitative
- Non-profit hospitals also have to do one so consider partnering with them
- Involve community subject matter experts

Step 2—Data Driven Prioritization

- Most people are easily overwhelmed by data
- It's easy to get lost in a lot of data
- Prioritization can help



Systematic Ranking of Health Issues



Step 3—Share the CHNA with the community

- Prioritization can help cut through the fog
- Tees up a nice jumping off point for deciding what to focus on
 - Deciding what to focus on is the hardest part
 - Look for existing community groups or coalitions that are already convening



Step 4—Write the Plan

- Make decisions about what to focus on
 - Ask lots of questions
 - What are the most pressing needs?
 - What capacity do we have to do this work?
 - From a specific focus area see the topic through steps towards progress
- Draft up a plan and circulate it for feedback
 - Don't be afraid to ask your stakeholders and subject matter experts what they think about your plan



What's in an Action Plan

- Lots of templates
 - Google it
- Most plans start with focus area, then a goal and then break it down into smaller steps
 - Goals → objectives → strategies/tactics
 - Drafting those steps can help you think about what steps to take

“
*A goal
without
a plan
is just
a wish.*
”
– Antoine de Saint-Exuperys

What's in an Action Plan

- Broad aspirational goal
 - SMART objective
 - Provides structure to the objective
- SMART or die
 - Specific
 - **MEASURABLE**
 - Attainable/achievable/agreed upon/aspirational
 - Relevant/realistic/results focused
 - Time based



What's in a Action Plan

- Determining who is responsible for leading and supporting a goal
- Spell out how you will measure success
 - Without this, you won't be able to clearly articulate your success
- Specific policies that need to be changed



Process vs Outcome Measures

- Process measures—what **action** are we taking?
 - Meetings conducted, developing or identifying resources, preparing critical documents
- Outcome measure—what was the **impact** of our activities?
 - Decrease in homeless population, lower BMI, YRBS/BRFSS, graduation rates, etc
 - Think about the lag of data sources and where your intervention fits



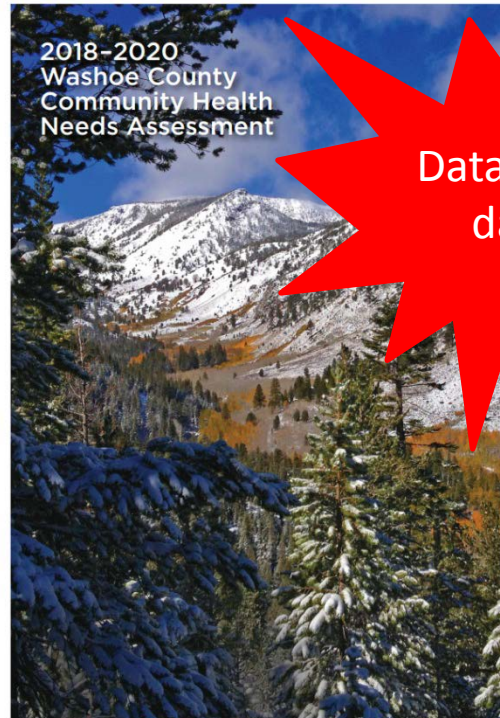
Process vs Outcome Measures

- A mix of the two can be a powerful combination
 - Process measures show progress towards really large issues
 - Keeps the work on track
 - Define smaller steps needed to impact change
 - Sense of accomplishment
 - Outcome measures show if we having an impact on the broader goal
 - Data collection may only be every other year
 - Not a lot of data sources between national surveys and collecting data on an local level

Here in Washoe County....



2018-2020 Community Health Needs Assessment



Data, data,
data!

www.washoehealth.org

Quantitative Data –Over 250 Health Indicators

- Education, employment rates, income/poverty, housing, food, access to healthcare
- Environmental factors air, water, waste management
- Unintentional injuries
- Crime and violence
- Physical activity, nutrition, and weight status
- Substance use
- Mental health
- Sexual health
- Maternal child health
- Immunizations, preventive screenings
- Communicable diseases such as Hepatitis C, salmonella, and influenza
- Chronic diseases such as cancer, arthritis, cardiovascular disease, and diabetes
- Mortality rates
- High needs ZIP codes

