

Engaging Partners to Create a Community Health Assessment



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Objectives

- Learn how to develop a plan for conducting your community health (needs) assessment (CHA/CHNA)
- 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?

- A sustainable partnership that serves as a voice for health improvement in Hendricks County
- Formed in 2010 to collaboratively address health issues 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 a committee to coordinate a statewide CHNA process
- CHIP Committee met with a representative from the hospital committee to find a way to partner
 - Did not want to duplicate efforts or overburden staff from participating health care systems
- Outcome:
 - Hospital committee 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 assessments
- [2016 Hendricks County Community Health Assessment](#) and [2016 Hendricks County Community Health Improvement Plan](#) launched January 2016



What We Gained Through the Process

- Built new and better partnerships with our partners
- Helped us recognize that we all needed a lot of the same information
 - Consolidated some of our individual “asks” of the community
 - Prevented duplication of efforts
- Learned what types of information gathering practices worked for different populations
- Provided focus for our community partners
 - Resources are limited, and the process helped us identify the needs of the community rather than chasing our individual wants



Drafting Your CHIP Plan



Getting Started: Draft a Plan

- You are the leader of your community's assessment process and you need to communicate with your partners:
 - **WHY** this process is important
 - **WHAT** needs to be done
 - **HOW** you are going to accomplish this task
- A written community health improvement process (CHIP) plan:
 - Keeps you on track
 - Forces you to do research before approaching partners to assist you
 - Helps you identify the partners you need to incorporate into the process
 - Helps you communicate your **WHY**, **WHAT**, and **HOW** while giving partners the opportunity to develop their own **WHY**, **WHAT**, and **HOW**



Getting Started: WHY Do This?

- 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 on policies and programs?
- Want to know what the primary health concerns are within the population you serve?
- Sounds like something fun to do in your spare time?

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!



Getting Started: WHAT Do You Need?

- 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”](#)
- Choose a process for conducting your CHA/CHNA
 - Recommend MAPP: <http://www.naccho.org/programs/public-health-infrastructure/mapp>
 - Provides a step-by-step guide for completing your CHA/CHNA
 - Provides four different assessments to use when collecting data
 - Suggests partners that should participate in each step of the process
 - Meets the needs of both health departments and hospitals, and allows flexibility to meet the needs of others



Getting Started: WHAT Do You Need?

- Review the process steps and make a timeline of when you want to accomplish each step
- Identify the community you are assessing – region, county, city, town?
- Identify the people that make up your community
 - Population demographics (e.g. age, income, languages spoken, religious beliefs, race and ethnicity)
 - American Community Survey: <https://www.census.gov/programs-surveys/acs/>
- Make a list of what data you need AND want to gather during this process
 - Look over the MAPP assessments to find out what types of data you will be collecting
 - Do some research to find out what data is already available



Data Resources

- [Community Commons](#)
- [County Health Rankings](#)
- [National Cancer Institute's State Cancer Profiles](#)
- [CDC Wonder](#)
- [CDC's Youth Risk Behavior Surveillance System](#)
- [ISDH Epidemiology Resource Center](#)
- [Indiana Coalition Against Domestic Violence](#)
- [FBI's Uniform Crime Reporting Program](#)
- [Indiana Youth Survey](#)
- [Kids Count Data Center](#)



