

Summary and Notes

9/25/09 Startup Work Session Meeting

Overall Themes / Messaging

- Listen to the community – involve them in goal setting
- Do not impose an agenda: engage early and often
- Communicate one-on-one
- Use “stories of success” to illustrate the concept
- Help connect existing initiatives, like CARE, to other initiatives
- Ensure accountability and sustainability
- Keep consistent messaging
- Move from “data” to “community benefits”: Use data for action
- Be specific about the needs that need to be met

General next steps: Internal

- Engage the private sector
- The group needs to be more representative
- Connect directly to the neighborhoods, engage community leaders directly
- Include other advocacy groups
- Keep trying to measure things that are hard to measure
- Monitor policy changes through data

Specific areas to focus on next: External

- Take actions now – don’t spend years just talking
- Pick a few things and do them well: Have short-term and long-term goals/changes
- Change neighborhood schools
- Connect work to early childhood care
- Transportation and land use
- “Health impact assessments” when city projects are completed

Breakout Session Notes

Workshop 1: How do we most effectively engage the community?

1. *What are the best ways to engage the Community?*

(To a lesser extent: What will work most effectively to engage community members from across the city to encourage or promote efforts that will address health inequities?)

- Engage residents early on (and often) – Starting right now
- Ask community members/leaders: “What works best for you?”
- Choose a convenient time for residents to come to meetings: after work, weekends, etc.
- STORY: how to tell stories that matter, transform, inspire, bring people to a higher place
- Watching the video by Color of Words was effective
- Engaging with Ownership (help people feel a sense of ownership in the process)
- Relationship Building: get people to care about each other, invest in each other’s lives
- Having a Vision (ex. “Vision Zero”) – Help create a vision for community health
- State clearly what values you have
- Partner with groups already doing this work
- Empowering Youth (in schools, etc.)
- Connect what we want to do with groups that already exist: community gardens/greenspaces, small grants recipients, arts groups – make connections with their projects
- Engage people where they are
- Identify those who we might not already know about (as leaders) – get out and find out who are doing things to advance their communities.
- Be *honest* and *transparent* about our expectations – Act with *integrity*
- Be careful of jargon – Talk to people in ‘real’ terms
- Share Knowledge: Visibility & Collaboration as values

2. *How do we become a Community/Engage the Unengaged?*

- Let people see you where they are
- Talk *with* (not to) people – LISTEN to what they say
- Build a relational culture: “We’re in this together”
- Have tangible resources in our community to support people
- Look at Dr. Felton Earl’s work: Decreasing violence by engaging the community
- Also, see the example of the Chatham Square Food Bank (no agencies involved)
- Also engage people who are willing to volunteer – Time Banks?
- Engage Leaders who don’t come into our view/don’t come to meetings
- Include people *directly* related to this work (not just the directors, but those who are working on these issues on the ground level)
- Workforce Development presentation to staff/community organizers

- “Cut across Silos” – Agencies/Groups working together
- Solve ‘whole person’ issues
- Question: Do we have true “buy-in” from everyone here at the table?
- Instead of “Outreach”, “Be with” people
- Have dialogues among service providers and community members

3. *How can we use the Health Equity Index (HEI) and other striking data most effectively to motivate action?*

- The Health Equity Alliance will be improving this process in the next few months...
- Ask: “How are people going to be better off?”
- Using the HEI in a process leading to better legislation – Keep the City/Government involved
- It’s about changing the structure of society (changing individual behavior is a part of that)
- Look at CARE: Following the lead of the community – Their staff asked to be added to the agenda at upcoming community meetings, rather than ask for a special session or demand that they be added to the current agenda.
- Help residents organize their own meetings

Workshop 2: What actions are needed to address social and health inequities?

What actions are necessary?

