Strategy Selection

Jefferson County Health Alliance

March 13, 2020

Presenter: Mark

Welcome. Today is both culmination of a lot of work over many, many years as well as a starting place…

Agenda

- 1:00   **Welcome and Framing the day**
- 1:20   **Identifying strategies**
- 2:00   **Prioritizing strategies**
- 2:45   **Next Steps**

Mark:

Orient us to the day

Introductions

- Name
- Who do you serve
- What do you do
- Fist to five

Jefferson County Health Alliance

- A group of people and organizations committed to a a thriving and connected community where health and opportunity is possible for all.

- We aim to be the connecting entity in Jefferson County that will unite people, businesses, government and organizations in common language and purpose.

Presenter: Mark

Our vision is a Jefferson County that is a thriving and connected community where health and opportunity is possible for all.

We aim to be the connecting entity in Jefferson County that will unite people, buisinesses, government and organizations in common language and purpose.

How do we all fit together?
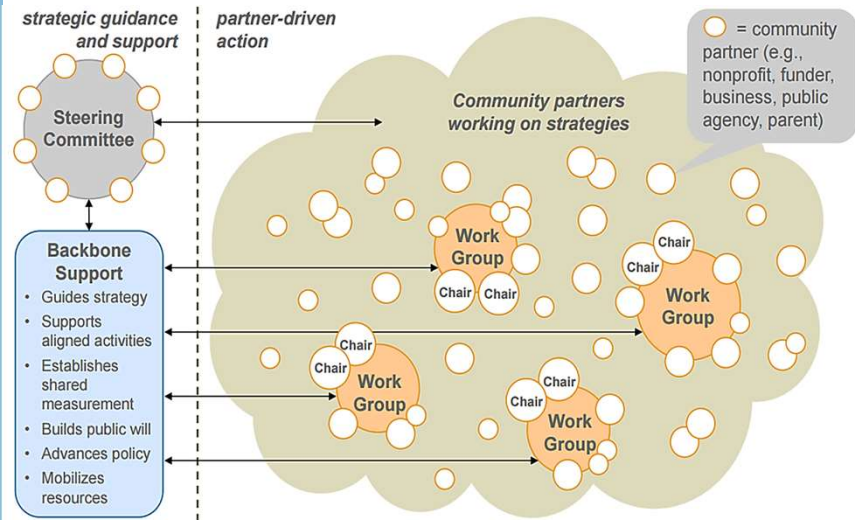
Presenter: Monica

How the Alliance evolves will be a product of today as well as many conversation we have over the coming years. A way we could think of us is as a constellation of people, organizations and collaborations doing amazing work who drive and inform the work of the whole. To borrow the catch phrase from Civic Canopy, we can be the many working as one for the good of all.

Throughout this first year, 9 organizations have come together to build the Jefferson County Health Alliance and move its process forward. These are:
Jefferson County Human Services
Jefferson County Public Health
Jeffco Public Schools
St Anthonys/Centura
SCL Health at Lutheran
Stride Community Health Center
Jefferson Center
Signal Behavioral Health Network
Colorado Community Health Network

To get to this point, it has been a journey. To get beyond this point, we need to move beyond the perspectives of these 9 organizations. That is what brings us all here today.

From the very start, we were clear that health was more than just the presence or absence of disease. It is a state of complete physical, mental and social well-being and we fully recognize to reach this we need to build community conditions that promote health and opportunity for all. [Health is more than just healthcare.]

In addition to health, we recognize four other core values to our work respect, equity, opportunity and responsibility

Respect – Everyone is valued and treated with dignity. Regardless if you are living with a mental health condition, coping with addition, experiencing homelessness or living in poverty, we all have value and are valued.

Equity – We all have what we need to thrive. This is regardless of our income, our gender, our sexuality, the language we speak or the color of our skin.

Opportunity – Everyone can meet their basic needs with no barriers to accessing quality and timely resources.

Responsibility – We share a commitment to improve our community and are accountable to each other for the outcomes we seek.

To get to:

A thriving connected community where health and opportunity are possible for all.

We first need:

 People and organizations that are well connected in a caring, supportive community.

 People and organizations that work together to improve outcomes and change systems.

Down the road, we can then address/broaden into supporting specific topic areas such as housing or access to care.

Connection

- We are doing well connecting with our friends and families (61% do so every day)

- But 20% never talk with their neighbors and 40% never do favors with neighbors.

- Youth are connecting to clubs at school (68%), but much less adults (26%) or older adults (32%)

Collaboration

- **We feel really good with why we collaborate (3.7 out of 4).**
- **We have room to improve with**
  - Structure (3 out of 4)
  - Membership (2.9 out of 4)
  - Process (2.9 out of 4)
  - Results (2.7 out of 4)

Collaborative Action/Collective Impact

Coordinated Action

Individual Action

Adapted from the Strive Together Partnership

This meeting today is part of a larger collective impact approach that the Health Alliance is using to guide our work. I know many of you are probably familiar with collective impact, but for those who are new and as a brief review, this approach stands in contrast to the way we often organize our work, as a scattered group of individual actors, symbolized by the arrows at the bottom of the slide. Each organization has its own mission, its own goals, and often we are working separately and even at odds with each other, traveling different roads to different destinations.