Data Resources

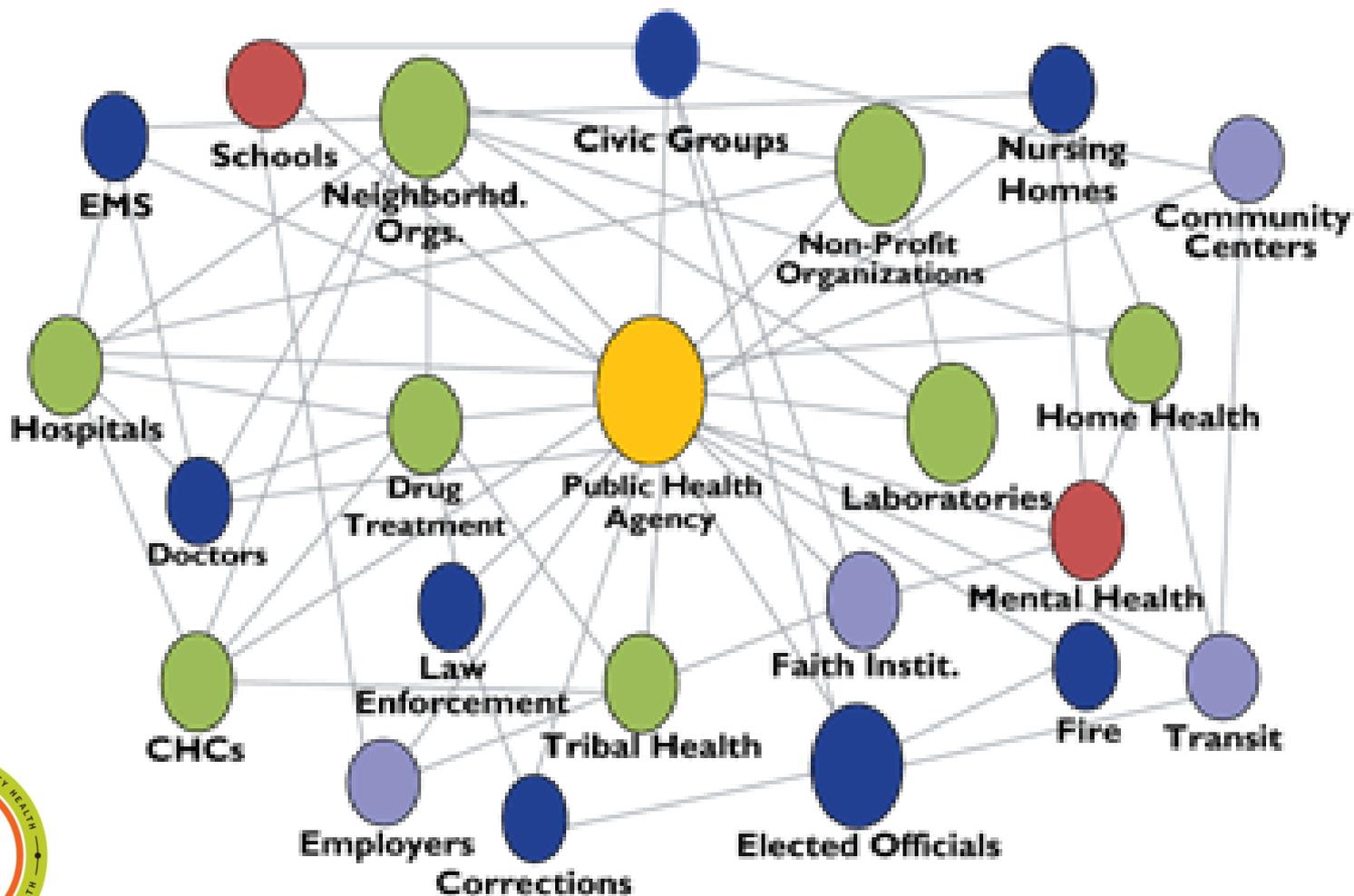
- Local Hospitals
 - Data on hospital discharges, emergency department visits, and use of services by uninsured individuals
 - May have purchased data (e.g. HCI, Indiana ChimeMap) they are be willing to share
- Health Department
 - Communicable disease and vaccination rates
 - Environmental health complaints and violations
- Local Coalitions
 - Local Coordinating Council (i.e. drug free coalitions): annual report on drug-related offenses within the county
 - Tobacco Control Coalitions: tobacco use rates, cessation rates, tobacco-related health expenditures
 - Others?



