

Engaging Partners to Create a Community Health Assessment



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Objectives

- Determine how to identify the right partners for your CHA/CHNA process
- Learn about strategies for reaching and engaging partners
- Discover available resources to help you in your CHA/CHNA process



Introduction to the Partnership



What is the Partnership?

- Formed in 2010 to address local health issues
- A sustainable partnership that serves as a voice for health improvement in Hendricks County
- Our vision is to create an environment that encourages optimal health for all Hendricks County residents



What Do We Do?

- Maintain county health data and identify the health needs of Hendricks County by conducting a community health assessment every three years
- Maintain and implement a community health improvement plan to address the identified health needs of the county
- Support agencies and businesses working to improve health and wellness in the county by providing networking opportunities, training, and promotion of community events



Our Partners



West Hospital



Franciscan
ST. FRANCIS HEALTH



Hendricks
Regional Health



Public Health
Prevent. Promote. Protect.

Hendricks County Health Department

- Anthem Hoosier Care Connect
- B&O Trail Association
- Indiana Youth Institute
- Hendricks County Head Start
- Work One – Plainfield
- Hamilton Center, Inc.
- Qsource
- Plainfield Chamber of Commerce
- Purdue Extension – Hendricks County
- Cummins Behavioral Health Systems, Inc.
- JumpIN for Healthy Kids
- LUNA Language Services
- Hope Healthcare Services
- Mental Health America of Hendricks County
- Fairbanks Substance Abuse Treatment
- Home Health Care Solutions
- Hendricks County Sheriff's Department
- Top 10 Coalition
- Tobacco Free Hendricks County
- Hendricks Regional Health YMCA



Starting Our CHA Process

- Partnership formed a Community Health Improvement Process (CHIP) Committee in Summer 2014
 - Representatives from health department, hospitals, and Top 10 Coalition
- Discussed how to conduct CHA/CHNA process
 - Decided on following the Mobilizing for Action through Planning and Partnerships (MAPP) Process
- Updated mission, vision, and values statements and brainstormed with partners what they wanted to gain from the assessment process in Fall 2014



Starting Our CHA Process

- During Fall 2014, Franciscan Alliance, IU Health, St. Vincent Health, and Community Health Network formed an alliance to coordinate a statewide CHNA process
 - Discovered while **networking** with the representative from Franciscan Alliance during a statewide conference
- CHIP Committee met with the alliance representative from Franciscan Alliance to find a way to partner
 - Did not want to duplicate efforts or overburden staff from participating health care systems
- Conclusions:
 - Representative from Franciscan Alliance to serve on CHIP Committee and Partnership Advisory Board on behalf of hospital alliance
 - Hospital alliance would allow customization of their survey and share any data they collected or had available
 - Partnership would help collect survey responses and share any data they collected through focus groups and MAPP Process



Getting Started: Why, What, How, and Who



The WHY

- Accreditation through the Public Health Accreditation Board?
- Maintaining a hospital's non-profit status through the IRS?
- Part of your organization's quality improvement efforts?
- Need the assessment data to make informed decisions for policies and programs?
- Want to know what the primary health concerns are within the population you serve?
- Seems like something fun to do in your spare time, like nights and weekends?

The **WHY** is important because it will dictate **WHAT** information you need to gather, **HOW** you will gather that information, and **WHO** you will get the information from!



The WHAT and The HOW

- This step is **ALL ABOUT YOU** – it will change and update as you gather more partners
- Identify your community – regional, county, city, town, or other municipality?
- Find out what you have to do in order to meet accreditation, IRS, or other requirements
 - Health Departments: [PHAB Standards and Measures v1.5 – Domain 1](#)
 - Non-Profit Hospitals: [IRS rule “Additional Requirements for Charitable Hospitals; Community Health Needs Assessment for Charitable Hospitals; Requirement of a Section 4959 Excise Tax Return and Time for Filing the Return”](#)
- Make a list of what data you need AND want to gather during this process
 - Be bold in your wants – if you can’t get it now, you might be able to get it later
- Brainstorm how you might be able to obtain your needed and wanted data
 - Start writing down names of individuals and organizations who may be able to help you



Identifying and Engaging Your Partners



Who NEEDS to be Involved?

- **Local Health Department**
 - Health Educator, Director of Nursing, and/or Administrator are good individuals to contact first
 - Should be part of your CHIP Committee, especially if they are seeking accreditation
- **Hospitals**
 - Both those located within your community or those serving your community with outpatient/other services
 - Community Health Outreach, Population Health, and/or Marketing and Outreach are good departments to start in to find a representative
 - Should be part of your CHIP Committee, though you could have various
- **Community Residents**
 - Representatives from each population group within your community
 - Age groups
 - Religious groups
 - Racial and/or Ethnic groups
 - Socioeconomic groups
 - Involved at various levels, from planning and engaging members of that population (most involved) to participating in a focus group or completing a survey (least involved)
 - Community residents who can represent their “group” (e.g. parents,



Who SHOULD be Involved?

- Members of your Local Public Health System
- Both lay persons and those in higher level positions
 - From the same organizations; may need to do different things (e.g. Police Chief can talk about emerging issues on an organizational level whereas Police Officer can share their personal experiences)
- Public Safety, Fire, and EMS
- Elected Officials



How Do You Engage Them?

- Recognize their role in the process and inform them of what you need them to do
- Introductory Meeting
- Elevator Speeches
- Data
- Participating in their events
- Share information about their programs
- Networking



Forming the CHIP Committee

- After everyone introduces themselves, share your agency's work and/or strategic plans
 - What are your agency's goals, objectives, and strategies for affecting change in this priority area?
- Compare work and/or strategic plans
 - Where is there overlap between what your agency is doing and what other agencies in your group are doing?
- Nominate Priority Area Leader(s)
 - Spokesperson and contact for the group
 - Coordinates activities and report back on group progress in the future
 - Serves on the Advisory Board
 - **IF SOMEONE CANNOT ACCEPT THIS POSITION TODAY, BRAINSTORM POSSIBLE LEADERS FROM THE COMMUNITY**



Lessons Learned



Lessons Learned

- Include special populations when developing objectives and strategies
 - Parents and Infants (birth-1 year)
 - Children (ages 1-12)
 - Adolescents (ages 12-17)
 - Young Adults (ages 18-25)
 - Seniors (ages 65+)
 - Service Members and Veterans
 - Rural Communities
 - Vulnerable Populations (low income and uninsured/underinsured)
- Survey data showed that respondents receive most of their health information **from their doctor**, followed by the internet
- Think about strategies and objectives that make “the healthy choice the default or easy choice”
 - “Default Choice” – policy change, i.e. screening by all health care providers for health insurance status or mental health services; comprehensive smoke-free air laws



Resources



Resources

- Community Commons
- County Health Rankings
- National Cancer Institute's State Cancer Profiles
- U.S. Census Bureau
- American Community Survey
- CDC Wonder
- CDC's Youth Risk Behavior Surveillance System (State Data)
- ISDH Epidemiology Resource Center
- Indiana Coalition Against Domestic Violence
- FBI's Uniform Crime Reporting Program
- Indiana Youth Survey (Regional Data)
- Kids Count Data Center
- U.S. Department of Veteran Affairs' Indiana State Summary



Resources

- Hospitals about purchased data
 - Indiana Chime Map
 - HCI
- Health Department
 - Communicable Disease Rates
 - Environmental Health Complaints
 - Food Safety Data
- Local Coordinating Council
- CDC
- ISDH



Questions?



Contact Information

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