Questions: Heather Kerwin,
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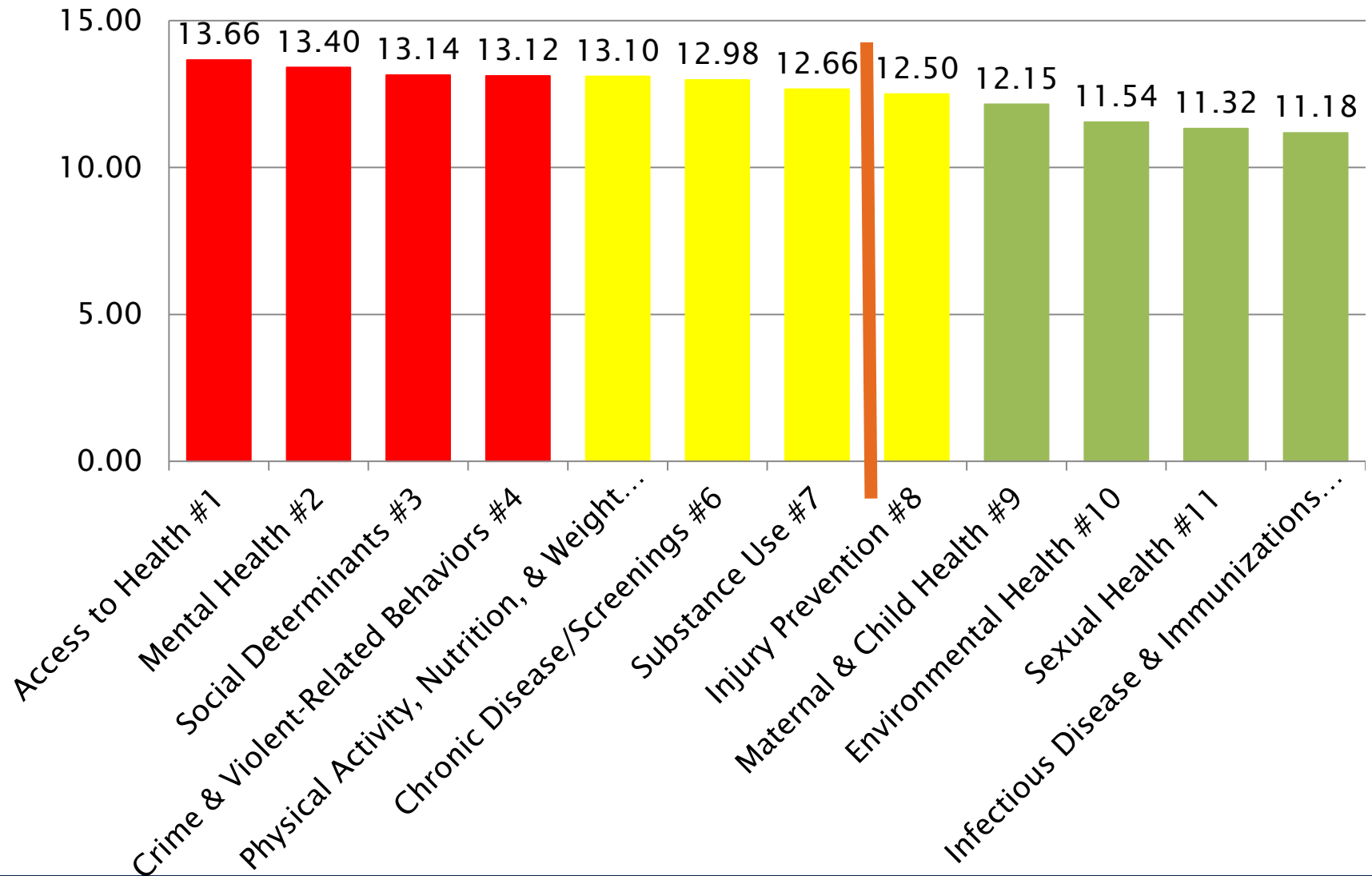


How Were Focus Areas Chosen?

- CHNA included a prioritization based on primary and second data
- Broad array of health focus areas
 - Not a huge distinction
- Main lesson from last CHIP-don't take on too many objectives
- TMHC Steering Committee met twice to discuss priorities



Overall Health Need Topic Score & Rank



How Were Focus Areas Chosen?

- Given the needs of community, tough to have to eliminate focus areas
- Two critical elements
 - What are the most pressing needs
 - What capacity and desire does the community have to engage in a focus area

Focus Areas Chosen

- Housing
 - Critical foundation for health improvement
- Behavioral Health
 - Tied to housing, top priority cited by the community
- Nutrition/Physical Activity
 - Cuts across many chronic diseases, focused on prevention



Then the hard work began...

- Action plans were developed
 - Substantial community input on goals, objectives and strategies
 - Focused on items that had broad support from stakeholders
 - Owners and supporters
 - Were realistic and achievable, but still aspirational

Housing

- Two action plans
 - Housing and homelessness
- Housing
 - Support for the Regional Strategy for Housing Affordability
 - Identifying or establishing entity to support implementation plan



Housing

- Homelessness
 - Support alternative funding models for housing Severely Mentally Ill
 - Community case management for those receiving housing assistance
 - Youth homelessness



Behavioral Health

- Substance use + mental health
- BIG issue to try to get ones arms around
- Broad stakeholder and Regional Behavioral Health Board input

Behavioral Health

- Three action plans
 - Mirror of the housing objective to support funding for SMI
 - Assessing and addressing current status and need for services
 - Reducing suicide and depression in adolescents



Nutrition/Physical Activity

- Lots of existing groups are doing work
- Desire to work together under one umbrella message
- Most widely attended meetings drawing input from across the community



Nutrition/Physical Activity

- One action plan
 - Increase physical activity and improve nutrition among adults and youth using 5210! Let's Go framework
 - Objectives cover expanding utilization of 5210 Let's Go, Healthy vending and Family Health Festivals



To the future...

- Implementation is underway!
 - Workgroups active on specific objectives
 - Action plan committees come together quarterly
 - Updates and opportunities for new folks to get involved
- Owners and supporters of specific strategies identified in the action plans
- Washoe County Health District provides support for committees
- Annual reporting process



Success So Far

- Youth homelessness roadmap developed and approved by area homeless alliance
- Youth suicide prevention and screening program funded
- 2 Family Health Festivals conducted
- Engaged committees, growing collaboration



Embarking on a CHIP?

- Look at other CHNAs and CHIPs
- Look at some models
 - Good framework for thinking about how to approach the work
- The process starts with the CHNA
- Picking what to focus on is the hardest part
 - Data can make that easier, but humans are still needed to make decisions

Embarking on a CHIP?

- Do not fear the power of the group decision
- Be a relentless question asker
 - It's about what work the community wants to do
 - Can't do that work alone





CHIP shelf

CHIPs



QUESTIONS?

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