

Jefferson County Health Alliance

Summary of Visioning Input

November 11, 2019

Between September 16 and October 31, 355 community members across Jefferson County provided input on what health, wellness and the opportunity to thrive meant to them. The themes that emerged from this community input process drove the development of a vision statement for the Jefferson County Health Alliance. Through an iterative process, the Alliance tested 6 vision statements with individuals and partners in the community. Key components of the vision statements preferred by respondents included the following.

1. Caring, connected community, i.e. where
 - a. “neighbors reach out and get to know each other”
 - b. “we help each other out”
 - c. “we are encouraged and supported”
2. Health
3. Opportunity to thrive
 - a. Including dignity
4. “in reach for us all” or “in reach for all”
 - a. Including equal opportunity
 - b. No discrimination

Additionally, respondents preferred succinct messages with fewer phrases. Details of the iterative process are included Appendix A.

Appendix A. Community Input on the Jefferson County Health Alliance Vision Statement Development

Input session 1: Staff at JCPH heavily involved with community coalitions (n=3) (11/5/2019)

- Draft Vision Statements
 - o Option 1: Jefferson County is a caring, connected community that works together to make a healthier place for us all.
 - o Option 2: With respect and connection, Jefferson County is a community where health and opportunities to thrive are in reach for us all.
- Comments
 - o "Us all" felt clunky
 - o Neither felt inspirational. Suggested adding in the word "dignity" to get to some of the feedback about acceptance and respect.

Input session 2: Participants McClain Community High School Job Fair (47 respondents, primarily students) (11/5/2019)

- Draft Vision Statements
 - o Option 1: Jefferson County is a thriving community that works together to make health and dignity in reach for all.
 - o Option 2: Jefferson County is a community where health, dignity and the opportunity to thrive are in reach for all.
- **Respondents preferred option 2 (n=34, 72%) over option 1 (n=13, 28%).**
- Comments
 - o In option 1, people liked the phrase "thriving community" and working together.
 - o In option 2, people felt the sentence was easier to read and particularly liked the word "opportunity"
 - o Overall phrases people thought were missing were "helping people out", "caring", "equal opportunity", "perception of fairness for all", "inclusivity"
 - o Some people felt the word "dignity" was vague or undefined.
 - o Alternative visions people suggested:
 - Jefferson County is already is an open opportunity area working its hardest to create the most healthy and thrivable environment possible.

Input session 3: On-line responses from those who were interested in staying informed of the Alliance's activities (14 responses) (11/7/2019 to 11/11/2019)

- Draft Vision Statements
 - o Option 1: Jefferson County is a thriving community working together to bring health, dignity and opportunity in reach to all.
 - o Option 2: Jefferson County is a caring, connected community where health, dignity and the opportunity to thrive are in reach to all.
- **Respondents preferred option 2 (n=8, 57%) over option 1 (n=6, 43%)**
- Comments:
 - o Add the word "committed"
 - o Thank you for saying "in reach for all" instead of something like "for everyone" or "for its residents/citizens"

- Alternative:
 - o Jefferson County is a thriving community in which residents are encouraged and supported to work together to bring dignity, opportunity and access to health care and healthy lifestyle in reach for all.
 - o Jefferson County is a caring, connected community where neighbors reach out and get to know each other, health, dignity and the opportunity to do the right thing, the human thing, the helpful thing to thrive are in reach for us all.