Identifying and Engaging Your Partners



Local Public Health System Partners



Identifying Your Partners

- Review the Local Public Health System map
- List each partner category and begin specifying who the entities and individuals are within each category
 - Be as specific as possible, including a contact name, address, email, and phone number, if possible
- Connect the partners with each assessment and/or data needs and wants
 - Include those partners that can provide data, participate in the assessment process, and/or can help you collect data
- Highlight the partners that show up across multiple assessments and/or data needs and wants



Forming Your CHIP Committee

- Highlighted partners should be contacted to be part of your CHIP Committee
 - Committees can be small and mighty – 3 to 5 people will suffice
 - Local hospitals and the health department should **ALWAYS** be on your committee
- The CHIP Committee will be responsible for:
 - Implementing assessments and gathering data
 - Engaging community members and other partners to participate in the CHA/CHNA process
 - Assisting with the decision-making process and supporting those decisions



Why Be Committee Members?

- Health departments and non-profit hospitals need to show they are participating in this process and working with others
 - May be able to co-own the document versus writing separate documents
- Have a vote in how the process is conducted, what data will be collected, and how the final assessment product will look
- Special recognition in the CHA document (e.g. logo on the front cover versus listed as a partner later in the document)



Engaging Your CHIP Committee

- Schedule one-on-one meeting or phone call with potential committee members
- During the meeting:
 - Outline your plan: why you are doing this, what you are hoping to gain, and how you plan on conducting this process
 - Explain why you want to include them in the process and what you think they can gain from it as well
 - Give them the opportunity to respond with how they think this process would be beneficial to them
- Keep the meeting short (no more than 30 minutes, if possible) and specific to the CHA process



CHIP Committee “Elevator Speech”

Hello Mary. Thank you for taking the time to meet with me today. The Best County Health Department is getting ready to conduct an assessment of the health needs of our county residents. The assessment will help us better understand the types of programs and services we should be providing, as well as help us meet our accreditation goals.

Before we start this process, we wanted to reach out to some of our community partners who we think could benefit from this process as well. We know Best County Hospital also has to conduct a community health needs assessment as part of your community benefit program, and we would love to be able to partner together on this.

Our department can provide communicable disease, environmental health, and birth and death data. We can also provide staff to help distribute surveys and conduct focus groups, as well as help write the assessment document. Is this something you think you would be interested in partnering together on? Let's discuss how we can make this beneficial for both parties.



Moving Forward With Your CHIP Committee

- Set a schedule for future meetings
 - Monthly meetings are usually sufficient if utilizing email
- Determine the needs and wants of committee members and update your initial plan
- Update your timeline for completing the assessment process
- Schedule a community-wide meeting for other partners



Engaging Other Partners

- Host a community-wide meeting and invite identified partners to participate
 - Send invitations through email and mail; post the meeting on social media
 - Briefly describe why you are going through this process, who is part of your CHIP committee, and some of the benefits partners may receive by participating
- During the meeting, discuss your updated plan, how partners can participate in the process, and what partners can gain by participating
- Allow partners to identify their needs and wants from the process
 - Small group breakouts where partners can discuss what data they wish to collect and/or questions they want to ask the community



Why Might They Want to Participate?

- Provide input on what data is collected that is beneficial to their organization, business, or population
- Connect partners with other entities in the community who share similar goals
- Organize multiple entities around issues that can be addressed “globally”
- Helps identify gaps in services and programs to better serve the community in the future



How Will They Participate?

- Share online surveys with their contacts
- Recruit their contacts for focus groups, interviews, or town hall meetings
- Participate in surveys, focus groups, and interviews
- Share their reports and data
- Offer financial or in-kind donations (e.g. print surveys for a fair; host a meeting)
- May want to participate in the CHIP Committee



Keeping Partners Engaged

This can be a very long, sometimes confusing process that can frustrate partners if they are not well-informed and actively participating in some way

- Communicate with partners and keep them updated on the process
 - How many surveys have been collected?
 - What are upcoming opportunities to be involved in activities?
- Participate in their coalitions, task forces, projects, etc.
 - This is a two-way street; you can't expect help from others without helping them, too
- Connect partners who are working on similar goals and objectives
- Share data sources and information as it becomes available
- Have a set schedule when tasks need to be completed and stick to it
- Adapt the process to better meet the needs of partners if recurring issues arise
- Don't favor some partners over others



Questions?



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