A useful way to visualize the difference between collective impact and typical and current practice of isolated impact is to think of each arrow as an organization's or group contribution.

Frequently they all feel like they are working against each other, heading in separate directions.

With intention and commitment, groups can move to align their efforts toward shared goals.

If they take the next big leap, often involving a more explicit shared vision and more rigorous strategic learning and accountability, they reach even deeper, collective impact.

At times we are lucky to coordinate our actions, (click to animate 2nd level of slide). This might mean that groups of us gather to work on the same issue, or share data, or align efforts to affect a similar group of people. This is progress, and preserves our individual autonomy, but still means that each group or organization is racing against the wind on their own, expending a good deal of effort and energy worrying about their own unique effort and how they fit in.

At our best, (click slide to animate 3rd set of arrows), we align our efforts like cyclists in a peleton, drafting off each other's leadership and working more efficiently and effectively together. The racer in the back of the peleton is using 50 to 80% less energy than the racer at the front. Wouldn't you like 50 to 80% more energy to do your work?? With a collective impact approach, we benefit from having a shared vision, close alignment of efforts, and a sense of shared accountability.

To help us develop this approach to the work, we are working closely with The Civic Canopy, a nonprofit based here in Denver that has been helping communities across Colorado create the conditions where the many work as one for the good of all. I will turn it over to Ageno Otii from The Civic Canopy to explain a little more about this ap

Our Mission for Today

Building on strategies from the Turn the Curve, identify broad strategies for our work.

Identify any immediate action steps

Clarify next steps

Steps in Our Current Process

Turn the Curve (2/2020)

Narrow Strategies (3/2020)

Action Plan (4/2020)

Launch Action Teams (5/2020)

Turn the Curve

- **Data**
- **Root Causes**
- **Strategies**

Who attended? 2/3rd of Strategy Selection workgroup members attended the Turn the Curve event.

Just under 100 participants at Turn the Curve.

We divided our discussions into 4 groups – personal connections, Neighborhood connections, community connections and collaboration.

We explored our data, root causes and strategies.

We ended up with xx strategies identified during the meeting. In looking at all of them (not just the top ones), I found a number of similarities across all data areas as well as clear themes for our approach.

Foundational approaches

- Build on existing work
- Build on current strengths and assets
- Encourage organizations and people to stay in their lanes/learn to cross lanes together
- Incorporate community voice and power sharing
- Use researched and evidence-approaches/evaluate our work
- Continual learning/evaluation of projects and tools

Strategy groups

- Elevate community members and voices, especially marginalized communities
- Implement/promote specific events/projects/activities
- Encourage/develop communication/technology tools that encourage connections and collaborations
- Implement/promote communications and marketing activities
- Implement/promote social media/technology policies that encourage connection
- Design of neighborhoods for connection
- Develop funding models that encourage collaboration
- Understand strengths and needs within specific neighborhoods and populations

Potential strategy 1: Elevate community voice and power

- **Examples**
  - Engage all populations in high needs areas
  - Understand community members
  - Ask community what they want
  - Empower people
  - Identify community leaders
  - Create safe spaces
  - Hire translation
  - Train community members
  - Train organizations
- **Discussion**

Support organizations to do this work; Learn from organizations doing this well; ensuring accessibility (hearing impaired, etc)
Who: Adelante,

Potential strategy 2: Specific projects

- **Examples**
  - Community block parties
  - Promote "A Little Help"
  - Book clubs
  - Free rec center access
  - Community connectors
  - Group resource fair
- **Discussion**

This was a hodge-podge of a lot of ideas. It seemed an opportunity to define activities, learn from communities and incorporate existing research before moving forward with specific activities.

Community needs to lead this one.

Potential strategy 3: Technology tools

- **Examples**
  - Adopt shared resources and referral platform
  - Community bulletin boards
  - On-line tech support
  - Organizations collaborate on schedules
- **Discussion**

Build up what is already in use. One main website for finding almost anything.   Next door isn't the full solution.

Who: LAUNCH Together,

Potential strategy 4: Marketing strategies

- **Examples**
  - Ad campaign
  - Market value of connection
  - Monthly campaign
  - Use storytelling
- **Discussion**

Potential strategy 5: Address role of technology

- **Examples**
  - Create rules/laws regarding phone access for teens
  - Next Door guidelines on posting concerns/threats
- **Discussion**
  - Lack of technology for some groups, ex older adult; wifi connection limited

Could be a dimension in another strategy group?

Potential strategy 6: Neighborhood design – physical and emotional

- **Examples**
  - Complete streets
  - Walkability
  - Fence tear-down
  - Remote drop offs
  - Create "3rd spaces"
  - Create safe spaces to address vulnerability
- **Discussion**
  - Co-housing other housing concepts
  - Mutual aid model

Who: Aging Well, "age-friendly communities"

Potential strategy 7: Funding models

- **Examples**
  - Change funding away from silos
  - Collaborative funding models
  - Activate non-traditional funding models
- **Discussion**

Ex. Substance use going after a grant opportunity competitively rather than together, collaboratively, to build off each others work

Potential strategy 8: Specific strengths and needs

- **Examples**
  - Clearly define who is being affected
  - Break down data by specific populations
  - Understand differences by neighborhood and housing type
- **Discussion**

Does this fit with another strategy group?

