“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
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

HOW
Use a Balanced Portfolio

- 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.

www.countyhealthrankings.org

VISIT www.cdc.gov/CHlnav FOR TOOLS AND RESOURCES TO IMPROVE YOUR COMMUNITY’S HEALTH AND WELL-BEING
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.
INVEST IN YOUR COMMUNITY

WHO: Collaborate with Others to Maximize Efforts

COLLECTIVE VISION

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

VISIT www.cdc.gov/CHInav FOR TOOLS AND RESOURCES TO IMPROVE YOUR COMMUNITY’S HEALTH AND WELL-BEING
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.
Invest in your community.

**WHAT**
Know What Affects Health

- 40% Socioeconomic Factors
- 20% Clinical Care
- 30% Health Behaviors
- 10% Physical Environment

www.countyhealthrankings.org

**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.

**WHO**
Collaborate with Others to Maximize Efforts

-people
- community developers
-health insurance
-public health
-health care providers
-faith-based organizations
-philanthropists & investors

**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

Visit [www.cdc.gov/CHInav](http://www.cdc.gov/CHInav) for tools and resources to improve your community's health and well-being.
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