- Look more broadly at primary preventions – make resources to parents of newborns available so they don’t use the emergency room; give parents what they need to have youth ready for kindergarten
- Garner local political support – mayor, police dept., etc.
- Reach out to organizations/people at the State level – i.e. legislators
- Create tax incentives for closing the gap – using public transportation, stocking healthy foods in your store, etc.
- Create improved public transportation
- More time-efficient
- Usability
- More hours
- User-friendly routes
- Survey who could be using and target them with marketing
- More synergy – Yale buses, hospital shuttles, city buses
- Change land-use policy
- Break down silos
- Sidewalk repairs
- Make sure all city departments thinking about health when creating plans
- Promote policy initiatives to address issues like obesity, diabetes, cancer, etc.
- Support programs already happening, like discounted fresh fruits/vegetables for senior citizens

- Do more outreach
- Create uniformity of messages among health care providers
- Public service announcements
- Get beyond this room
- Make data readily available to all and make the data uniform – city has some stats, BOE has some stats, State has some stats – none are the same
- Get tools out to the neighborhoods

Who should be involved?

- Businesses
- Public Schools
- Hospitals/health care centers – Provider community
- Media
- Local & State government – Mayor, Governor, Legislators
- DCF
- DSS
- Dept. of Public Health
- Dept. of Transportation
- Neighborhoods
- Funders
- Leaders

How do we create synergy?

- Involve neighborhood leaders
- Food policy council working with NH Public Schools
- Older adults working with youth – i.e. walk together to school
- Start with what is already happening and build on that as well as finding what is missing

Advice for HEA

- More info flowing between organizations – more coordination
- Keep social determinants as a focus
- All sectors & neighborhoods involved
- Marketing/media included – prioritize message and keep consistent among various sources
- Select 2 or 3 major policy initiatives that are cost-effective and feasible/realistic
- Return to neighborhood schools/take buses off street – cost-saving (cut 10%, save \$1.4 million) and exercise
- Include institutions/organizations who are usually out of the loop – i.e. private schools
- Give more concrete things to people who need them
- Clarify how this is different
- Pain in the side of those in power – make sure they follow through
- Implement the actions – don't just talk

- Focus on some instant successes to build momentum
- Don't expect public schools to do all the work
- Engage key stakeholders at the state and local level – even if it is just to inform them
- Clear definition of goals and pick 2-3 to work on

Workshop 3: Design Principles: How can we ensure the success of this initiative?

How to produce change:

- More involvement from the healthcare department which would include funding as well as policy changes.
- Clearly set short term as well as long term goals
- Information collected should be shared quickly, in a comprehensive manner, among the different organizations involved.
- Results Based Accountability (RBA): comparing before and after results, and/or based on logic model.
- Assuring sustainability of the programs
- Constant communication
- Establish a link between the communities targeted and the efforts that are being done.

Process for evaluation

- Establish what the expectations of the community are.
- Collect data that is locally specific and track the sentiment of the community as far as the success of the efforts made.

Necessary partners

- Community residents, Identify the representatives of the community

Measures of success

- Getting positive results in one community may translate into other communities getting interested in that result and being willing to implement the same changes.
- Focus on groups that are interested
- Chain reaction: for example, educating parents who are illiterate will automatically make them more able to make their children interested in reading books.
- It will be important to measure the collaborative efforts between the different associations and individuals concerned.
- Shed a good light on any success, not just the ultimate successes sought.
- It is important to link the different players needed to get results, such as healthcare, transportation and education.
- Evaluate the data collected.
- Bring stories of success to communities.

Advice gathered from the participants to the breakout session:

- Establish an ongoing communication system about shortterm/longterm goals

- The community should be involved in setting those goals in order to enhance its sense of involvement.
- This should be a communitywide effort, involving municipal players as well as grassroots organizations
- Identify all participants and follow up with them on a regular basis.
- Ask ourselves how inequities should be measured
- Monitor the occurrence of policy changes and encourage them, for example in areas like housing since the link between bad housing conditions and asthma has been established.
- Policy changes don't only involve government nor need to await government, for example businesses, education departments and Yale could implement some of these policy changes.
- Decision making process: determine who is going to be involved.
- Get more funding by attracting money through established and well articulated successes.