What's missing

- Incorporate community members and voices into the Alliance, especially marginalized communities
- Implement/promote specific events/projects/ activities
- Encourage/develop communication/technology tools that encourage connections and collaborations
- Implement/promote communications and marketing activities
- Implement/promote social media/technology policies that encourage connection
- Promote design of neighborhoods for connection
- Develop funding models that encourage collaboration
- Understand strengths and needs within specific neighborhoods and populations

All elements can expand our capacity of community care; maybe add to strategies

Q: Can we tie into health, elevate into our conversation? Response: Assumption all of these are vehicles to have a positive impact on health

Break
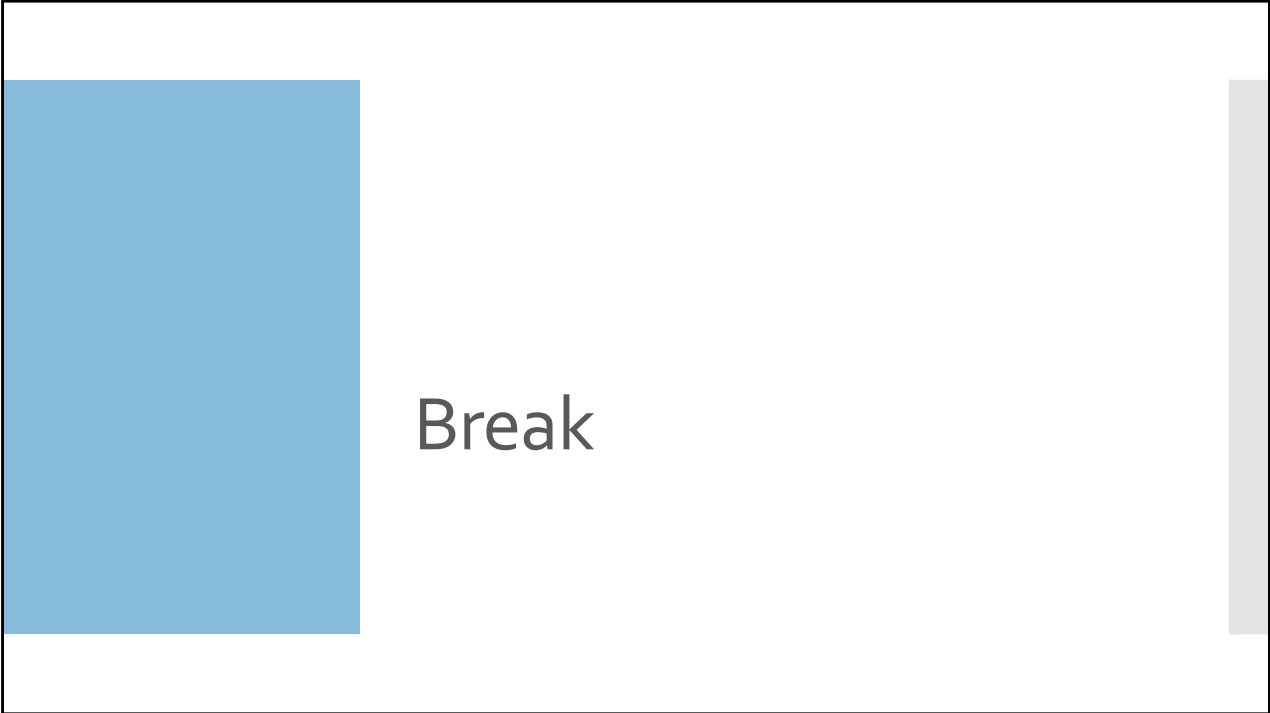
Prioritizing	• Potential champions
	• High impact
	• Low effort
	• Quick wins

What else?

Prioritization Exercise

Prioritization exercise

List refined priorities in Excel and use matrix for voting such as what we do with indicators selection (rank 1 to 3, with 3 being best). Priorities will then be ranked by determined priorities.

Final Strategies

- Elevate community voice
- Implement specific projects
- Encourage and develop technology
- Communications and marketing
- Neighborhood design
- Funding models

Immediate needs

- Census (specific project)
- Isolation (communications)
  - Ways we can still have connections
  - Importance of connections
  - Seniors;
  - Tap into existing messages
  - Elevate existing work (LinkAges)
- Isolation (project)
  - Build regular touch-point calls

Within each of these strategies, are there any immediate activities we should consider?

Next Steps for Today

- Determine next steps for any immediate action
- Volunteers to review action plan
  - Library, tbd (Robyn as contact)
  - Gabriel
  - Rachel
- Launch of Action Teams- Monday, May 11, 2020 at 12:30pm – 2:30, location TBA